



# Marketing Strategy Analysis

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A detailed **Business Case-Study** of Zerodha's Success

# Agenda



What this Case-Study covers

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01 About Zerodha

02 Zerodha as an Unicorn

03 Pandemic- A lucky opportunity

04 Simple & Efficient- their marketing way

05 Future Threats

# About ZERODHA

<b>Found in</b>	2010	<b>Industry</b>	Stock Broker
<b>HeadQuater</b>	Banglore	<b>Funding</b>	Bootstrap
<b>Revenue</b>	\$361.07M (FY21)	<b>Rankings</b>	108th on Global Unicorn Ranking
<b>Profits</b>	\$148.45M (FY21)		
<b>Valuation</b>	2 Billion+		

Zerodha Broking Limited is an Indian financial services company offering retail brokerage, currencies and commodities trading, mutual funds, and bonds

Basically it is a discount broking firm, charging a reduced commission or low brokerage on the transactions to ideally attract the investors to use this platform

## Products by ZERODHA



**6**  
Million users

**15%**  
Total Volume traded



NSE's Retail Broker of the Year  
BSE-Dun & Bradstreet Award  
Bootstrap Champ award

# Zerodha's Process of Valuation

**Zerodha Buyback ESOPs every year**

**By this way, Zerodha has self  
assessed its valuation @2B USD**

**The valuation is completely bootstrapped  
and no external investment of single penny**



# Pandemic & Pains

- Time and Savings
- Jobloss and alternate job opportunities
- Rise of Startup friendly environment in India (Awareness)
- Failure of Govt. funds
- Underperformance of Banks

 Mint

Demat account openings hit a record of 14.2 mn in FY2021

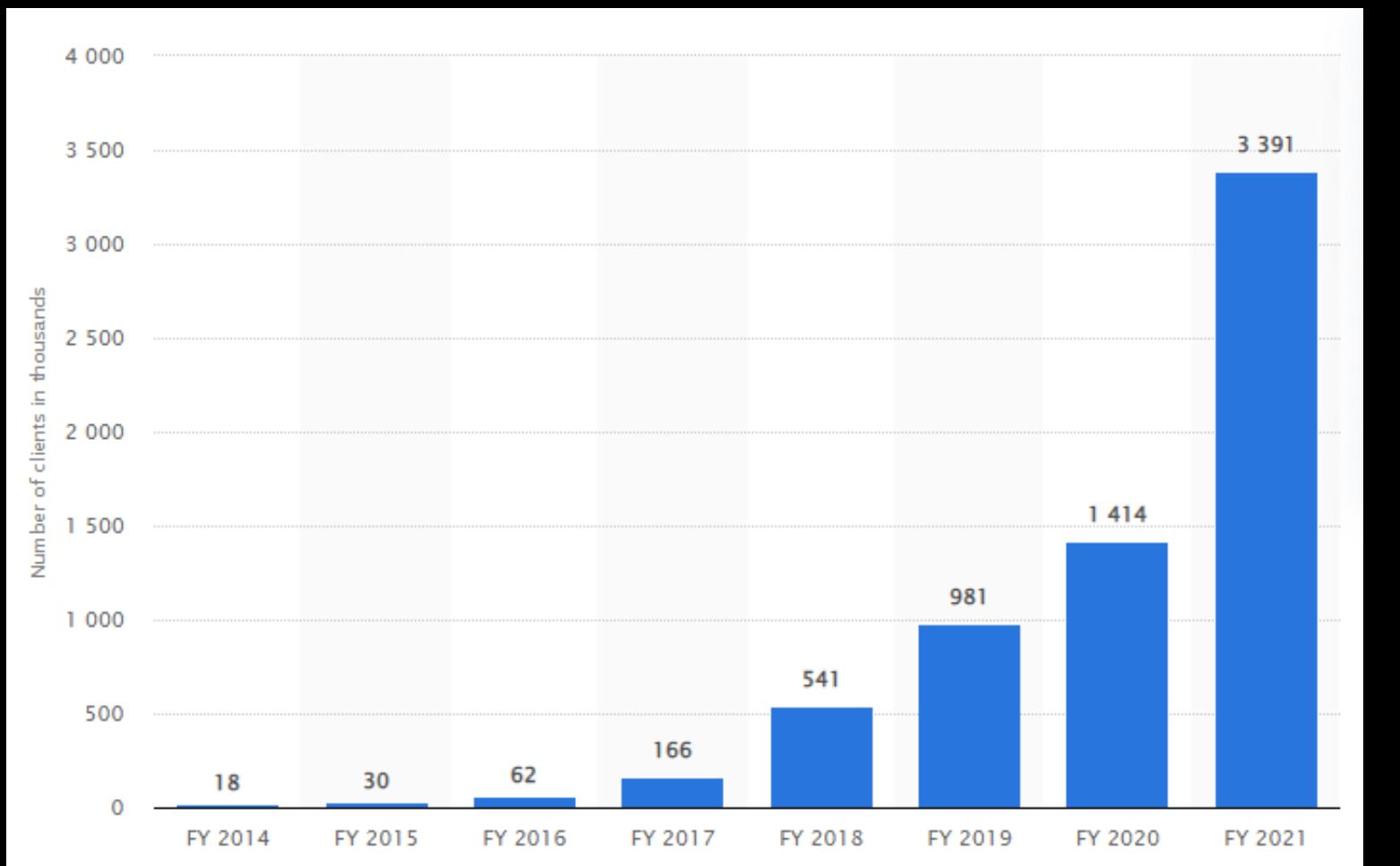
Indian investors opened a record 14.2 million new demat accounts in FY21, nearly three times the figure in the previous fiscal year,...

