# zeta

**Date: 03-11-2023**

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Rahul Srivatsa Manikandan** (11050) was working at **Better World Technology Private Limited** as an Intern from **04-09-2023** till **03-11-2023**.

He has successfully completed the internship project under the guidance of **Rohan Bajla - Sr. Product Manager**.
We found him sincere, hardworking, technically sound and result oriented.

He worked well as part of a team during his tenure. We take this opportunity to thank him and wish him all the best in his future endeavours.

Regards,

**Margaret D'souza**
Authorized Signatory

# SUMMER INTERNSHIP REPORT

AS

**PRODUCT MANAGEMENT INTERN**

AT



Diamond District, Ground Floor, Tower C, HAL Old Airport Rd, Domlur, Bengaluru, Karnataka 560008

Internship Tenure: from **04-09-2023** till **03-11-2023**

BY RAHUL SRIVATSA M

21BCE7186

SCOPE
BTech Computer Science Engineering

SUBMITTED TO



VIT-AP UNIVERSITY

AMARAVATI, ANDRA PRADESH

# INDEX

# UPI SDK Integration Project

**Executive Summary**

Our UPI SDK Integration project aimed to evaluate the feasibility of incorporating the Unified Payments Interface (UPI) Software Development Kit into our existing product suite. This report provides an in-depth analysis of the project's scope, objectives, use cases, and impact on sectors such as E-commerce, Insurance, Investment, and Gaming. The focus is on enhancing customer experience, ensuring regulatory compliance, and contributing to the company's growth.

**Introduction**

Digital payment systems, particularly the UPI, have transformed financial transactions in India. This report explores the potential benefits of integrating the UPI SDK into our products, emphasizing its role in streamlining payment processes and elevating the user experience.

**Scope & Objectives**

Scope: The report covers technical feasibility, market analysis, and functional features related to UPI SDK integration. It explores user workflows from onboarding to dispute resolution, with a focus on customer payment experience and market positioning.

**Objectives:**

- Assess UPI SDK integration feasibility.
- Enhance customer experience with in-app UPI payments.
- Conduct market analysis and examine competitors.
- Explore user workflows.
- Analyze the impact on revenue and market competitiveness.
- Ensure compliance with NPCI guidelines.

**Use Cases:** Detailed scenarios in E-commerce, Insurance, Investment, Gaming, High-frequency purchases, Recurring Payments, Third-party verification, and Omni Channel highlight the versatility of the UPI SDK.

**Project Implementation**

The report delves into the implementation of the UPI SDK integration project, covering technical challenges, regulatory compliance, and seamless integration into existing workflows. The focus is on ensuring a secure and user-friendly experience for both merchants and customers.

## Market Analysis

A thorough analysis of the market and competitors provides insights into the potential impact of UPI SDK integration on our company's position. This section highlights the growing significance of UPI in various sectors and positions our company as an innovator in the digital payment landscape.

## Impact on Revenue and Competitiveness

The report evaluates the potential impact of UPI SDK integration on revenue streams, customer retention, and market competitiveness. Emphasis is on demonstrating how the project aligns with the company's strategic goals and contributes to overall success.

## Conclusion

Summarizing key findings, the conclusion emphasizes the positive impact of UPI SDK integration on customer experience, revenue, and market positioning. It reinforces the strategic importance of embracing digital payment innovations to stay competitive.

# Bill Splitting Feature Integration in PayZapp

## I. Introduction

In an age defined by digital convenience, the concept of sharing expenses has evolved with the introduction of bill splitting features in peer-to-peer payment apps. This report advocates for the implementation of the bill splitting feature in PayZapp, addressing the fundamental need it fulfills for users seeking an efficient solution for managing shared expenses seamlessly.

## II. Rising Demand

A recent survey in the United States indicates a growing trend, with 47% of P2P payment app users actively utilizing these platforms to split bills. This shift is particularly pronounced among younger demographics, emphasizing the rising reliance on such features for weekly bill-splitting. The data underscores a broader trend in the digital payment landscape, with implications for consumers and financial technology providers.

### III. Implications for the Indian Market

While the presented statistics are specific to the U.S., the trends observed are indicative of the potential direction in the Indian market. With a rapidly growing population of smartphone users and increasing digital payment adoption, the demand for bill-splitting features in payment apps is likely to gain momentum. The report highlights findings from user surveys, app store trends, and the significant market growth of bill splitting apps in India.

### IV. Benefits for Different Stakeholders

**For PayZapp:**

Increased transaction volume with multiple payments within a single transaction.
Enhanced customer satisfaction and loyalty through improved financial management.
For Users:

Convenience in splitting bills, making the process easy and hassle-free.
Accurate bill splitting, particularly beneficial for large or complex expenses.
Transparency and fairness in shared expenses, reducing disputes and support costs.

**For Banks:**

Enhanced customer engagement due to easier financial management for users.
Higher customer satisfaction and loyalty resulting from the ease of managing finances through bill splitting.

