

FINEDGE CHALLENGE

TEAM ZENITH | MNNIT ALLAHABAD



Sneha Pathak
Pre Final Year
Production & Industrial Engineering



Harsh Ranjan
Pre Final Year
Production & Industrial Engineering



Akhilesh Dwivedi
Pre Final Year
Production & Industrial Engineering



Anaranyo Sarkar
Second Year
Electrical Engineering

The Key Takeaways from this slide are building trust, simplifying policies, reducing hidden costs, and enhancing claim processes to boost FDI growth.

KEY INSIGHTS

- Younger consumers (23-27) prefer Instagram/YouTube for insurance research; older groups prefer Google
- Metro residents trust digital platforms more (3.44/5) than rural residents (2.33/5)
- Instant claim settlement is the #1 desired feature across all demographics (59.5%)
- No respondents fully understand the 100% FDI policy, though 54.8% expect positive outcomes
- Brand reputation matters most in Tier 2/3 cities (4.14/5), higher than in metros or rural areas
- Age-specific preferences reveal younger consumers want visual content while older segments prioritize transparency

CONSUMER SUGGESTIONS



Secondary Research

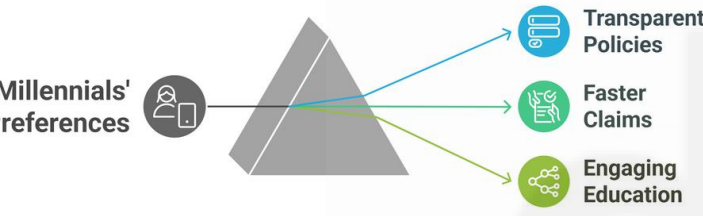


Sequential Onboarding Framework for Customer Acquisition & Retention

FEATURES	DITTO	Policy Bazaar	FOREIGN PLAYERS
ADVISORY MODEL	Neutral, no commissions	Commission driven	Tech-only
SUPPORT	24x7 WhatsApp + human	9 AM–6 PM	AI chatbot (no human)
COST	₹0 consultation fee	₹500–₹1,000	Premium discounts
TECH	AI + human hybrid	Basic App	Cutting-edge but cold

Primary Research

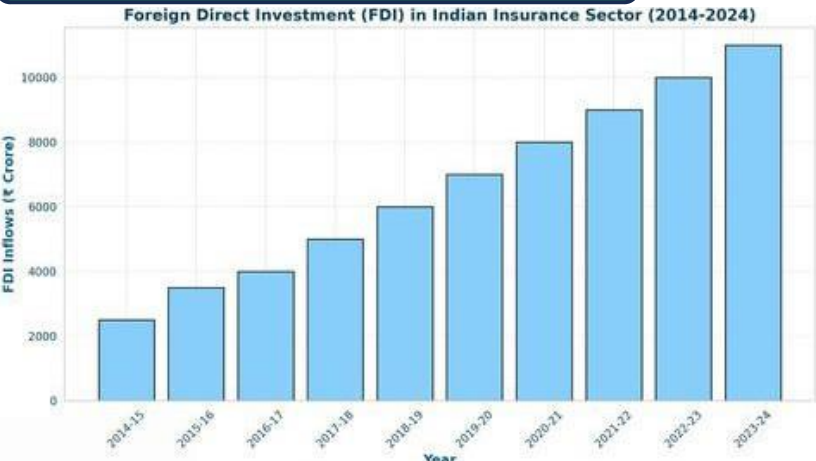
PAIN POINTS



FDI at a Glance



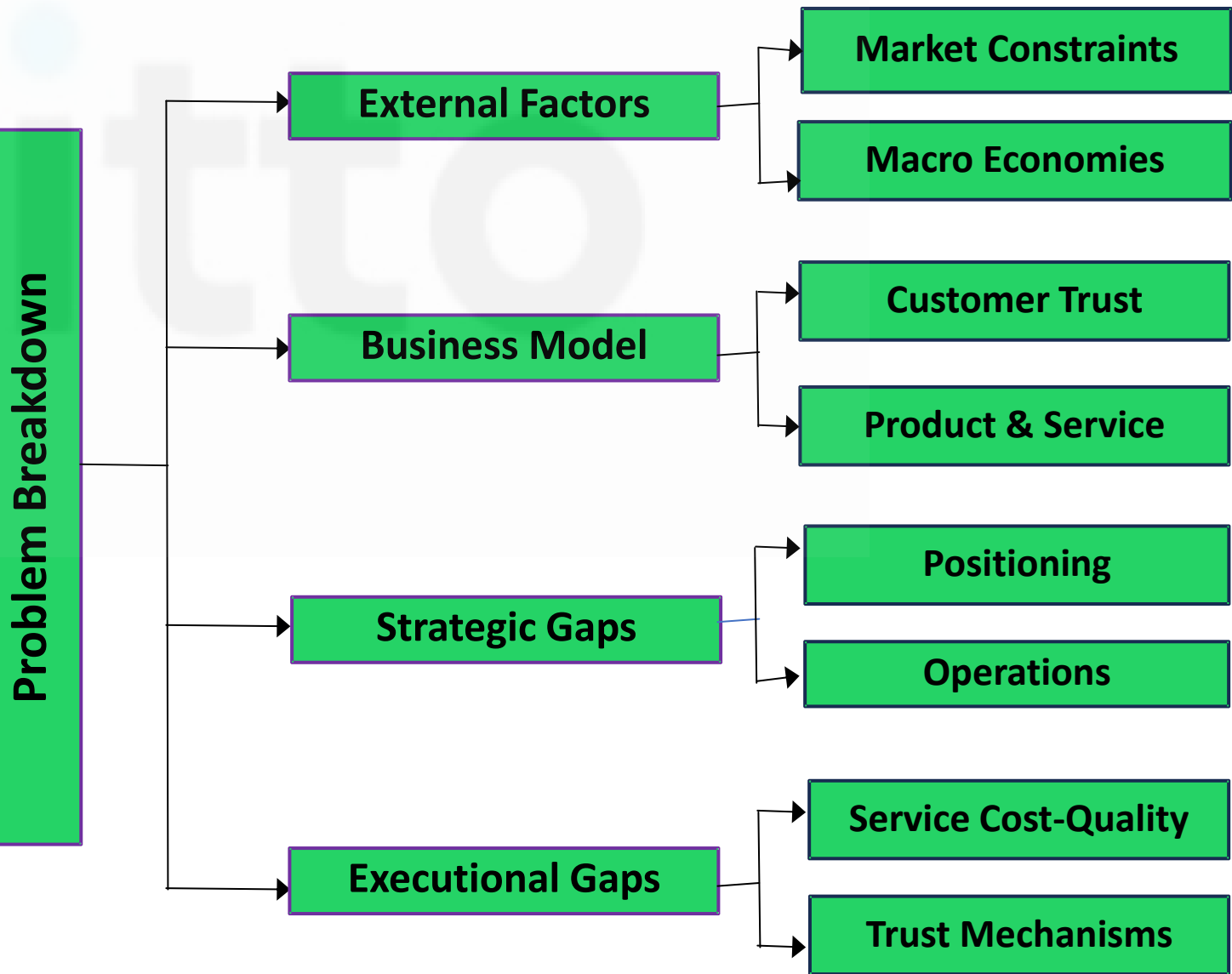
FDI Equity Flow



FDI Investment in India Insurance Sector



Issue Tree



- Regulatory Shift
- Competitive Intensification
- Market Penetration Opportunity
- Socio-Cultural Shifts
- Customer Lifecycle Management
- Utilization of existing track record
- Optimization of advisory call records
- Value Proposition Reinforcement
- Current Channels and Processes
- Focused Offerings
- Market Education & Financial Literacy
- Strategic Partnerships
- Technology Infrastructure
- AI + ML Integration
- Financial Education Barriers
- Clear & Transparent Policy Plans

This slide presents a market analysis and customer segmentation for Ditto, highlighting buyer personas, consumer insights, and behavioral patterns for personalized policy recommendations.

Buyer Persona

Lever

Impact

100% FDI Reform

More Competition & Innovation

Digital-First Advisory

Financial Awareness for Millennials

Affordable Insurance Plans

Higher Insurance Penetration

Customer-Centric Approach

Trust & Transparency in Insurance

AI-Powered Recommendations

Personalized Policy Selection



Srikant Tiwari

Age: 40 years

Monthly Income: ₹1,20,000 (Mid-Level Government Employee, Delhi)
Background: Middle-class, working professional, managing work-life balance
Key Traits: Overworked, responsible, practical, risk-conscious
Key Challenges: Needs comprehensive health insurance for family protection and critical illness coverage due to work stress.



