

# 1. PAYTM:

Paytm is an Indian multinational financial technology company, that specializes in digital payments and financial services, based in Noida. It was founded in 2010 by Vijay Shekhar Sharma under One97 Communications.

**Founder:** Vijay Shekhar Sharma

**Founded:** August 2010

**CEO:** Vijay Shekhar Sharma (Dec 2010).



**Main business goal :** Paytm offers a full suite of payment services for both consumers and merchants.

**KPIs :** Paytm started the Digital Revolution in India.

we went on to become India's leading Payments App. Today, more than 20 Million merchants & businesses are powered by Paytm to Accept Payments digitally.

Key Business KPIs - Quarter to date (Apr + May '23)				
Avg Monthly Transaction Users	Merchant Registrations	Total Merchant Payments Volume (2023)	Total Value of Loans Disbursed by Paytm	Total Number of Loans Disbursed by Paytm
9.2 Crore	75 Lakh	₹2.65 Lakh Cr	₹9,618 Cr	85 Lakh
▲ 24% YoY	▲ 41 Lakh	▲ 35% YoY	▲ 100% YoY	▲ 54% YoY

This is because more than 300 million Indians use Paytm to Pay at their stores. And that's not all, Paytm App is used to Pay bills, do Recharges, Send money to friends & family, Book movies & travel tickets.

With innovations to Financial services & products in pipeline, this is but one of the milestones achieved towards our mission—To bring 500 million unserved and underserved Indians to the mainstream economy.

## **2.OREO:**

Oreo is a brand of sandwich cookie consisting of two cocoa biscuits or cookie pieces with a sweet fondant filling. It was introduced by Nabisco on March 6, 1912, and through a series of corporate acquisitions, mergers and splits both Nabisco and the Oreo brand have been owned by Mondelez International since 2012.

**Introduced:** 6 March 1912

**Produced by:** Mondelez International; Nabisco; Cadbury; Continental Biscuits Limited

**Tagline:** "Wonderfilled"; "Milk's favorite cookie"; "Only Oreo"; "Stay Playful"

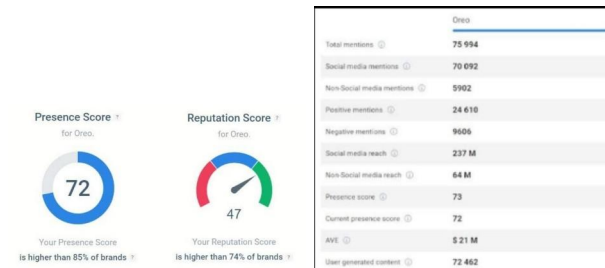
**Parent companies:** Nabisco, Mondelez International.



**Main business goal :** Oreo's mission is to be a market leader in selling sandwich cookies.

**KPIs :** 4.6 rating

Oreo has become the world's top selling cookie and is enjoyed in more than 100 countries.



over 362 billion have been sold, making them the best-selling cookie in the United States.

### **3. TITAN EYEX :**

Combining the most fully featured pair of smart glasses with premium lenses and optical services the Titan EyeX is highest quality and most fully featured pair of smart glasses available.

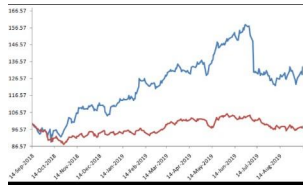
**Tagline:** Outdoor Advertising. Titan Eye Plus uses the popular Indian slogan "Buri Nazar Waale Tera Muh Kaala" .



**Main business goal :** Titan Eye+, India's leading eye care chain, introduces Titan EyeX a brand new Smart Eyewear for everyday use.

**KPIs :** The management is confident of rolling out 40 stores of Tanishq this year (24 added so far in 9MFY19). The management stated that operating leverage will be the primary reason for margin expansion in jewellery. It also stated that recent market-share gains are driven by

focused strategy on 16-17 cities where Titan's market share is lower than national average.



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#### **4.OPPO:**

Oppo is a Chinese consumer electronics manufacturer headquartered in Dongguan, Guangdong. Its major product lines include smartphones, smart devices, audio devices, power banks, and other electronic products. It is overseen by BBK Electronics Wikipedia

**Customer service:** 1800 103 2777

**Founded:** 2004, Dongguan, China

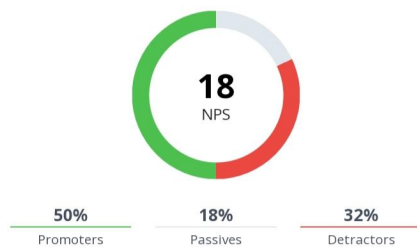
**Parent organization:** BBK Electronics



**Main business goal :** the goal is to help OPPO focus all its capabilities to elevate the user experience as a whole.

**KPIs :** world's leading smart device manufacturer and innovator with its business expanding to over 60 countries.

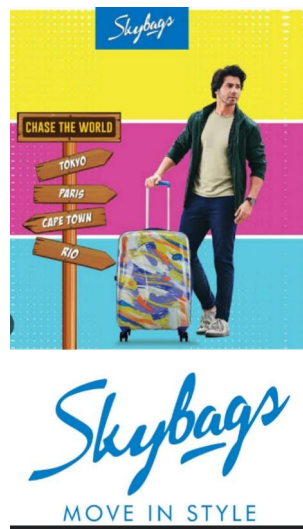
OPPO Overall NPS



OPPO's brand is ranked #983 in the list of Global Best Brands, a carefully curated list of recognized brands as rated by customers of OPPO. When compared to other organizations within the Consumer Goods industry, OPPO is ranked #79. Among its major competitors, OPPO is ranked in 6th place for NPS while Apple is 1st, and Xiaomi Technology is 2nd.

## **5.SKYBAGS :**

Skybags is the first Indian brand to launch waterproof backpacks and manufacture printed polycarbonate luggage. Skybags brand offers trolleys, rucksacks, backpacks, duffel bags, laptop bags and daily essentials made from hallmark quality material and components for great customer experience.



**Main business goal :** Skybags is aimed at travelers who like to make a style statement everywhere they go.

While the bags offer world class functional features.

**KPIs :** The overall rating of SKYBAGS is 5.0, with Skill development being rated at the top and given a rating of 5.0.



Overall, a total of 7,358 reviews were collected from the website, together with other related passenger data, namely review headers, passenger types, rating scores of airport attributes and the overall rating.