

FINANCIAL TECHNOLOGY COMPANY



PAYTM KARO

By ... Swetha M S



PAY TM



CEO : VIJAY SHEKHAR SHARMA

TAGLINE : PAYTM KARO

FOUNDED : AUGUST 2010

PARENT ORGANIZATION : ONE97
COMMUNICATIONS

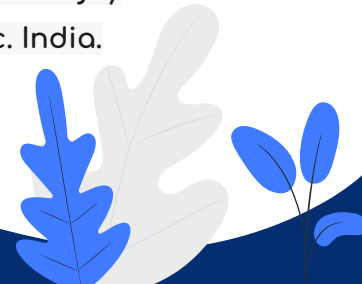
HEADQUARTERS : B-121 SECTOR 5 ,
UTTAR PRADESH , NOIDA , INDIA .

TOTAL ASSETS : 9,150.7 crores INR
(US\$1.2 billion, 2021)



INSPIRATION :

Paytm was the first application to provide wallet facility in India. Vijay Sharma got the inspiration to build Paytm during a visit to China when he saw vegetable vendors using their mobile phones to receive payments from some customers. This led to him establishing Paytm wallet in 2013. Paytm, the innovative app. In 2012, Paytm was awarded “#THEMOSTINNOVATIVESTARTUPOFTHEYEAR” by an event Entrepreneur India organized by Franchise India. In 2014 its app was awarded APPLE STORE’S BEST APP and its CEO Vijay Shekhar Sharma, #THEMOSTINNOVATIVECEO by Inc. India.



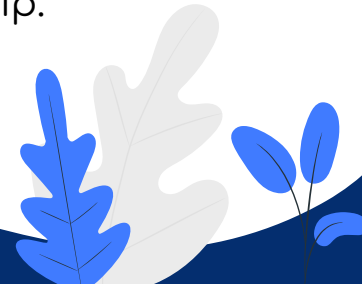
VIJAY SHEKHAR SHARMA



Vijay Shekhar Sharma is an Indian billionaire businessman. He is the founder and chief executive officer of financial technology company Paytm. He was ranked as India's youngest billionaire in 2017 by Forbes with a net worth of \$1.3 billion.

EARLY LIFE

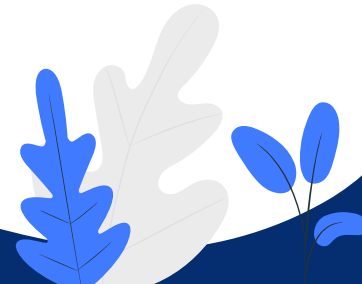
Vijay Shekhar Sharma was born in a middle class family in Aligarh. He was very bright student in school days . After completing schooling , he got admission in an engineering college in Delhi this bright student start turning into overage student and soon his grades began to decline. He completely stopped going to college after few months of admission. Soon he started losing interest in engineering and developed an interest in entrepreneurship.



PASSION FOR ENTREPRENEURSHIP

He was hugely inspired by Yahoo so he wanted to study at Stanford University where it was built, but due to lack of money stopped him to go there . When his peers were dreaming of their placements,Vijay along with his friends created XS Communications. This was used by major publications like The Indian Express.

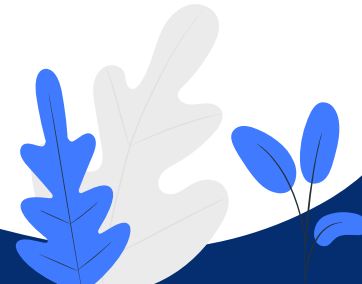
While trying to get funds for his company he borrowed Rs. 8 lakhs from bank with an interest of 24 percent. Due to this he was trapped in the vicious circle of unplayable debt. This forced him to take odd jobs to pay off his debts.



THE SUCCESS OF PAYTM

His success was made possible because of his hard work, patience and will to succeed. Things were hard when he launched One97 which is the parent company of Paytm but later things begin to settle. For Paytm he didn't ask for any fund instead he raises \$2 million all by himself.

True success of company comes when they start offering internet wallet service, 24 x 7 customer care services and all this developed trust among their customers. The idea of Paytm required trust of their customers and Vijay won it with excellent customer support.



Facts about Paytm:

- By 2022, Paytm is planning to launch its Initial Public offering (IPO).
- Over 7 Million merchants of India use QR code to accept Payment directly into bank accounts.
- During the COVID-19 pandemic in India, Paytm contributed Rs.10 to every single user who pay to PM CARES Fund via their App.
- Indian Legend Ratan Tata himself has invested in the Paytm.
- Jack Ma, founder of the world's largest eCommerce company, Alibaba bought a \$500 Million i.e. 25% stake in Paytm.



LEARNING FROM VIJAY SHEKHAR SHARMA :

- Story of Vijay Shekhar Sharma proves that you can achieve anything if you are determined and follow your passion. Life will give you opportunities ; it is on you how you take this opportunity.

“ Always follow your passion and take risks in life. ”