Sonalika Bhide

Age: 28 years

Monthly Income: ₹90,000 (Marketing Lead, E-commerce Firm, Delhi)
Background: Middle-class, independent professional
Key Traits: Financially aware, responsible, goal-oriented
Key Challenges: Looking for maternity benefits, long-term wealth-building insurance, and health insurance with OPD coverage



Rohan Singh

Age: 26 years

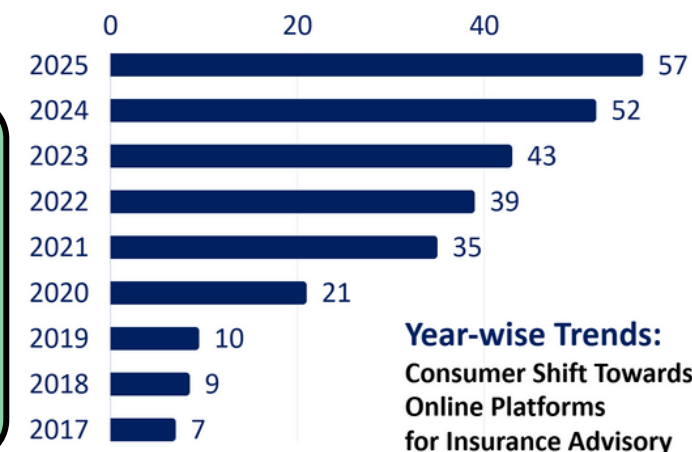
Monthly Income: ₹60,000 (Freelance Musician & Content Creator, Mumbai)
Background: Middle-class, self-employed, balancing passion and financial stability
Key Traits: Creative, independent, financially inconsistent
Key Challenges: Looking for affordable and flexible accident and disability coverage due to travel-heavy lifestyle.



Gopi Modi

Age: 26 years

Monthly Income: Dependent on spouse (Homemaker, Rajkot)
Background: Traditional middle-class woman, dedicated to family, spirituality, and household responsibilities.
Key Traits: Kind-hearted, naive yet resilient, deeply devoted to family and traditions.
Key Challenges: Looking for affordable health and life insurance with spouse coverage, ensuring financial security for children.



Customer Segmentation

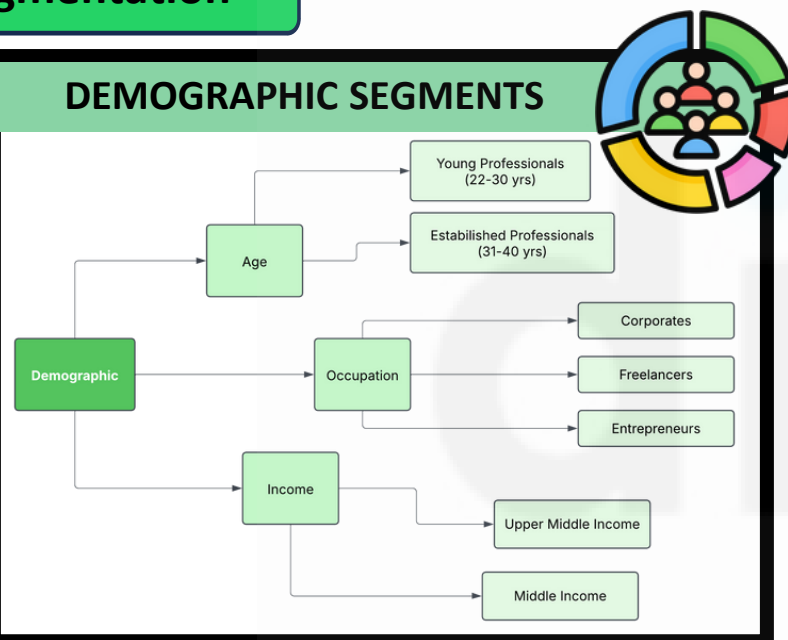
GEOGRAPHIC SEGMENTS

Urban Areas: Capturing the market from major shareholders who have established their dominance.

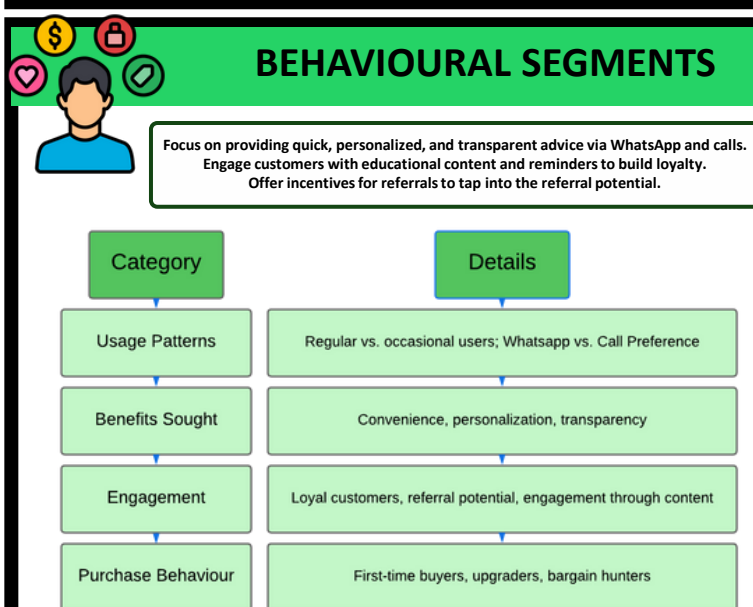
Rural Areas: Increasing focus due to rising internet penetration and digital literacy

Semi-Urban Areas: Increasing focus due to rising internet penetration and digital literacy

DEMOGRAPHIC SEGMENTS



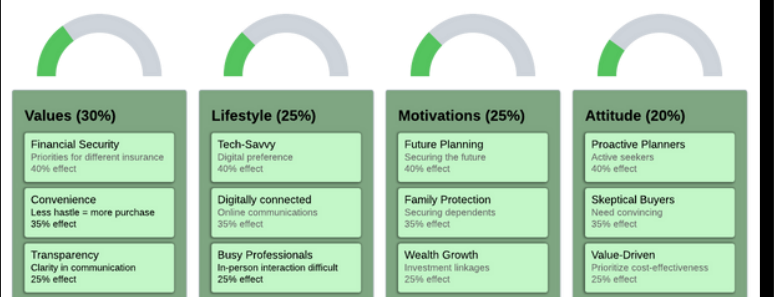
BEHAVIOURAL SEGMENTS



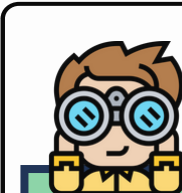
PSYCHOGRAPHIC SEGMENTS

Psychographic Insights:

- Highlight the convenience and transparency of Ditto's services to appeal to tech-savvy millennials.
- Emphasize family protection and wealth growth to align with their motivations.
- Educate skeptical buyers about the benefits of insurance through targeted campaigns.



Consumer Empathy Map



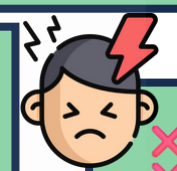
- Online reviews, financial blogs, and YouTube explainers
- Social media ads and influencer recommendations
- Competitor platforms like PolicyBazaar & Acko



- "Get insurance early; it's cheaper." (Friends & Family)
- "Look at claim settlement rates, not just premiums." (Advisors)
- "Agents push what benefits them." (Peers)



- "I want unbiased, jargon-free advice."
- "No spam calls, please!"
- "I'll research before buying."
- Compares multiple platforms, prefers WhatsApp/call-based help



- Too much jargon, too little clarity
- Fear of mis-selling and hidden exclusions
- Unclear claim processes & settlement worries



- "Is this the best policy for me?"
- "Will my claim be honored when I need?"
- "I don't want hidden charges or misleading terms involved."