27-Apr-2021



# Pandemic & Pains

- And Zerodha did add a customer base
- Hence target of "Low brokerage and high volume" is achieved

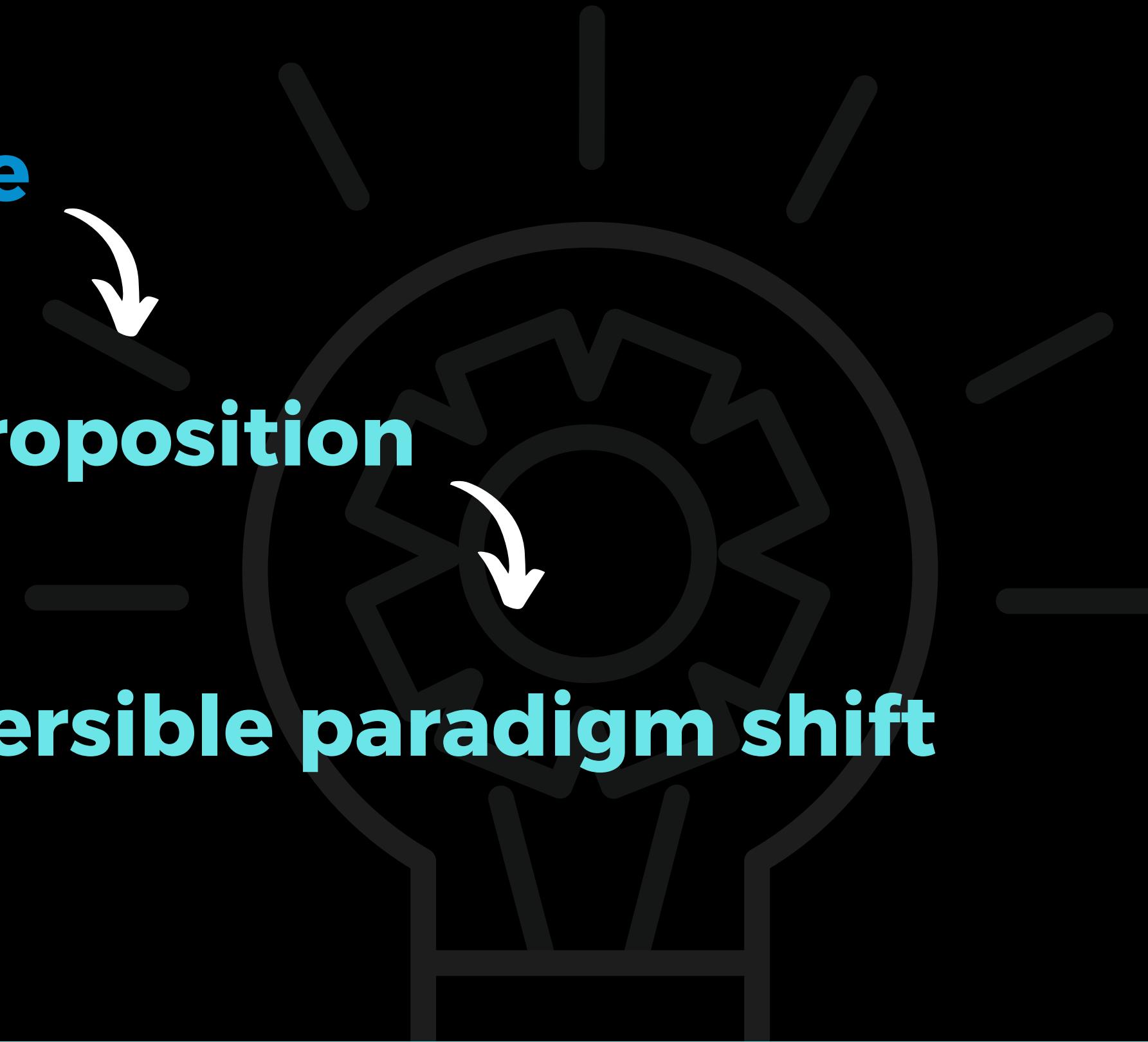


# How Zerodha won the Audience

**High Consumer Tolerance**

**Unique brand proposition**

**Irreversible paradigm shift**



# VALUE PROPOSITION

GAIN CREATOR	PAIN RELIVER
<ul style="list-style-type: none"><li>• A complete investment solution</li><li>• Mobile/web app</li></ul>	<ul style="list-style-type: none"><li>• Instant process and automatic monitoring of essential parameters</li><li>• Zero brokerage</li></ul>
PRODUCT & SERVICE	
<ul style="list-style-type: none"><li>• Online brokerage solution</li><li>• Educational content</li></ul>	

# CONSUMER PROFILE

CONSUMER JOBS	PAINS	GAINS
<ul style="list-style-type: none"><li>• Lengthy processes of Account opening</li><li>• Lengthy of making an investment</li><li>• Paperwork</li></ul>	<ul style="list-style-type: none"><li>• High brokerage charges</li><li>• No smooth experience</li><li>• Transparency</li></ul>	<ul style="list-style-type: none"><li>• Analytics by user end</li><li>• User convinence</li></ul>



# Adopted Marketing Strategy

**Blue Ocean  
Strategy**

**Product-led  
Development**

**Niche Specific  
Strategy**

**Structured  
UI/UX**

**Zero Marketing  
& Word of mouth**

**Integrated  
Solutions**

# Blue Ocean Strategy

Create **uncontested** market space

Make the competition **irrelevant**

Create and capture **new** demand

**Break** the value-cost trade-off

Align the whole system of a firm's activities with its strategic choice of **differentiation and low cost**

MOSL Brokerage	
Equity Delivery	0.50%
Equity Intraday	0.05%
Equity Future	0.05%
Equity Options	Rs 75/lot
Commodity	0.03%
Currency Futures	0.05%
Currency Options	Rs 20/lot

