



PRODUCT TEAR-DOWN

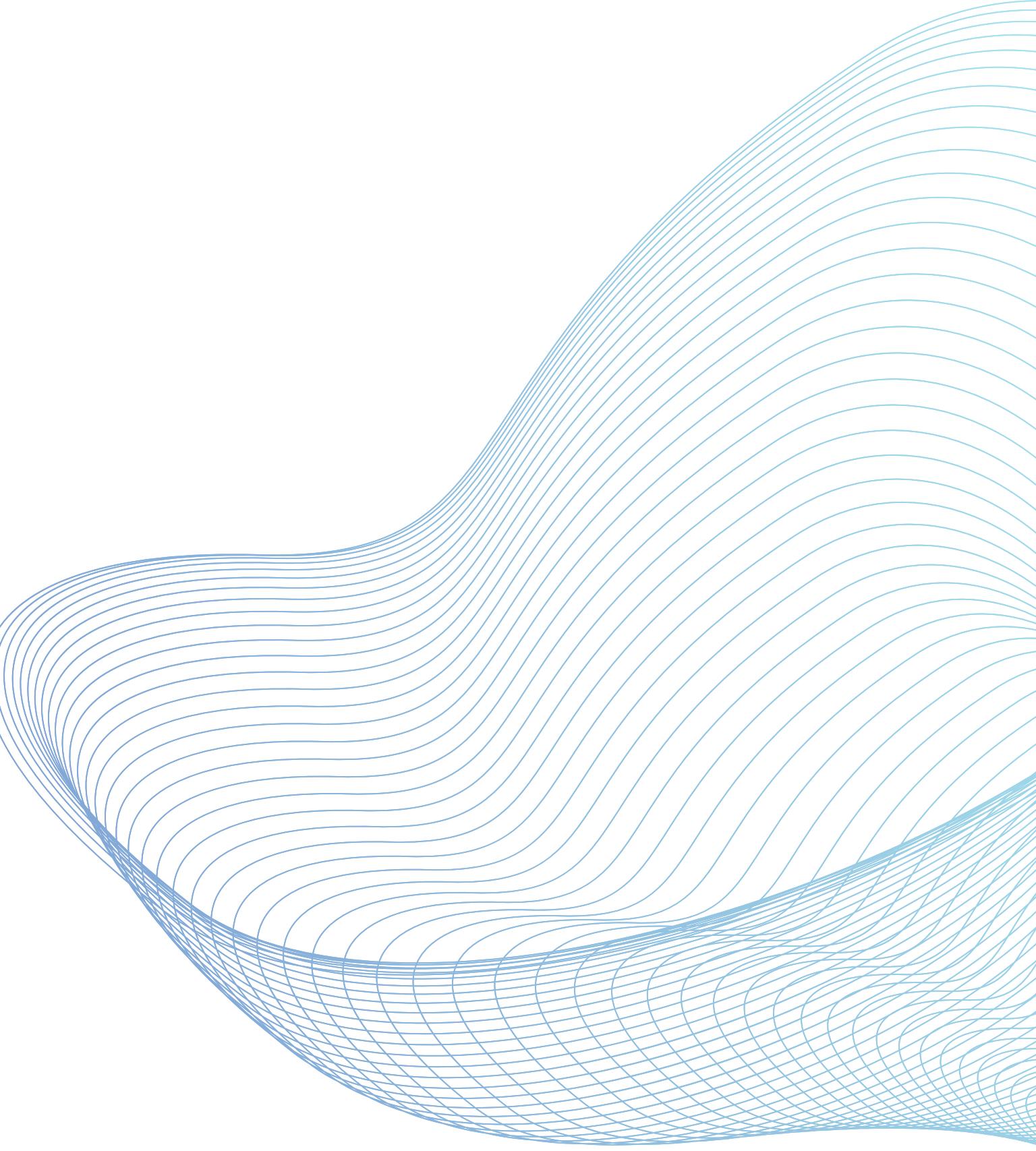


TABLE OF CONTENT

- About zerodha
- Competitor Analysis
- Understanding User Base
- Segments - Understanding Market.
- A Day in Users Life.
- Current User Journey.
- User Personas.
- User Story
- Pain points