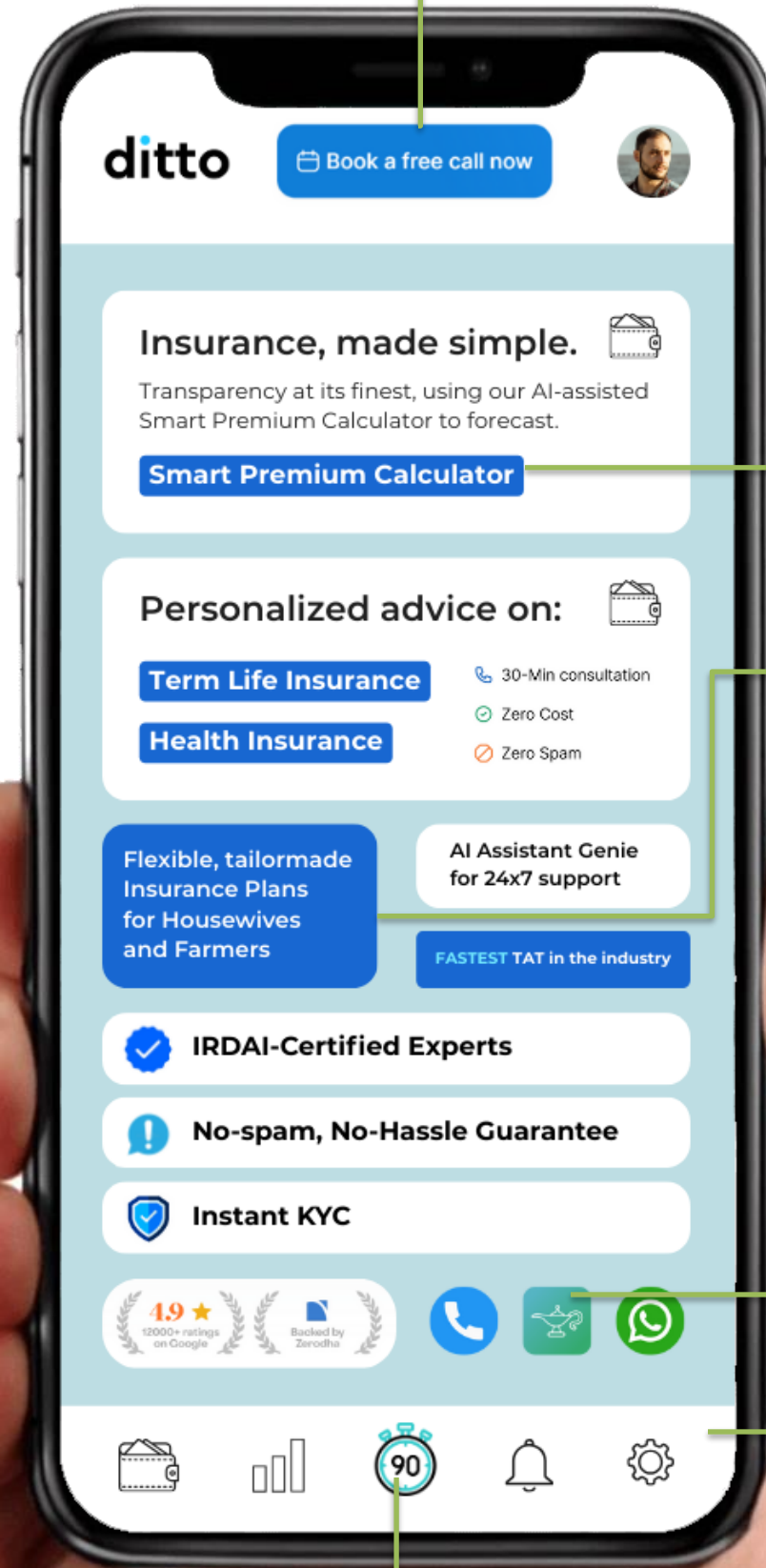
HOW DITTO WINS.

- Trust-focused, education approach
- Human-led WhatsApp & call-based consultations
- Seamless claim support & post-purchase guidance
- Tailored policy recommendations based on individual needs
- No hidden charges, 100% transparency in policy terms

Kano Model Analysis

	Young Professionals (22–30 years)	Established Professionals (31–40 years)	Freelancers & Entrepreneurs
Performing Needs	Affordable plans, quick advice, transparent policies.	Family protection, wealth accumulation, customizable plans	Flexible plans, minimal documentation, affordable premiums
Attractive Needs	Personalized recommendations, digital-first experience, educational content	Expert advisory, global products, renewal reminders	Business-specific insurance, market linkage, emergency credit
Marginal Needs	Emergency credit, skill development, discounted add-ons	Loyalty benefits, wellness programs, estate planning	Skill development, group insurance, discounted add-ons

The Key Takeaways from this slide are using AI for personalization, enhancing support, targeting niche markets, and driving sustainability.



Convenient, low-clutter interface to reduce onboarding times

Smart AI Powered Premium Plan calculator along with reminder feature when the deadline is near

Special Plans for Rural Workers, Housewives and Freelancers

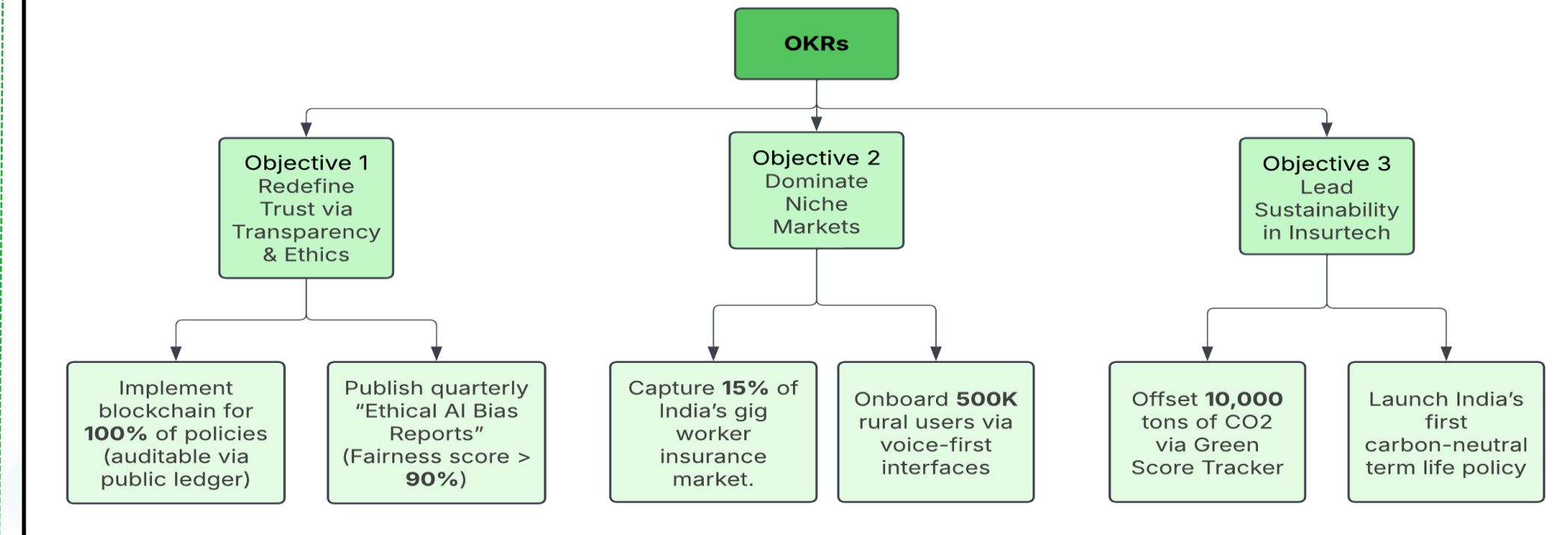
AI Chatbot: Ditto Genie

Tool Bar consisting of :

- Insurances Tab
- Statistics Tab
- DhanMantra-90
- Notifications Tab
- Settings Tab