**Focuses on niche area of any market segment with selective product & services**

**Faces less competition**

**Niche market products are more effective at the initial stage of PLC**

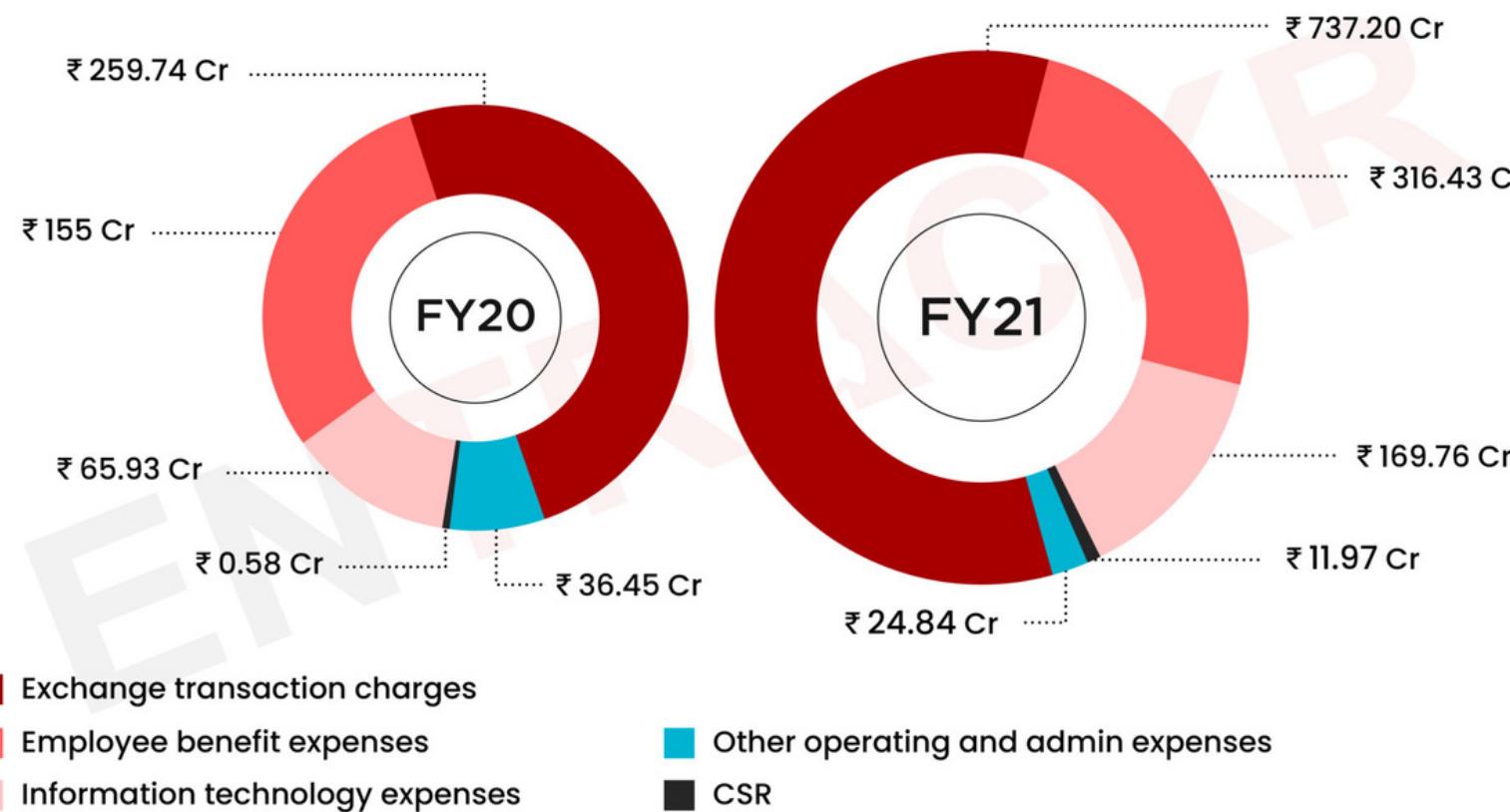
**More chances of customer retention**

# **Niche