- List to Build better.
- Impact of Building Feature
- GTM
- Metrics

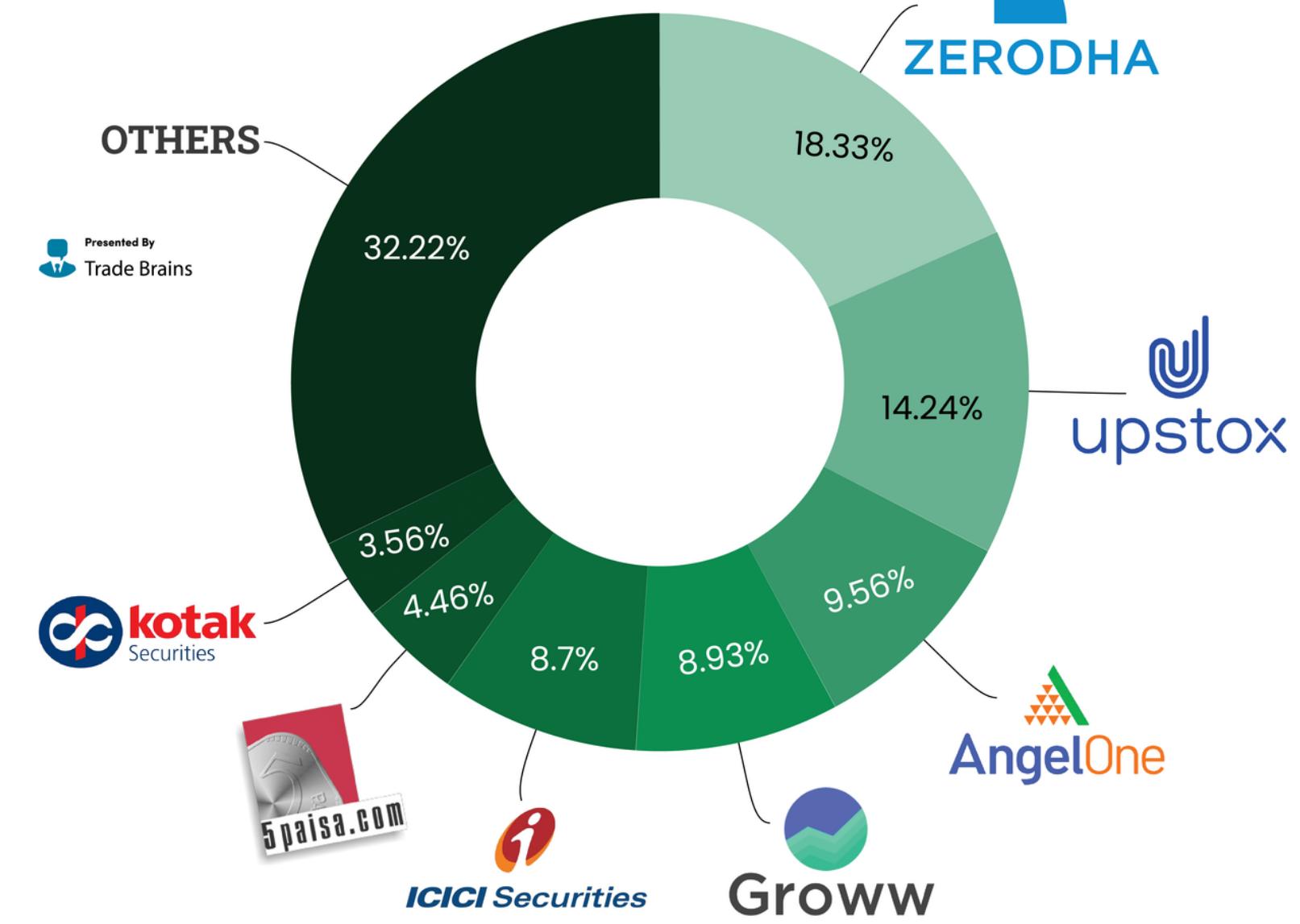
ABOUT COMPANY

Zerodha is an Indian financial technology company founded in 2010. It is a leading online brokerage firm that offers a user-friendly platform for trading in stocks, derivatives, mutual funds, commodities, and currencies. Zerodha introduced discount brokerage in India, making trading more affordable and accessible to retail investors. With its innovative products like "Zerodha Kite" and "Zerodha Coin," it has gained a significant user base and transformed the landscape of online trading in India.