DhanMantra-90: A 90 second financial literacy series presented by Ditto

Product OKR Analysis



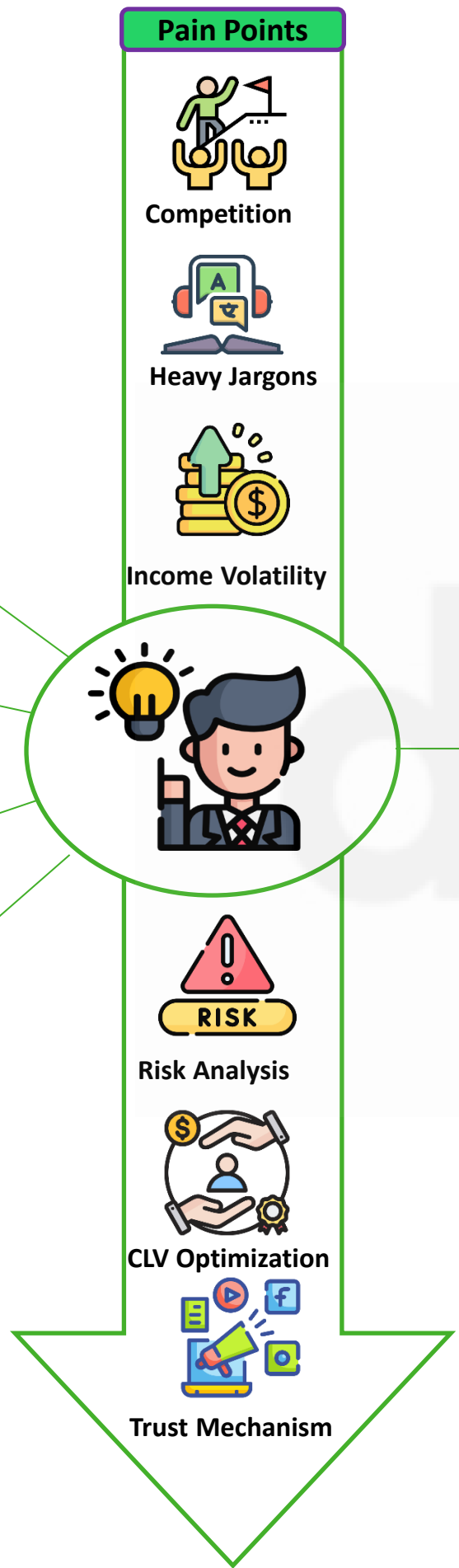
Product Metrics

Activation	Engagement	Operations	Retention	Social Impact
Category	Advanced Metrics	Metric Tools	Target	
Acquisition	Cost Per Engaged User (CPEU)	Mixpanel + GA4	< ₹500	
Engagement	Session Depth (Avg. features used/session)	Hotjar + FullStory	4.5/5	
Operations	AI Accuracy (Claims Prediction)	Salesforce CRM	25% QoQ	
Retention	Policy Upgrade Rate	TensorFlow Model Monitoring	85%	
Social Impact	Rural User Adoption	Govt. Census Data + Field Surveys	1 Million Users in 2 Years	

The Key Takeaways from the slide are that Optimize rural credit systems with tailored solutions, inclusive support, collaborations, and secure, sustainable practices

Leveraging Ditto's existing strengths while addressing FDI-induced disruptions.

- Rural Workers
- Women
- Working People
- New Millennials



Product

- Tech-Driven Personalization: Integrate AI/ML for hyper-personalized policy recommendations (e.g., dynamic premium calculators, risk assessment tools)
- Niche Offerings: Launch bundled products (e.g., "Freelancer Health Plans" for gig workers) and micro-insurance for underserved segments.
- Global Standards: Adopt blockchain for transparent claims processing and IoT for health monitoring (e.g., wearable integration)

Marketing

- Millennial-Centric Campaigns: Partner with influencers/finance content creators to amplify Ditto's "No Spam, No Jargon" promise.
- Educational Content: Develop bite-sized video series (e.g., "Insurance 101" on Instagram Reels) to demystify insurance
- Trust Reinforcement: Highlight 4.9-star ratings and LinkedIn Top Startup status in ads to counter foreign brands' perceived credibility

Support

- 24/7 AI Chatbots: Deploy NLP-powered bots on WhatsApp for instant query resolution, freeing advisors for complex cases
- Claims Advocacy Network: Build a dedicated team to fast-track claim settlements, positioning Ditto as a "claims partner, not just a seller."
- Advisor Upskilling: Monthly training on global insurance trends to maintain service quality amid scaling.

Collaboration

- Tech Partnerships: Collaborate with insurtech startups for predictive analytics tools or cybersecurity solutions
- Ecosystem Tie-Ups: Partner with health apps (e.g., Fitbit, Practo) to offer discounts for active users, creating a health-insurance loop
- Co-Branding: Launch co-branded policies with banks/NBFCs targeting millennials (e.g., "Ditto x Paytm Postpaid Health Cover")

Sustainability

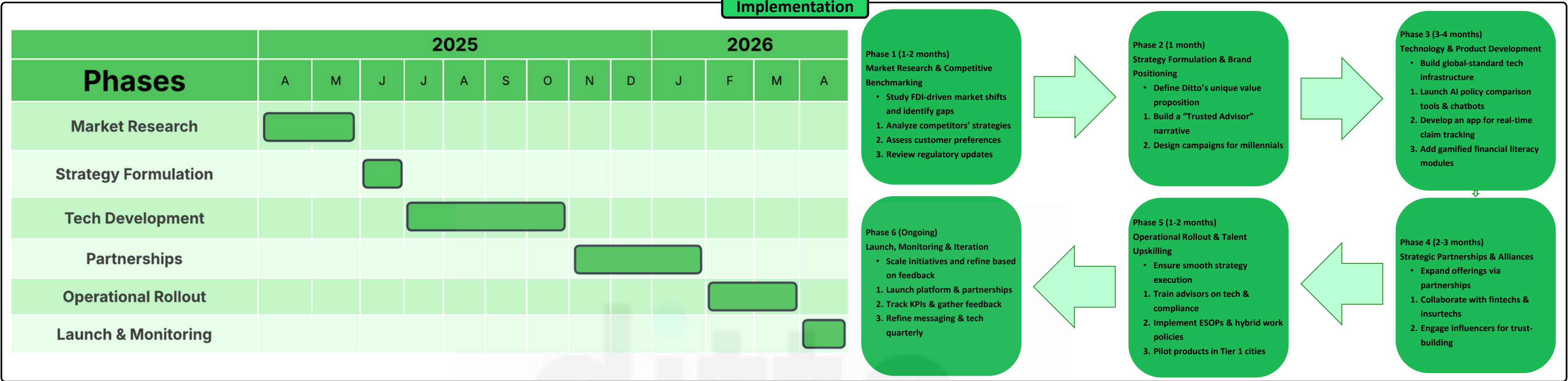
- Revenue Diversification: Introduce premium advisory tiers (e.g., "Ditto Pro" for HNEs) while retaining free basic services.
- Cost Optimization: Automate backend processes (e.g., policy issuance) to reduce operational expenses.
- Customer Lifetime Value: Leverage data analytics to identify cross-sell/upsell opportunities .



Data Security

- End-to-end encryption (AES-256)
- Multi-factor authentication
- Blockchain-based data verification
- Secure cloud infrastructure (AWS/Azure)
- Regular security audits
- GDPR and Indian data protection guidelines adherence
- User consent management framework
- Data minimization principle
- Anonymization of personal identifiers
- Tokenization of sensitive information
- Decentralized data storage
- Secure API integrations
- Automated compliance reporting
- Zero-knowledge proof authentication
- Real-time threat monitoring

The Key Takeaways from this slide are phased execution for market entry, strong partnerships, customer retention strategies, & mitigating risks.



Problem Analysis

Market Analysis

Product Hypothesis

Business Strategy

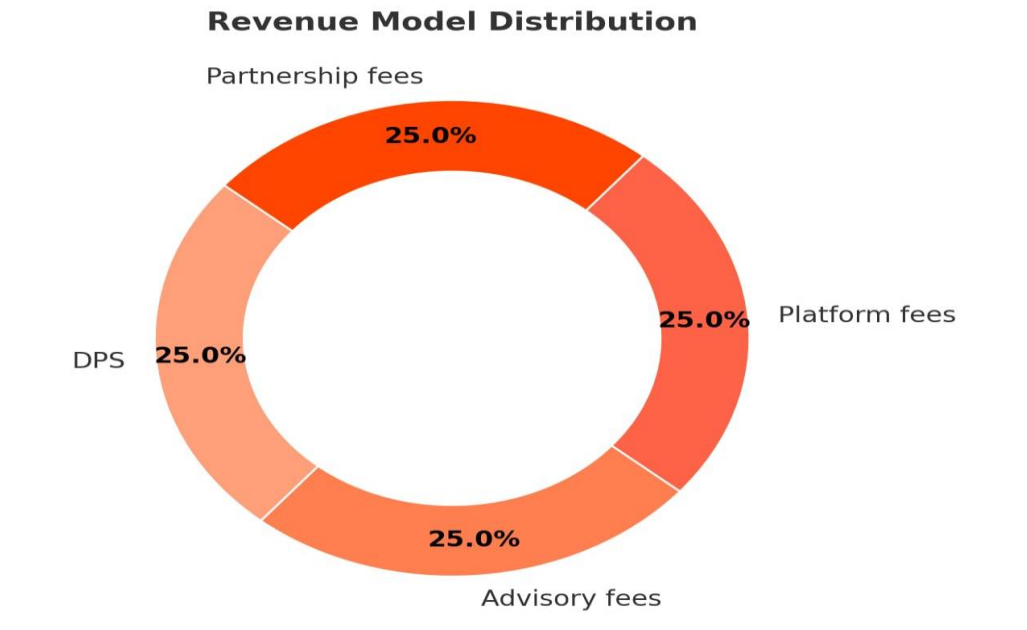
Phase-wise Plan

Financials

The key takeaway is that revenue is projected to grow by 4 times in next 5 year with diverse revenue streams and balanced cash flow.