Specific Strategy**

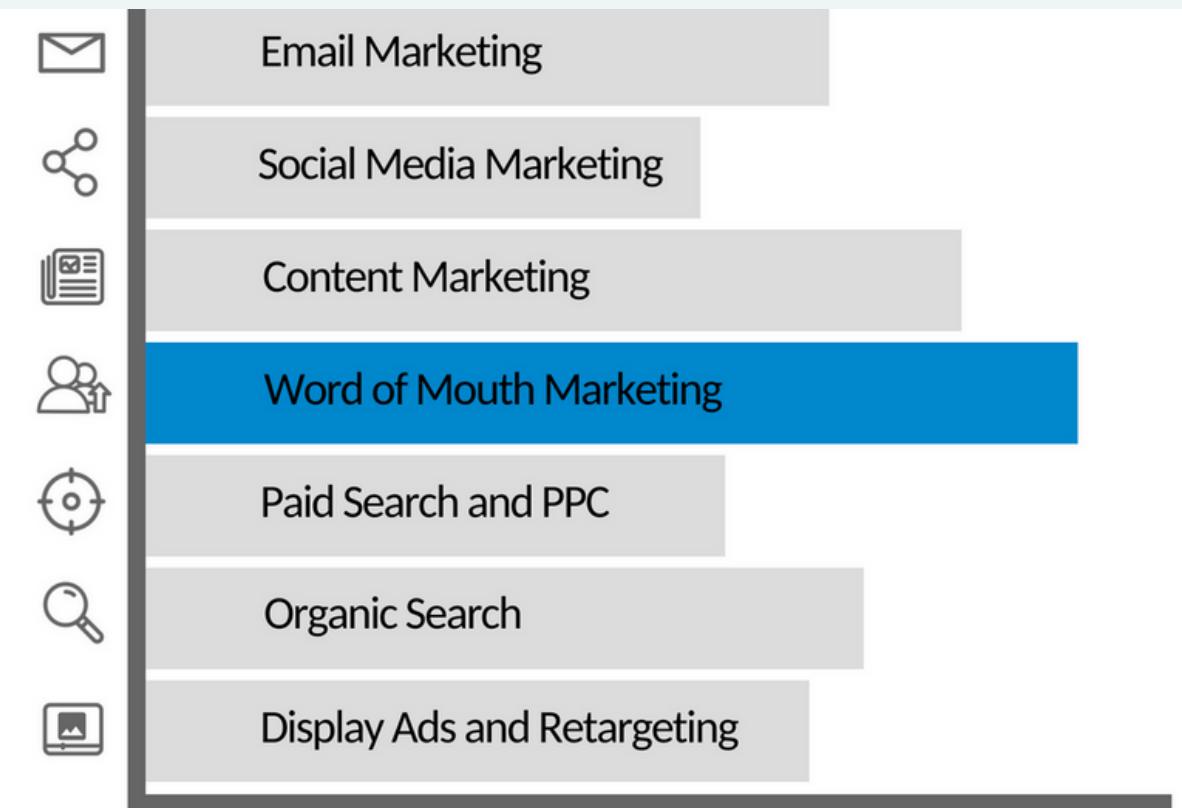


# Zero Marketing & Word of Mouth

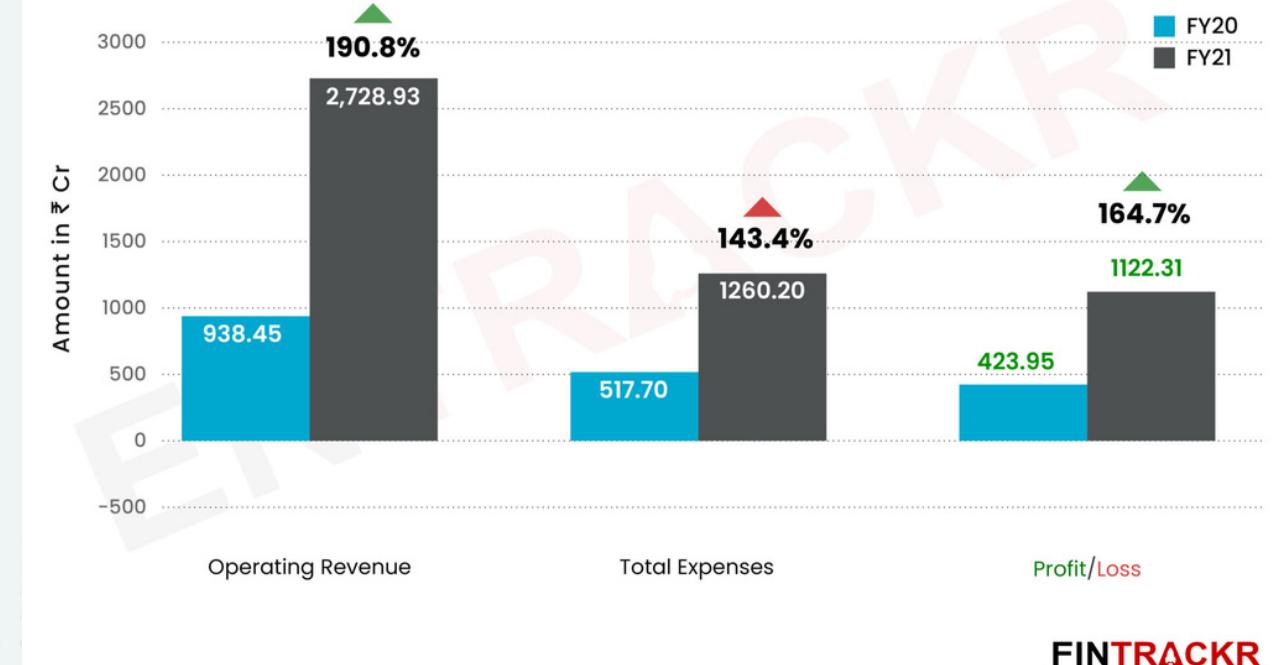
## ZERODHA Expenses Breakdown



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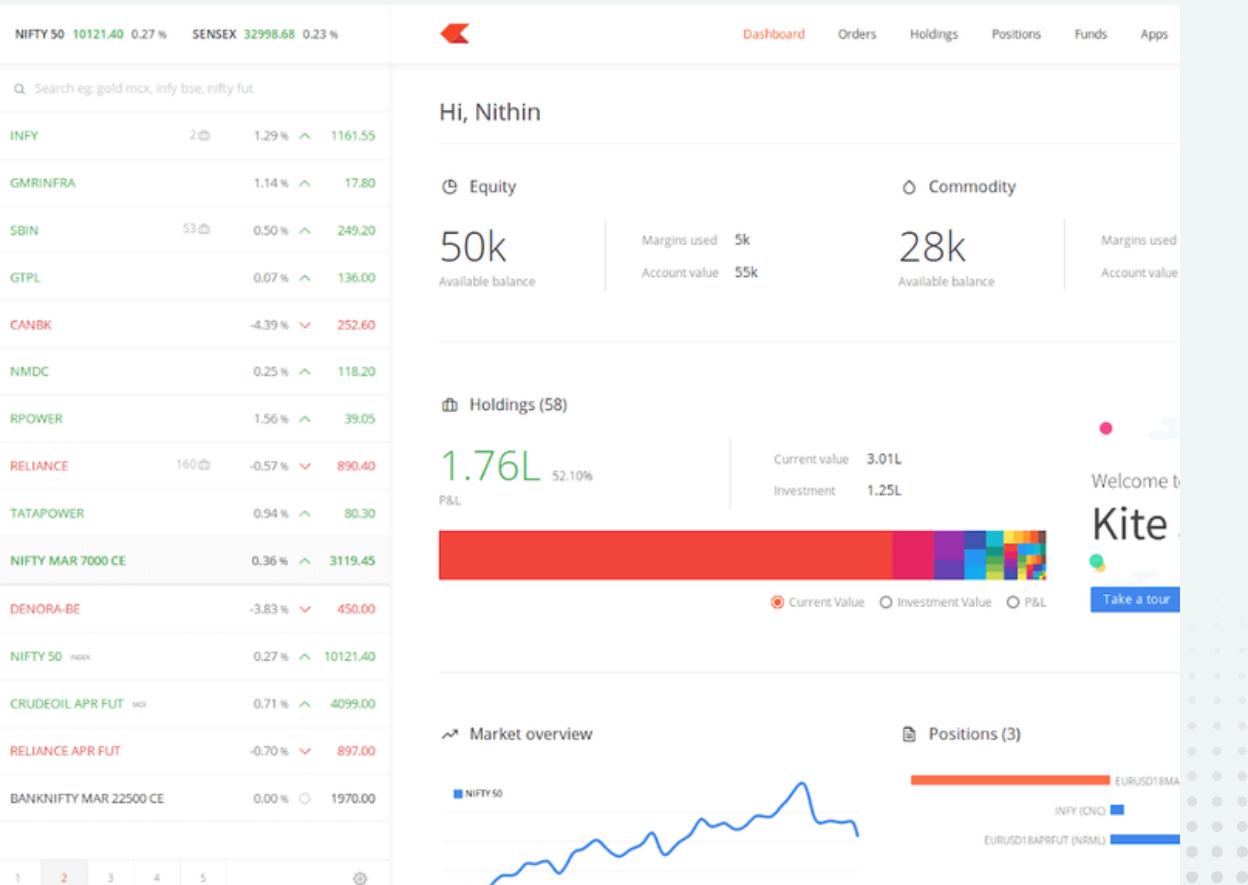