COMPETITOR ANALYSIS

1	Upstox	5+ million active users.
2	Angel One	3+ million active users.
3	Groww	1+ million active users.
4	ICICI securities	0.5+ million active users.



UNDERSTANDING USER BASE.

Zerodha has a diverse user base that comprises individual retail investors and traders in India. Its user base includes both experienced investors who actively trade in the stock market and newcomers who are venturing into investing for the first time. Zerodha's user base consists of individuals from various backgrounds, including professionals, entrepreneurs, students, and individuals from the general public who are interested in investing and trading in financial markets. The platform caters to both seasoned investors seeking advanced trading features and beginners looking for a user-friendly interface and educational resources to learn about investing.



SEGMENT MARKET UNDERSTANDING.

- Zerodha demonstrates a strong understanding of segment markets within the Indian brokerage industry. The company has successfully **identified and targeted the retail investor segment, specifically focusing on individuals who seek affordable and accessible trading services.**
- **Zerodha disrupted the market by offering significantly lower brokerage fees compared to traditional brokerage firms.**
- Zerodha's emphasis on technology, user-friendly platforms, and educational resources aligns with the preferences of its target market segment. The company's intuitive trading platforms, such as Zerodha Kite, provide a seamless user experience and advanced charting tools, catering to both beginner and experienced traders.
- In addition Zerodha has expanded its business by offering various other services and initiatives like **zerodha coins**- This platform that enables direct investment in mutual funds, eliminating the need for intermediaries. This initiative allows investors to access a wide range of mutual funds at lower costs,
- **Zerodha Varsity**- This is an educational initiative aimed at enhancing financial literacy among investors. It offers free and comprehensive online courses, tutorials, and articles covering various topics related to investing, trading, and personal finance.

Zerodha Kite- Zerodha Kite is their flagship trading platform, providing a user-friendly interface and advanced features for seamless online trading across multiple financial instruments such as stocks, derivatives, commodities, currencies, and more.

Zerodha Smallcase- Zerodha Smallcase is an investment platform that allows users to invest in thematic portfolios or baskets of stocks, ETFs, or mutual funds. It offers pre-selected portfolios based on specific themes, strategies, or investment goals.

Zerodha Pi- Zerodha Pi is an advanced trading platform designed for active traders. It provides extensive charting capabilities, advanced order types, backtesting tools, and customizability to cater to the needs of professional traders.