### V. Conclusion

Conclusion

In the realm of digital finance, the integration of a bill-splitting feature within PayZapp stands as a pivotal stride towards meeting the evolving needs of users. The escalating demand for seamless expense management, highlighted by global trends and specific indicators in the Indian market, propels the significance of this feature. As we anticipate a surge in user satisfaction and engagement, along with heightened loyalty, the implementation of the bill-splitting feature emerges as a strategic move aligning with the dynamic landscape of modern financial technology. This innovation not only caters to the current expectations but also positions PayZapp as a frontrunner in delivering user-centric and innovative solutions.

# UPI for NRIs Using International Numbers in PayZapp

### I. Introduction

In response to the evolving needs of non-resident Indians (NRIs), the National Payments Corporation of India (NPCI) has taken a groundbreaking step by allowing UPI access using international mobile numbers. This report explores the scope of facilitating UPI payments in India through NRE/NRO accounts linked to international numbers in PayZapp, with a focus on enhancing convenience for NRIs and unlocking new possibilities for the platform.

### II. Rising Demand

The decision by NPCI to enable UPI payments with international numbers for NRIs residing in ten countries reflects a rising demand for seamless, cross-border financial transactions. NRIs from the United States, UAE, Saudi Arabia, and Singapore can now register their international numbers for UPI, bridging the gap between their Non-Resident External (NRE) or Non-Resident Ordinary (NRO) accounts and UPI.

### III. Implications for the Indian Market

While the initial implementation is limited to specific countries, the implications for the broader Indian market are significant. As UPI becomes accessible to NRIs using international numbers, there is potential for increased adoption and integration with

merchants in those countries. This move aligns with the global nature of financial transactions and positions India as a frontrunner in accommodating diverse user needs.

## IV. Benefits for Different Stakeholders

**For NRIs:**

Convenience: NRIs gain the convenience of using UPI with their international numbers for payments and money transfers when visiting India.
Global Usage: NRIs can leverage UPI in their country of residence, once available, offering them a consistent payment experience.

**For PayZapp:**

Boost Acquisition: The availability of UPI for NRIs from multiple countries expands the potential user base for PayZapp.
Transaction Volume: With increased usage for a variety of transactions, PayZapp anticipates a surge in transaction volume, leading to revenue growth.
Competitive Advantage: Supporting UPI for NRIs gives PayZapp a competitive edge, attracting more customers seeking convenient and cost-effective financial management solutions.

## V. Conclusion

The introduction of UPI for NRIs using international numbers marks a pivotal moment in enhancing financial inclusivity and convenience. The move aligns with the globalized nature of financial interactions, providing a seamless bridge between NRIs and their Indian accounts. The benefits for both NRIs and PayZapp are evident, promising a more connected and efficient financial ecosystem.

## VI. Recommendations

To maximize the potential of UPI for NRIs using international numbers, PayZapp should consider:

Marketing Strategies: Implement targeted marketing campaigns to raise awareness among NRIs about the convenience of using UPI with international numbers.
Merchant Integration: Collaborate with international merchants to expand the usage of UPI in countries where NRIs reside.

User Education: Provide clear and comprehensive guides within the app to educate NRIs on the seamless integration of their international numbers with UPI.

# Global UPI Integration in PayZapp

## I. Introduction

In response to the dynamic landscape of global financial transactions, PayZapp is poised to revolutionize the way non-resident Indians (NRIs) manage their funds. The report explores the introduction of Global UPI in PayZapp, allowing NRIs from ten countries to utilize the Unified Payments Interface on their international mobile numbers, thereby enhancing convenience and connectivity across borders.

## II. Rising Demand

As the National Payments Corporation of India (NPCI) paves the way for NRIs to access UPI on international mobile numbers, the demand for a globally accessible UPI system becomes evident. NRIs residing in countries such as the United States, UAE, Saudi Arabia, and Singapore can now seamlessly link their NRE and NRO accounts to UPI using their international mobile numbers.

## III. Benefits for NRIs

**Convenience and Accessibility:**

NRIs can utilize UPI for payments and money transfers during their visits to India, streamlining their financial transactions.
PayZapp's Global UPI eliminates the need for expensive international cards, providing a cost-effective and efficient payment solution for NRIs.
Global Usage:

NRIs gain the ability to use UPI in their country of residence, extending the convenience of this payment system beyond Indian borders.
Linking their NRE and NRO accounts to their international SIM facilitates easy access to UPI, allowing NRIs to enjoy a consistent payment experience worldwide.
Versatile Transactions:

UPI can be used by NRIs for both merchant payments and peer-to-peer transactions in India, providing a comprehensive and versatile financial tool.

## IV. Conclusion

The introduction of Global UPI in PayZapp signifies a strategic move towards fostering financial inclusivity and connectivity on a global scale. NRIs can now seamlessly manage their funds across borders, leveraging the benefits of UPI for both local and international transactions. The move aligns with the evolving needs of a globalized user base, positioning PayZapp as a leader in providing cutting-edge financial solutions.

## V. Recommendations

To maximize the effectiveness of Global UPI in PayZapp, consider the following recommendations:

User Education: Develop user-friendly guides within the app to educate NRIs on the process of linking their NRE and NRO accounts to their international SIM for Global UPI usage.
Collaboration with International Merchants: Foster partnerships with international merchants to expand the reach and acceptance of Global UPI in countries where NRIs reside.
Security Measures: Implement robust security measures to ensure the safety of cross-border transactions and enhance user confidence in using Global UPI.