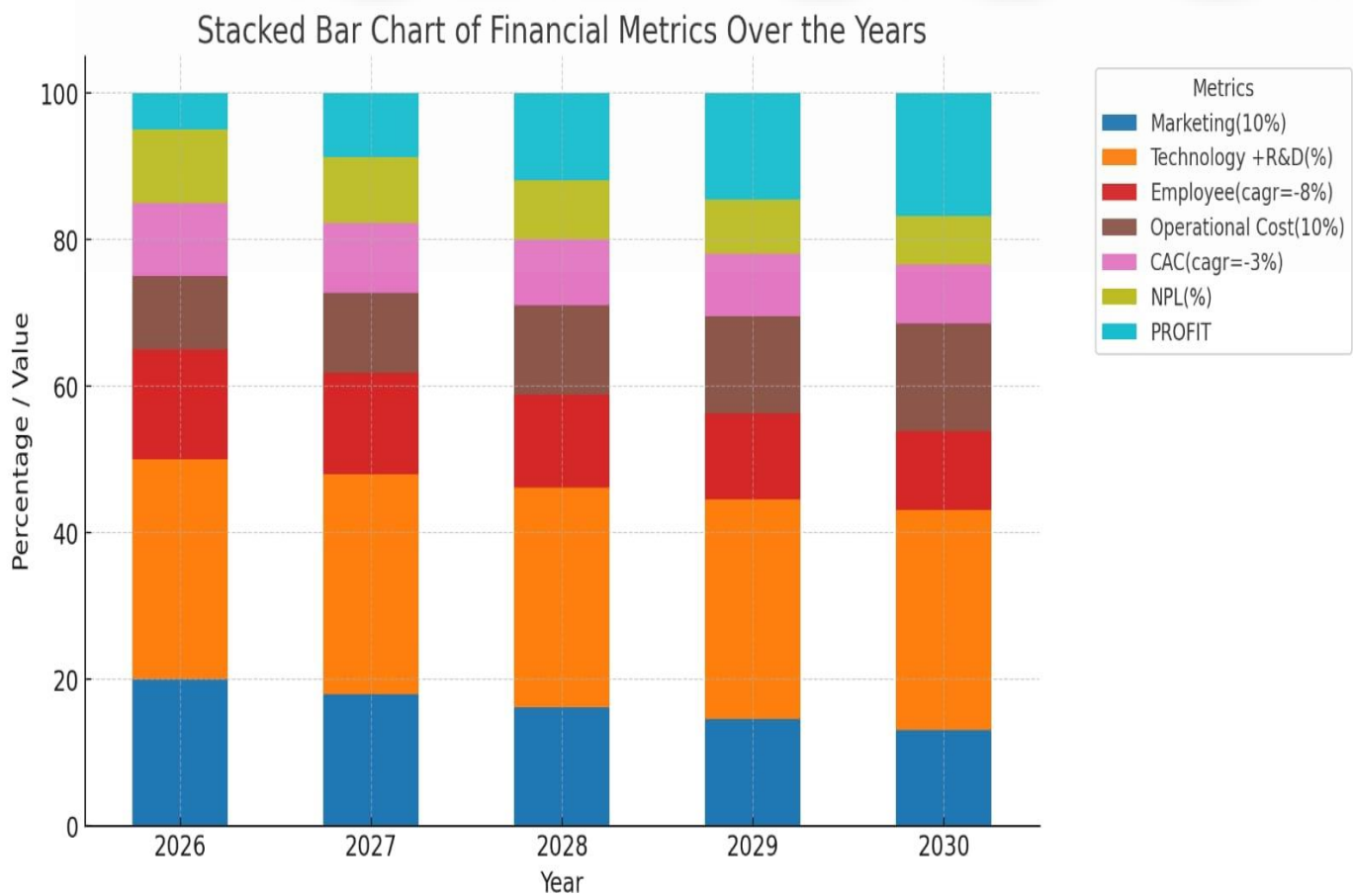
Category	Amount
Technology Development Costs	5.04 Cr
Mobile Application Development	2.8 Cr
Data Analytics Integration	1.4 Cr
Maintenance and Updates	0.8 Cr
Operational Costs	8.4 Cr
Staff Salaries	6.0 Cr
Office Space and Utilities	1.4 Cr
Legal and Compliance Costs	1.0 Cr
Marketing and CAC	8.2 Cr
Digital Marketing Campaigns	2.8 Cr
Community Outreach Programs	1.6 Cr
Phygital Model Implementation	2.2 Cr
Local Partnerships	0.8 Cr
Financial Literacy Campaigns	0.8 Cr
Miscellaneous Expenses	1.64 Cr
Insurance and Risk Management	0.8 Cr
Contingency Fund	0.84 Cr
Total Initial Cost	24 Cr

Revenue Breakdown After 5 Years

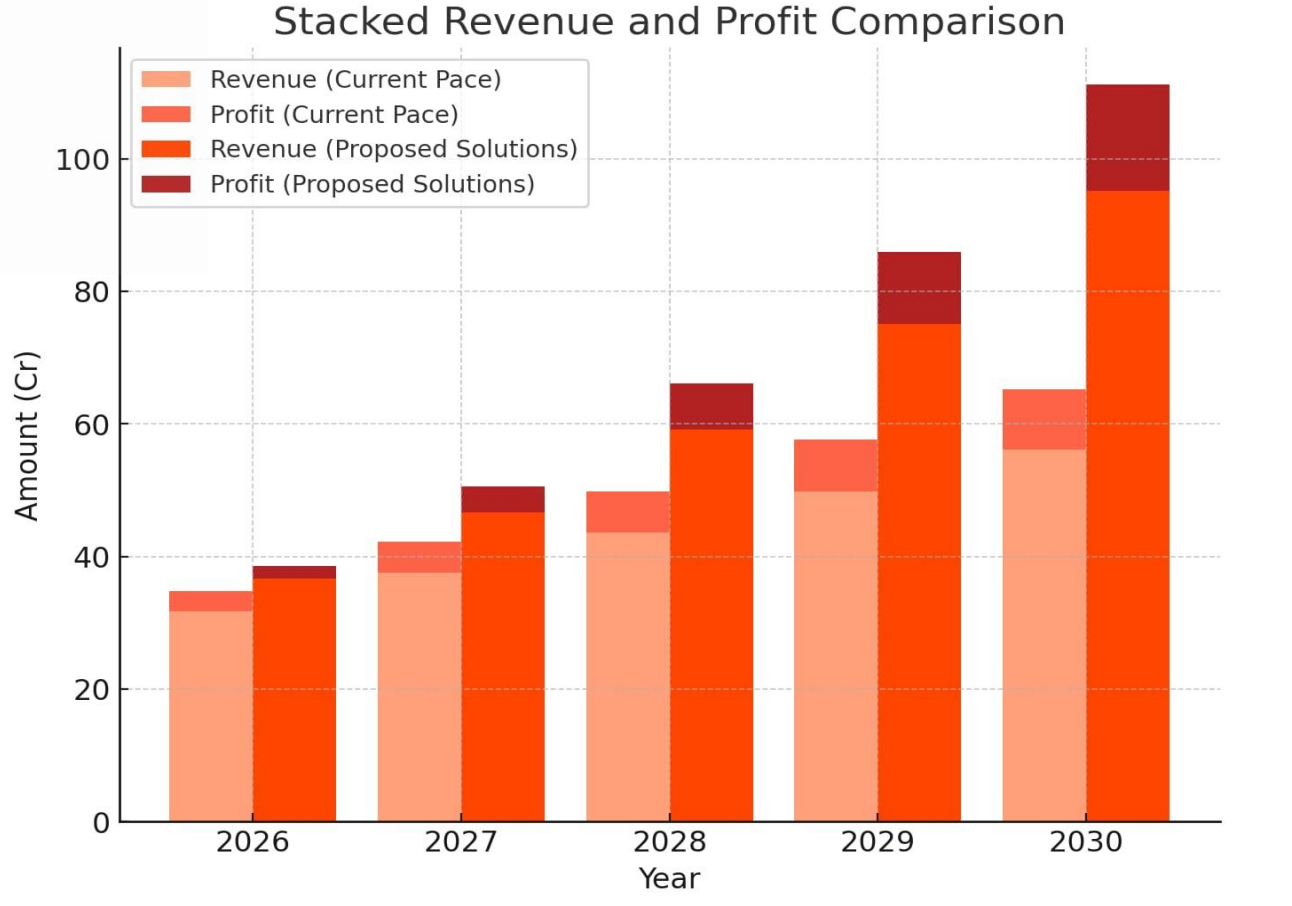


Revenue Projections							
Year	Total Users (Cr) - 12% CAGR	New Users (Cr) - 10% CAGR	Market Share (%) - 10% CAGR	Customers Served (Cr)	Premium (Rs)	Avg Revenue per User (Rs) - 15% of premium	Total Revenue (Cr)
2025.00	6.00	0.60	5.00	0.03	6000.00	900.00	27.00
2026.00	6.72	0.72	5.50	0.04	6180.00	927.00	36.71
2027.00	7.53	0.81	6.05	0.05	6365.40	954.81	46.58
2028.00	8.43	0.90	6.66	0.06	6556.36	983.45	59.11
2029.00	9.44	1.01	7.32	0.07	6753.05	1012.96	75.01
2030.00	10.57	1.13	8.05	0.09	6955.64	1043.35	95.18
2031.00	11.84	1.27	8.86	0.11	7164.31	1074.65	120.79