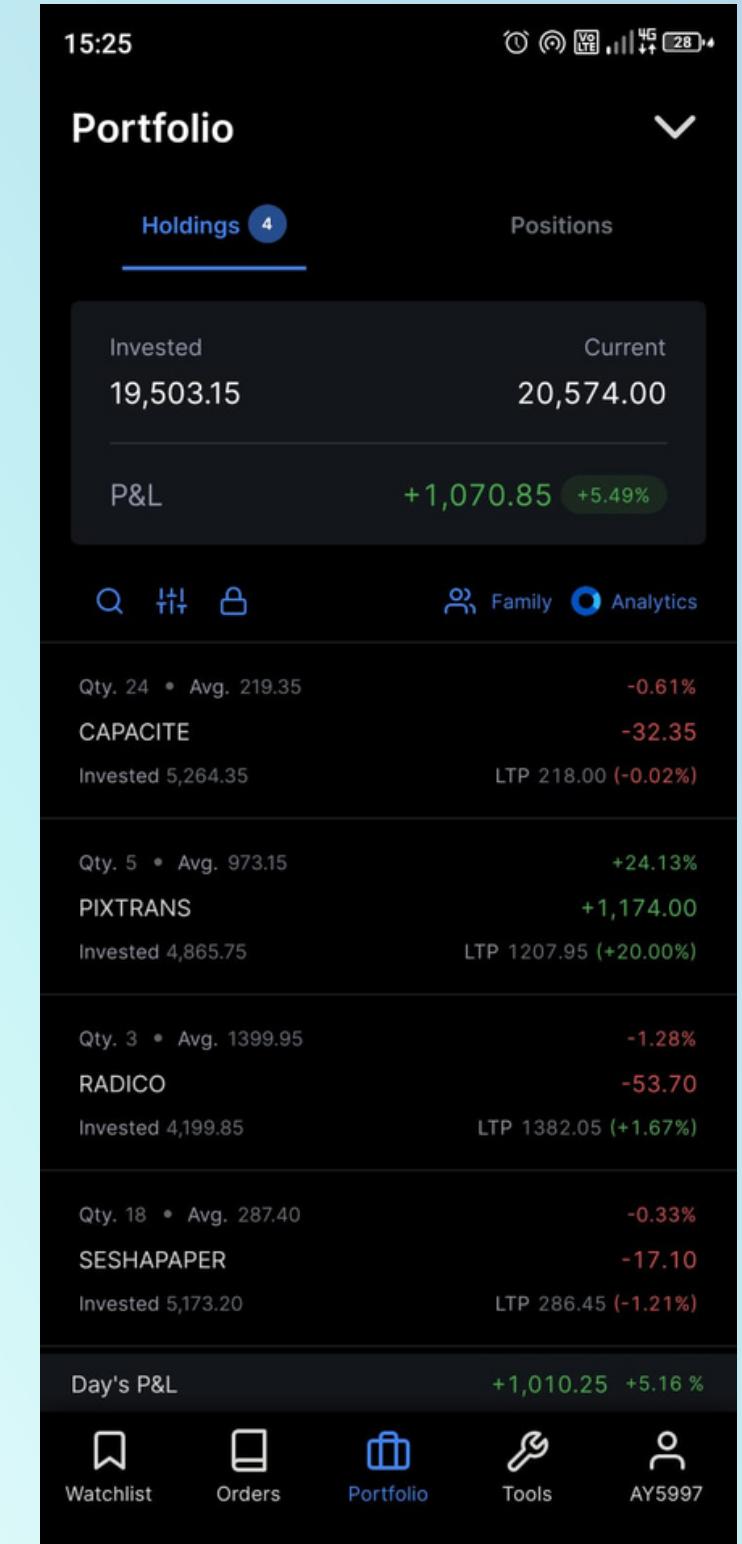
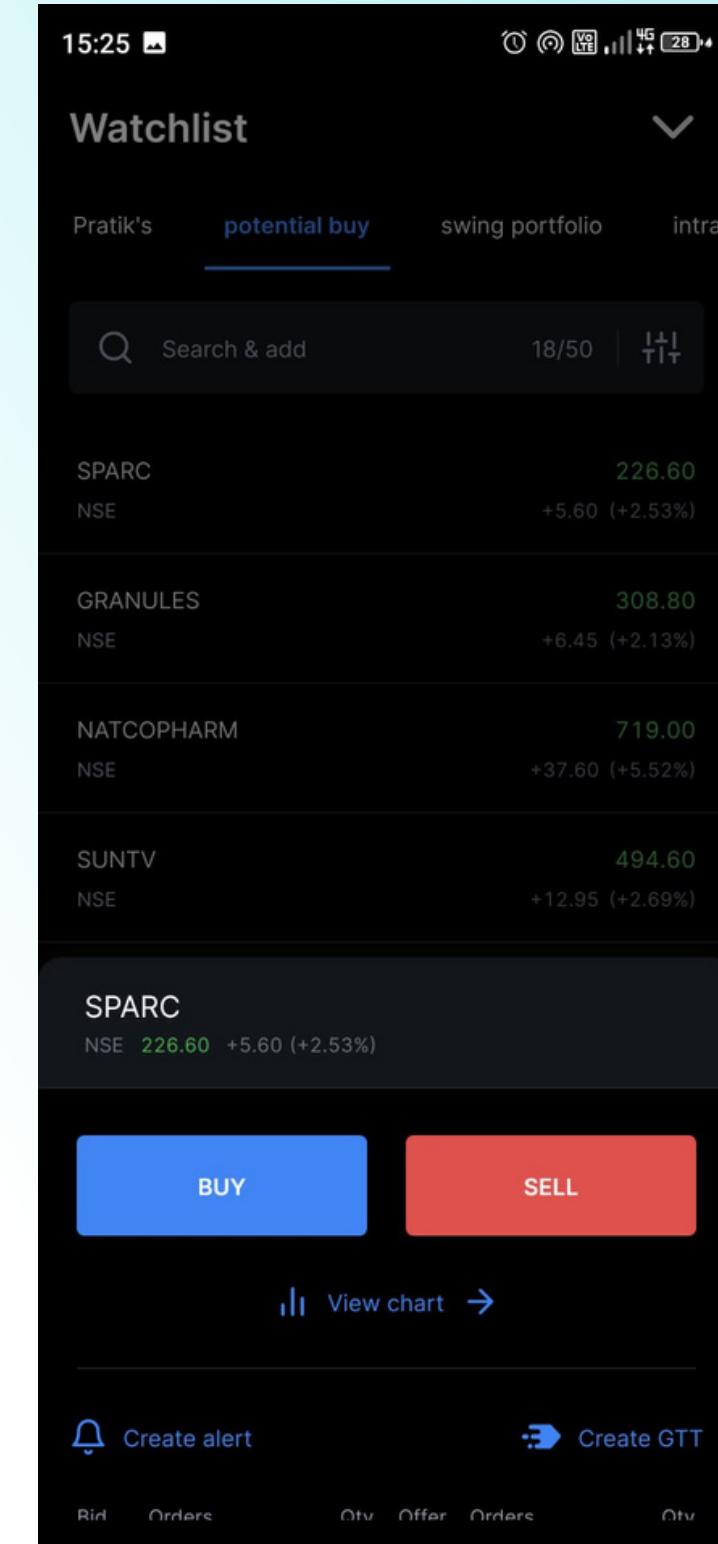
