

Question 3: Product Exploration

The new business opportunities Jar could venture into, to expand its offerings and enhance user engagement are:

1. Investment in Mutual Funds, ETFs, and other Commodities

- Like the automated gold savings, this feature can let to users diversify and grow their portfolio at the same platform.
- Features like goal-based investment plans and ability to with small amount can be implemented.

2. Provide Gold loans and Credits

- Building credit profile and providing loans which can be repaid in small amounts via automated deduction.
- The investment history, portfolio, and other financial data can be used for providing credit score to the users.
- Will provide emergency funds to the users and improve engagement.

3. Insurance Plans for Health, Property

- Insurance plans for health and properties for low-income users
- The trust developed from investment and credit services will help to grow the customer base for insurance services.

4. Loyalty Programs

- Give in-app rewards based on achieving certain milestones in the investment journey.
- Coupons and discounts by collaborating with e-commerce platforms.
- Festive and seasonal campaigns such as “Diwali Bachat”.