Active Users

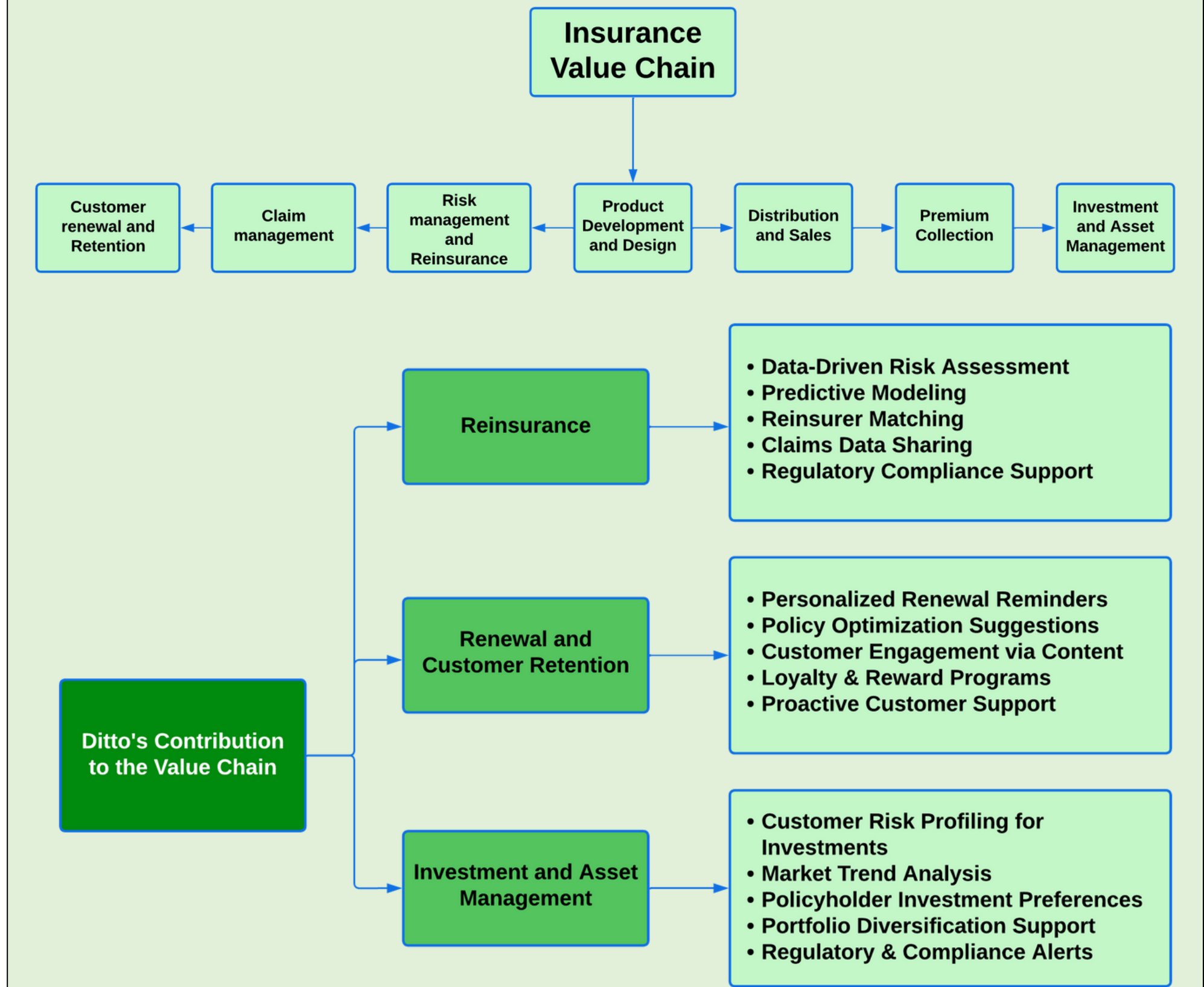


Net Revenue(INR) Crores



The key takeaways from this slide are a detailed value chain analysis of Ditto's potential to expand its insurance market offerings, insights into Claim Management and Micro Insurance