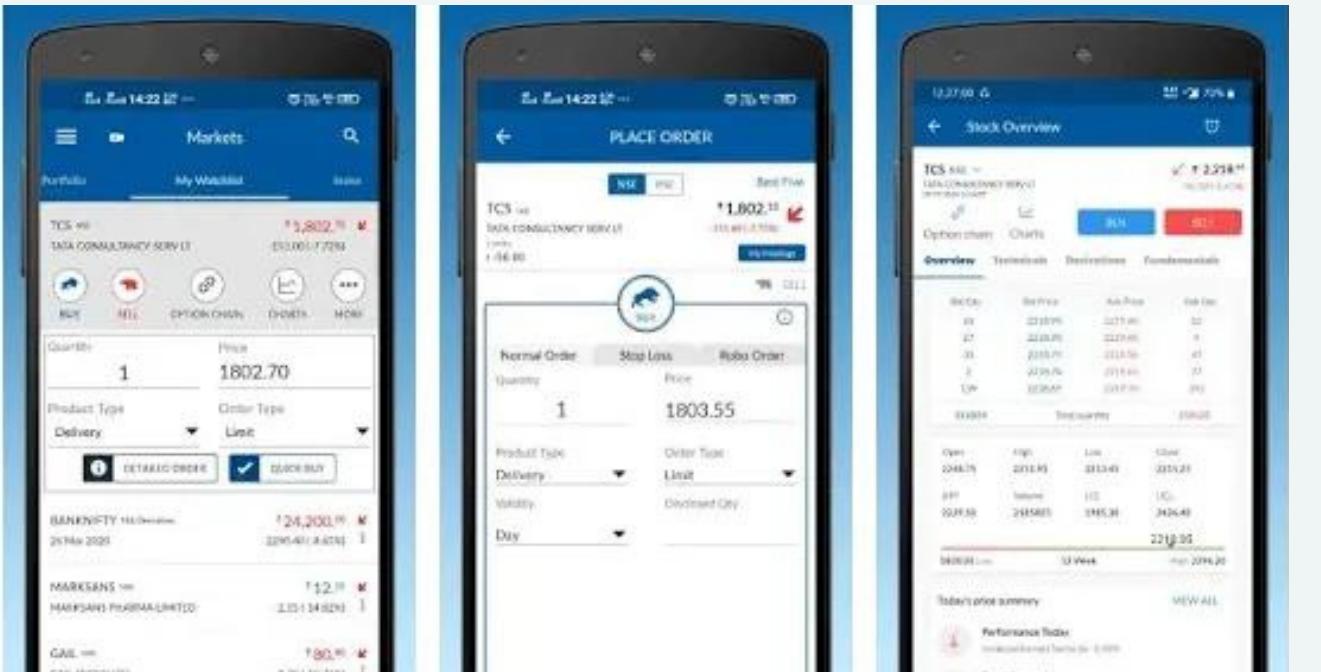


## ZERODHA Financials FY21

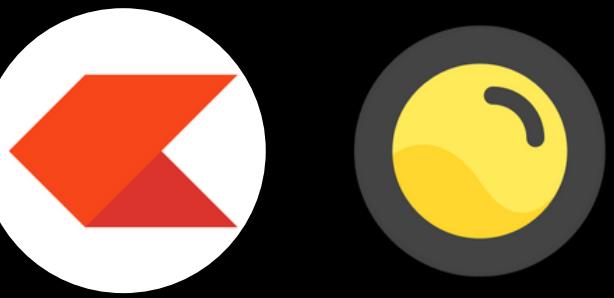


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# Structured UI/UX



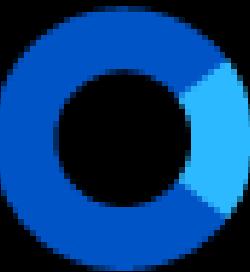
# Integrated Solution



For Investment



Kite  
Education



Kite  
Dashboard

# Future Threats



No physical presence



Technical & Innovation lag



Raising Competitors



Cryptocurrencies

# Thank you!

Feel free to reach out to us if you have any questions.



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