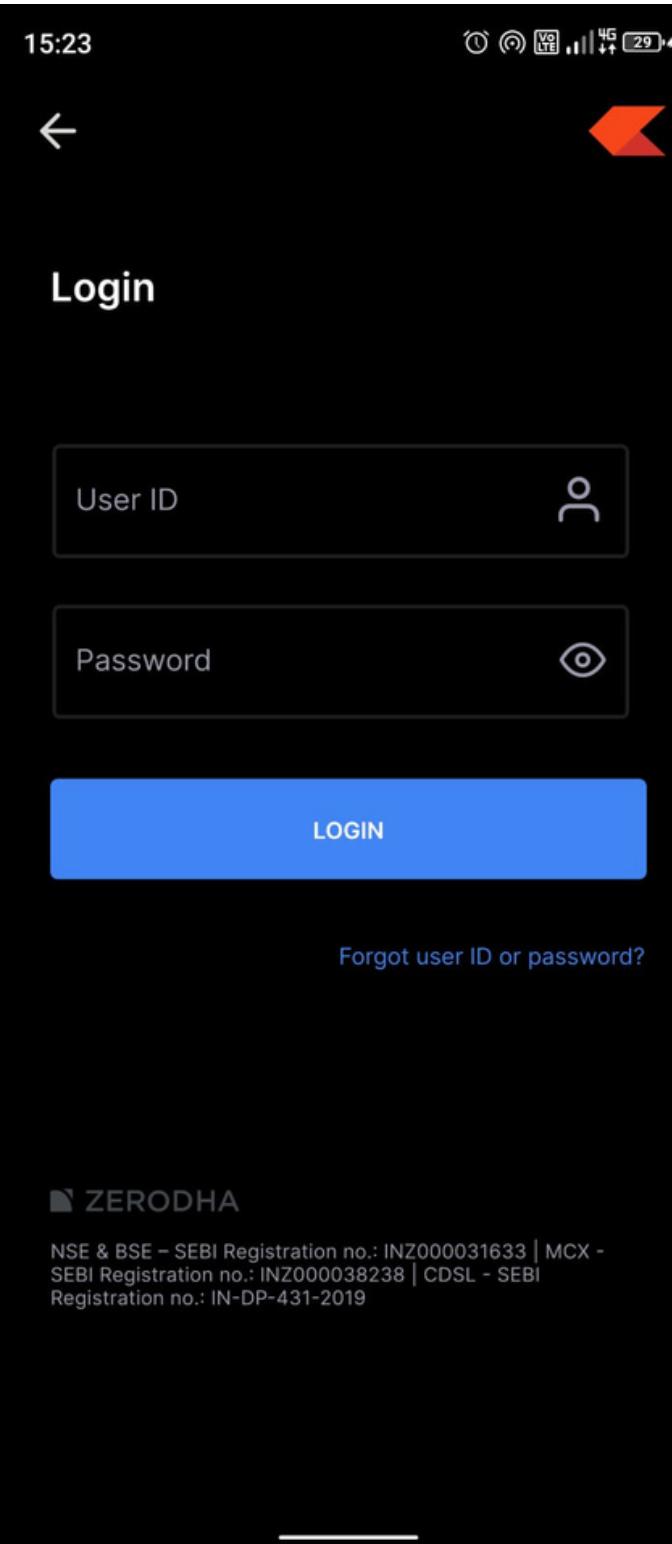
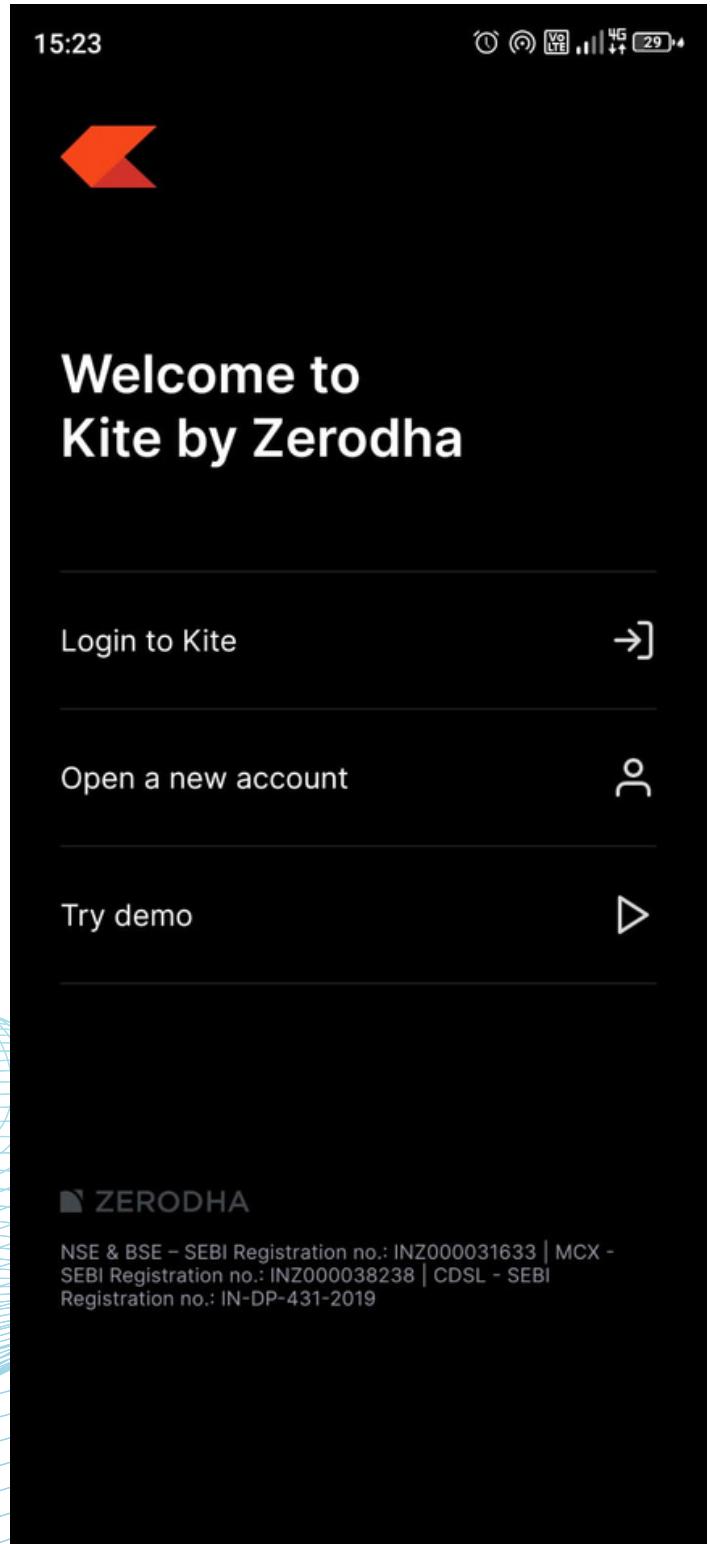