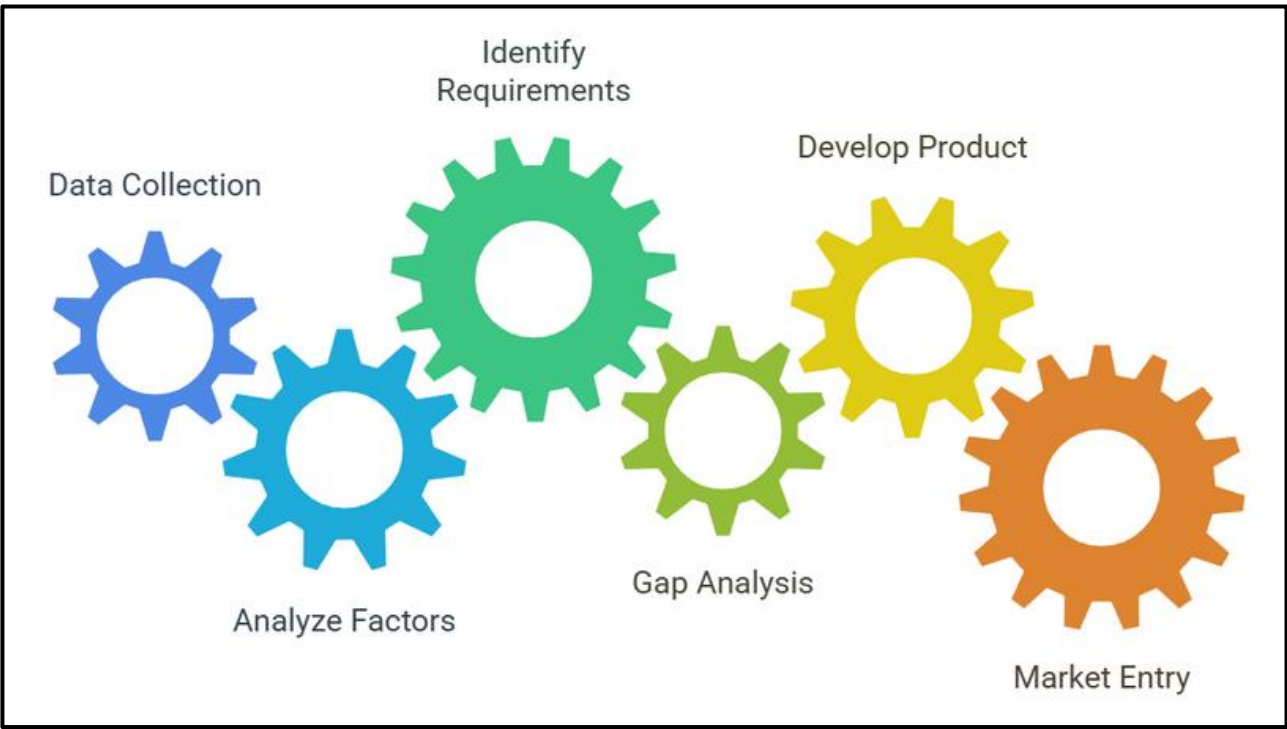
Value Chain Analysis and Optimization



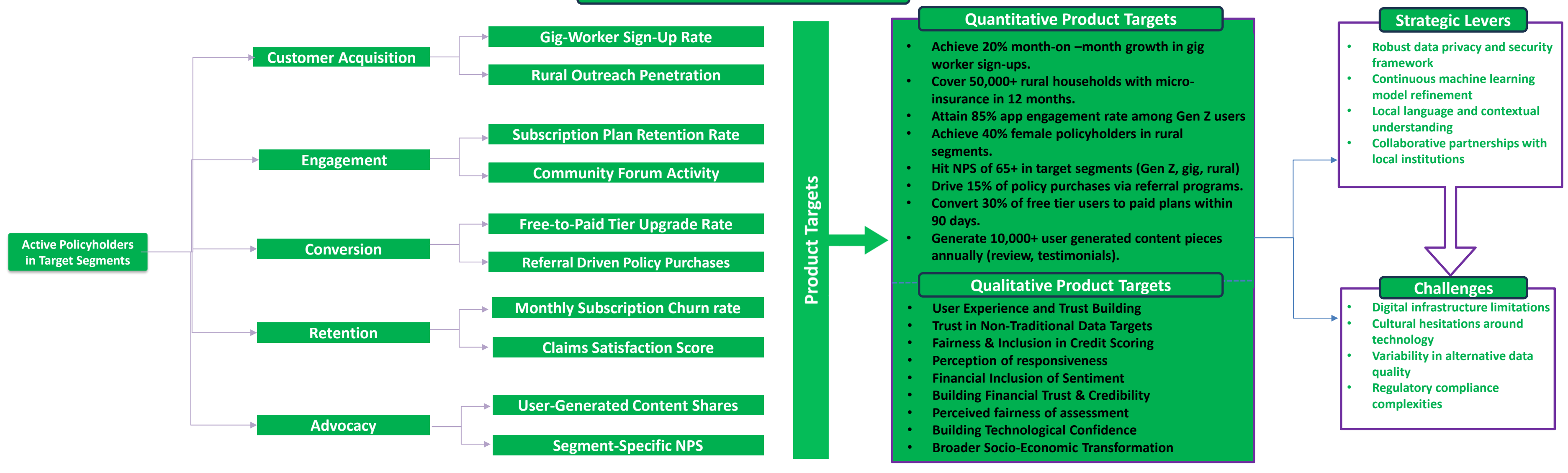
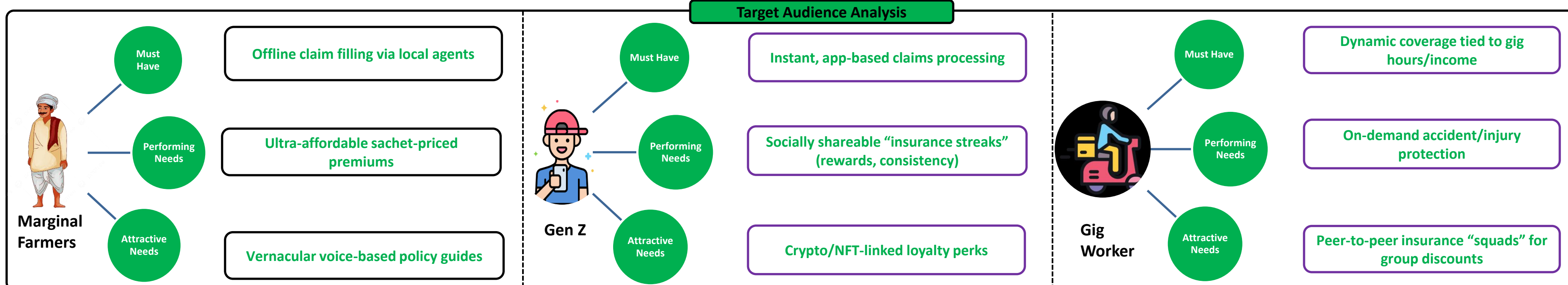
Claim Management



Roadmap for Seamless Micro Insurance Product Integration



The Key takeaways from this slide are 3 Crore investment projected to yield 3 lakh users and 120 Crore revenue by 2031, with detailed financials provided.