A DAY IN USERS LIFE.

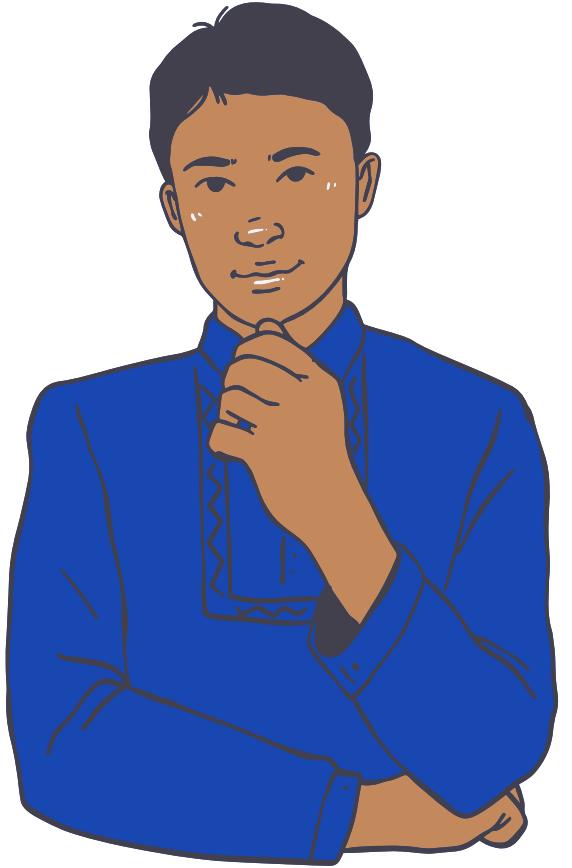
- **Pre-market preparation-** Review news and research reports, analyze charts, and set your trading strategy for the day.
- **Market opening**-Monitor market movements and execute trades based on your strategy.
- **Mid-Morning:** Continuously track positions, adjust trades if needed, and stay updated with market trends and news.
- **Lunch Break:** Take a break, recharge, and reflect on morning trades. Review performance and make adjustments if necessary.
- **Afternoon Session:** Monitor the market closely, manage trades, and be mindful of increased volatility.
- **Market Closing:** Review open positions, set stop-loss orders or profit targets, and make informed decisions before market close.
- **Post-Market Analysis:** Evaluate trades, identify areas for improvement, and make notes for future reference.



CURRENT USER JOURNEY



USER PERSONAS.



DHRUV GAIKWAD
AGE-25
RECENT GRADUATE.

Bio

Dhruv Gaikwad is a 25-year-old recent graduate who has limited knowledge about investing. They want to start investing to grow their savings but feel overwhelmed by the complexities of the stock market.

Motivation-

Dhruv is motivated to start investing to grow their savings and secure their financial future.

Pain points-

Lack of Guidance: Dhruv feels confused and unsure about how to get started with investing, lacking clear guidance and educational resources.

Fear of Risk: he is apprehensive about making investment decisions due to a lack of understanding of risk management and potential losses.

Complexity of Trading Platforms: Dhruv finds existing trading platforms complex and intimidating, making it difficult for them to navigate and execute trades confidently.



MAYA AGE-35 YEARS PROFESSIONAL TRADER

Bio

Maya is a 35-year-old experienced trader who actively participates in the stock market. She seeks a trading platform that offers advanced features, competitive pricing, and reliable customer support.

Motivation

Maya is driven by the desire to actively participate in the stock market and generate profits through informed trading strategies.

Pain Points.

Latency and Performance: Maya has faced issues with latency and slow order execution on other platforms.

Lack of Advanced Tools: She feels limited by the lack of advanced charting, technical analysis tools, and customization options on existing platforms, hindering her trading strategies.

Inadequate Customer Support: Maya has encountered challenges in getting timely and effective customer support when facing technical issues or needing assistance with platform features.



SANKET KAMBLE
AGE-30 YEARS
FUND MANAGER.

Bio

Sanket is a 30-year-old experienced fund manager responsible for managing his clients' investment portfolios. He needs a user-friendly platform that allows him to efficiently track and manage multiple client portfolios.

Motivation

Sanket is motivated to effectively manage and track his investment portfolio for long-term wealth growth.

Pain Points:

Fragmented Portfolio Tracking: sanket struggles with tracking and monitoring his clients' investments across various platforms.

Limited Reporting Capabilities: He finds it challenging to generate comprehensive reports and statements for his clients, including detailed performance analysis and tax documentation,

Inefficient Record-Keeping: sanket faces difficulties in manually recording and managing his clients' investment transactions, resulting in time-consuming administrative tasks and a risk of errors.

PAIN POINTS.