Business Outcome to Product Outcome**Target Audience Analysis**

Appendix - A

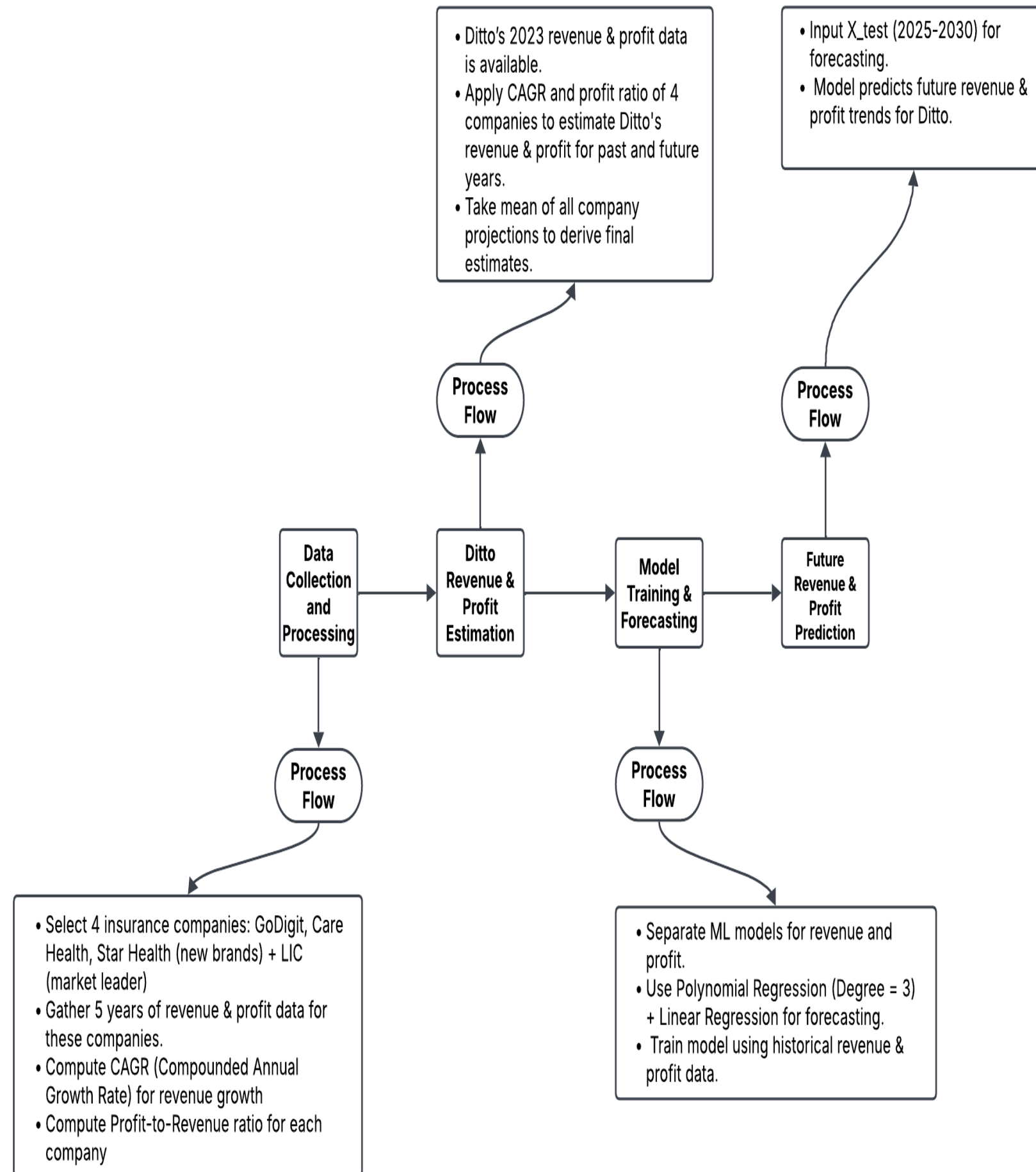


Excel Workbook

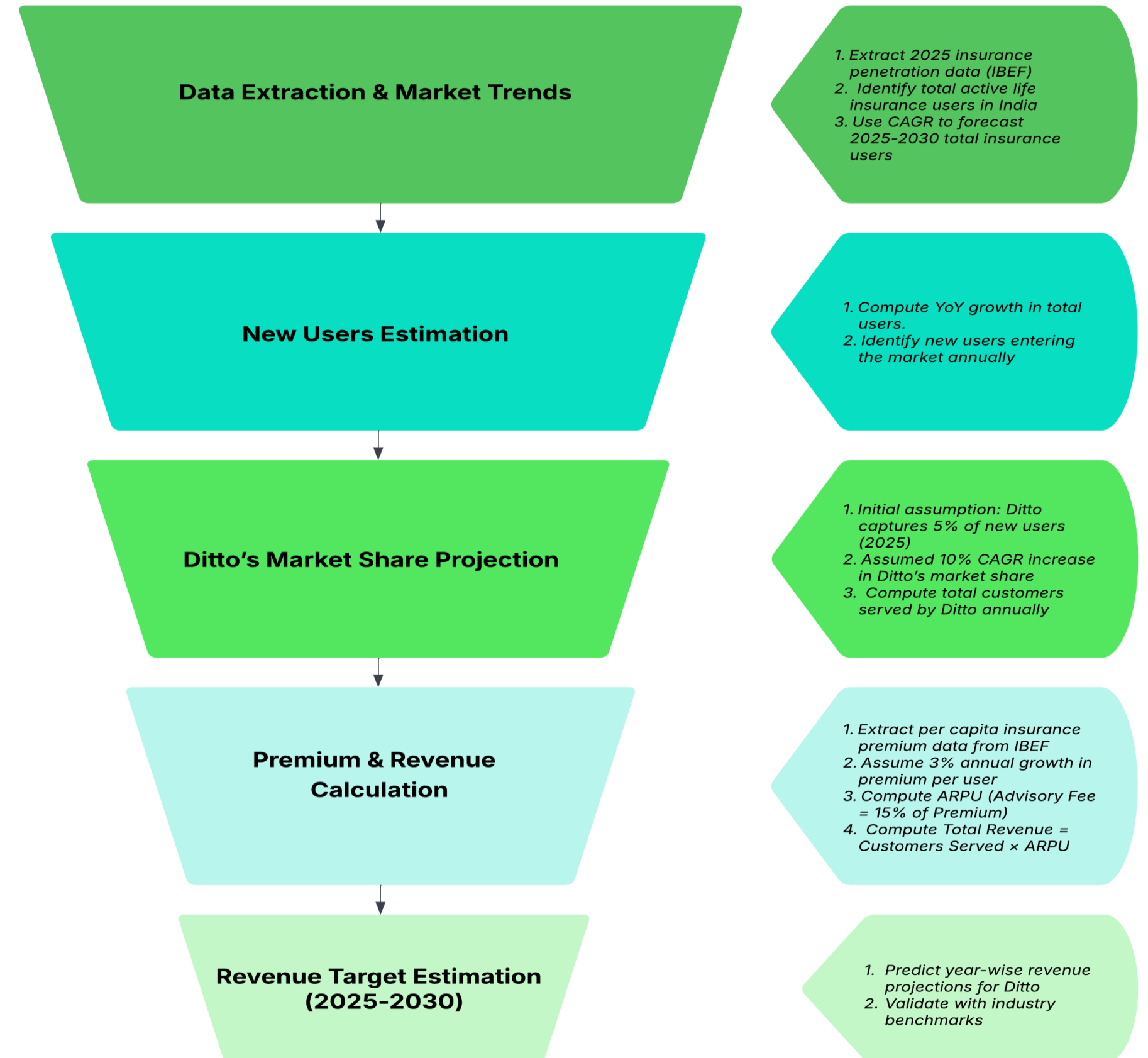
1. Financial Dataset & ML based Revenue Projections Link

- <https://www.snrlaw.in/investing-in-india-an-overview-of-legal-considerations-2025-checklist/>
- <https://irglobal.com/article/indias-foreign-direct-investment-framework/>
- <https://www.moneymanagementindia.net/ditto-insurance/>
- https://en.wikipedia.org/wiki/Ditto_Insurance
- <https://www.hoganlovells.com/en/publications/fdi-outlook-2025-navigating-national-security-reviews-in-a-transforming-global-landscape>
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- <https://inc42.com/company/ditto-insurance/>
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- <https://www.cnbctv18.com/economy/india-fdi-fpi-data-slowdown-in-fy25-russia-fdi-inflows-surge-19571310.htm>
- <https://www.legal500.com/developments/thought-leadership/a-nod-for-swaps-and-deferred-consideration-in-downstream-investment-unlocking-the-foreign-investment-regime-in-india/>
- <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=2110314>
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- <https://www.youtube.com/watch?v=ang1QRe2Kj8https://www.insurancebusinessmag.com/asia/news/breaking-news/india-opens-insurance-industry-to-full-foreign-direct-investment-523974.aspx>
- <https://www.mayerbrown.com/en/insights/publications/2025/03/india-proposes-to-remove-foreign-direct-investment-fdi-limit-in-insurance-sector>
- <https://www.nextias.com/ca/current-affairs/30-11-2024/government-proposed-100-fdi-in-insurance-sector>
- <https://economictimes.com/news/budget-faqs/budget-2025-fm-announces-100-fdi-in-the-insurance-sector-all-you-need-to-know/articleshow/117833675.cms>
- <https://pib.gov.in/PressReleaselframePage.aspx?PRID=2098394https://www.mondaq.com/india/inward-foreign-investment/1594900/100-fdi-proposed-for-the-indian-insurance-sector-key-implications-and-next-steps>
- <https://transactions.freshfields.com/post/102jpvq/the-future-of-indian-insurance-ma-regulatory-changes-create-new-opportunities-f>
- <https://www.mayerbrown.com/en/insights/publications/2025/03/india-proposes-to-remove-foreign-direct-investment-fdi-limit-in-insurance-sector>
- <https://www.businesstoday.in/personal-finance/insurance/story/indias-insurance-revolution-100-fdi-and-its-implications-463915-2025-02-08>

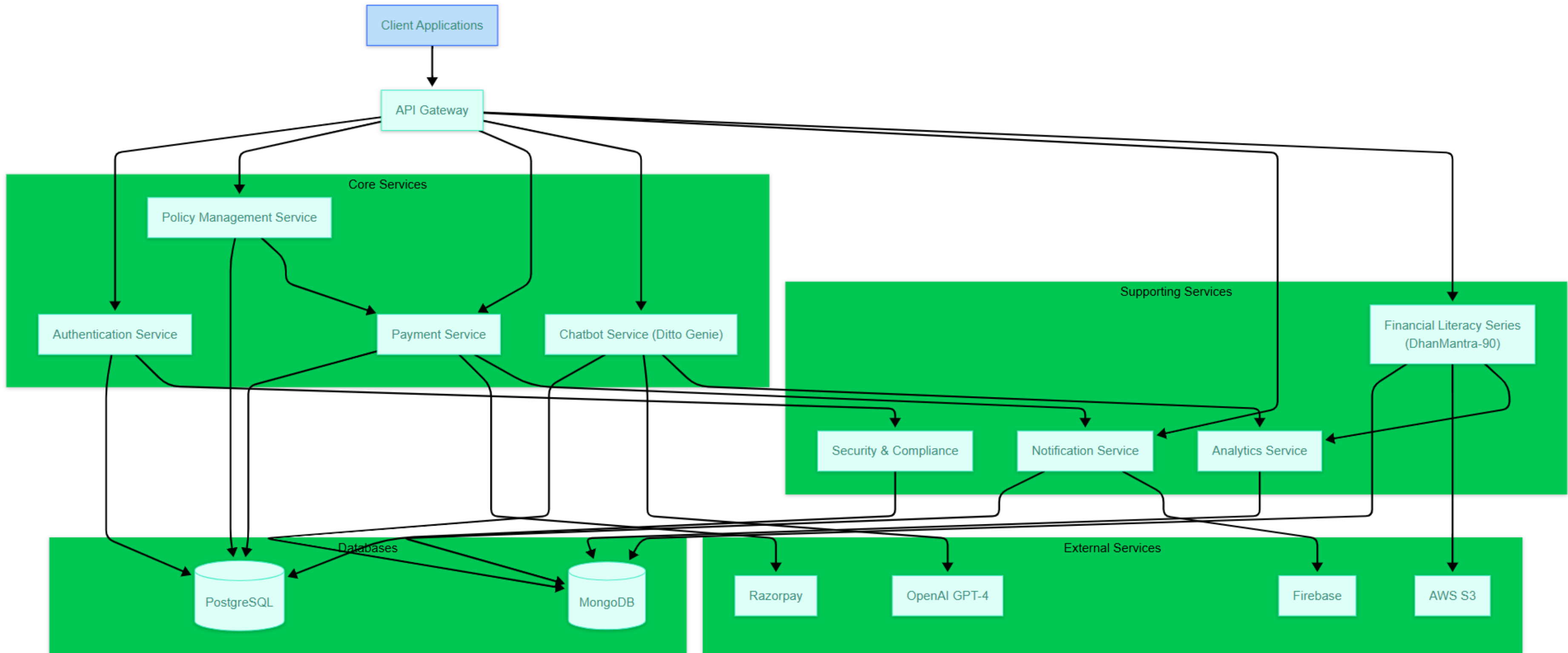
Appendix - B



Target Projection Model



Appendix - C



THANK YOU