- 1. Fragmented Portfolio Tracking:** Difficulty in tracking investments across multiple platforms.
- 2. Limited Reporting Capabilities:** Challenges in generating detailed reports and gaining insights into portfolio performance.
- 3. Inefficient Mobile Trading Experience:** Issues with executing trades and accessing real-time market data on the mobile platform.
- 4. Lack of Comprehensive Education:** Desire for more educational resources to enhance trading skills and stay updated with market trends.
- 5. Inconsistent Customer Support:** Delays and inconsistencies in receiving timely customer support.
- 6. Platform Stability and Reliability:** Occasional downtime and technical glitches impacting trading opportunities.
- 7. Underutilized Premium Charting Tool:** Many users are unaware of Zerodha's premium charting feature and instead opt for external charting tools like TradingView.

LIST TO BUILD BETTER.

- **Fragmented Portfolio Tracking:** Implement an API or data aggregation service to pull in data from various platforms, allowing users to track their investments in one place.
- **Limited Reporting Capabilities:** Enhance reporting features to provide comprehensive insights into portfolio performance, including historical data, visualizations, and customizable reports. Integrate data analytics tools to analyze investment trends, generate performance comparisons, and identify opportunities for improvement.
- **Inefficient Mobile Trading Experience:** Optimize the mobile trading platform for better performance, faster trade execution, and real-time market data updates. Implement push notifications and alerts to keep users informed about market movements, price changes.
- **Lack of Comprehensive Education:** Develop a dedicated educational portal or resources section within the platform, offering tutorials, webinars, articles, and courses on trading strategies, market analysis, and financial literacy. Collaborate with industry experts to provide expert insights and market updates through newsletters, videos, and podcasts.
- **Inconsistent Customer Support:** Strengthen the customer support team to ensure timely and consistent responses to user queries and concerns. Implement a support ticketing system to track and manage customer inquiries efficiently, along with clear service level agreements (SLAs) for response times.
- **Platform Stability and Reliability:** Conduct regular maintenance and performance testing to minimize downtime and technical glitches. Improve infrastructure and scalability to handle increased user traffic during peak trading hours. Communicate transparently with users about scheduled maintenance and any known issues, providing updates and estimated resolution times.
- **Underutilized Premium Charting Tool:** Increase awareness and visibility of the premium charting tool within the platform, highlighting its features and benefits. Provide tutorials and guides on how to leverage the premium charting tool effectively for technical analysis. Offer incentives or discounts for users who actively utilize the premium charting tool to encourage adoption.

IMPACT OF BUILDING FEATURE.

- **Enhanced User Experience:** Users will find it easier to track investments, generate detailed reports, and access real-time market data, resulting in improved satisfaction and engagement.
- **Better Portfolio Management:** Users can analyze investment trends, compare performance, and identify opportunities for improvement, leading to more effective portfolio management.
- **Increased Platform Adoption:** A more efficient mobile trading experience and improved platform stability will attract more users, increasing the platform's user base and trading volumes.
- **Enhanced Education and Market Awareness:** Users will have access to comprehensive educational resources, enabling them to enhance their trading skills and stay updated with market trends.
- **Improved Customer Support:** Consistent and timely customer support will lead to higher user satisfaction and trust in the platform.
- **Increased Utilization of Premium Charting Tool:** Increasing awareness of the premium charting tool will encourage users to utilize it within the platform, reducing reliance on external tools.

REVENUE ESTIMATION FOR PROPOSED FEATURE.

- There are **62 lakh active users of zerodha.**
- Assuming **40% subscribe to the zerodha plan.**
- **Number of users upgrading to pro**
= **40% of 62 lakh users = $0.4 * 62,00,000$**
= **24,80,000 users.**
- **India is a price sensitive market so keeping the charges for 200.**
- **Estimated revenue from pro subscriptions =**
- **Number of users upgrading to pro * Price for pro**
= **$24,80,000 * 200$**
= **4,960,000**

GTM

GTM Strategy

On prioritisation order depending on resources and bandwidth - Top 3 priorities are necessary

Feature Development & Testing

Potential Bugs can be cleared and opens door to Smooth User Experience

Receive and Implement Feedback

Metrics to be tracked are shared in the next slide

Track Metrics

Beta Launch among users who have joined BETA Program

Helps to test adoption and map efforts in right direction

Launch Final Version

Ensure Smooth Launch