



Remedial analysis for huge Losses faced by Paytm

About Paytm

What is Paytm ?

Paytm is an Indian digital payments and financial services company, based in Noida. It was founded in 2010 by Vijay Shekhar Sharma under One97 Communications. The company offers mobile payment services to consumers and enables merchants to receive payments through its QR code, point of sale and online payment gateway offerings. In partnership with financial institutions, Paytm offers financial services such as microloans and buy now, pay later to its consumers and merchants. Apart from bill payments and money transfer, the company also provides ticketing services, retail brokerage products and online games.



**Vijay Shekhar
Sharma**



Financial



- **Payment and Financial Services**
- **Commerce and Cloud Services**
- **Other Income.**

The maximum revenue contribution is made by the Payments and Financial Services segment. This segment includes wallet payments, Paytm Payments Bank, Paytm Money, Paytm Postpaid, and other financial services.

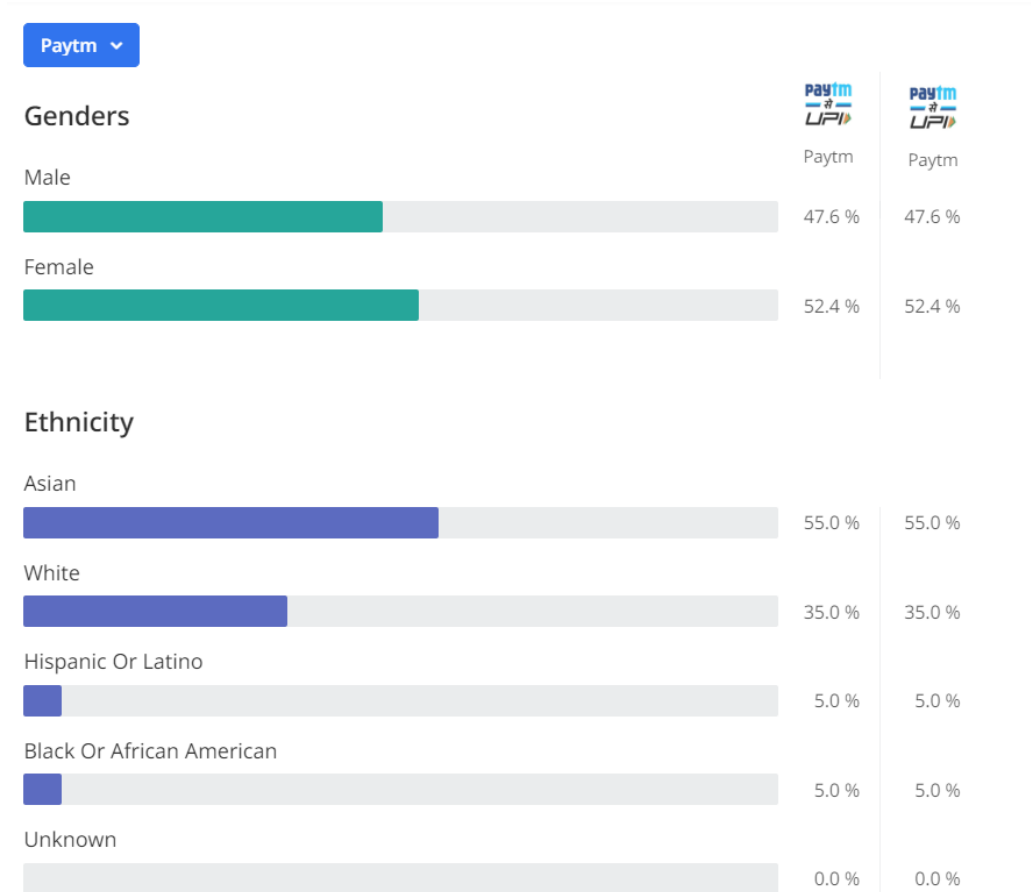
2. Between FY19 and FY21, the contribution of the Commerce and Cloud Services segment has reduced by ~54%. This was mainly due to the disruption caused by the COVID-19 pandemic, which affected the travel, e-commerce, and entertainment business of Paytm. Paytm is a loss-making company. **Between FY19 and FY21, the company has managed to limit its losses by ~59%.**

3. Paytm has also managed to trim down its expenses by ~38%. Most of the company's expenditure is made on payment processing charges due to high volumes of transactions taking place on the app. **In FY21, close to 40% of the total expenses were payment processing charges.** Another major expense was 'Marketing and Promotional Expenses'. **Between FY19 and FY21, the company managed to reduce Marketing and Promotional expenses by 84% from Rs 3,408 crore in FY19 to Rs 532 crore.**

4. Paytm holds a short-term debt of Rs 544.9 crores.

Employees

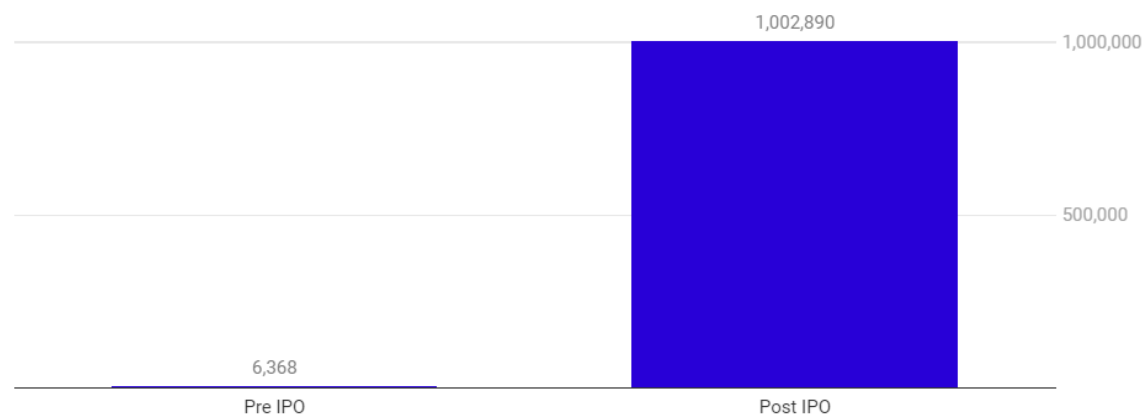
- Paytm has **15,665 employees**.
- **52%** of Paytm employees are **women**, while 48% are men.
- The most common ethnicity at Paytm is Asian (51%).
- 32% of Paytm employees are White.
- 8% of Paytm employees are Hispanic or Latino.
- The average employee at Paytm makes \$86,743 per year.
- On average, employees at Paytm stay with the company for 1.8 years.



Stakeholders and Investors

Paytm's Shareholder Base

Total number of shareholders before and after the IPO



Source: One97 Communications Filing

Bloomberg | Quint

- As One97 Communications Ltd., the payments platform will have more than 10 lakh shareholders. The company's shareholder base expanded from 6,368 prior to its Rs 18,300-crore initial public offering, according to its disclosure to exchanges. With no specified promoters, it's fully owned by public shareholders.

- **Paytm's Total shares**

- Pre-IPO: 60,96,69,008
- Post-IPO: 64,82,73,659
- Of more than 64.8 crore total shares, 91.8% or 59.49 crore are locked in

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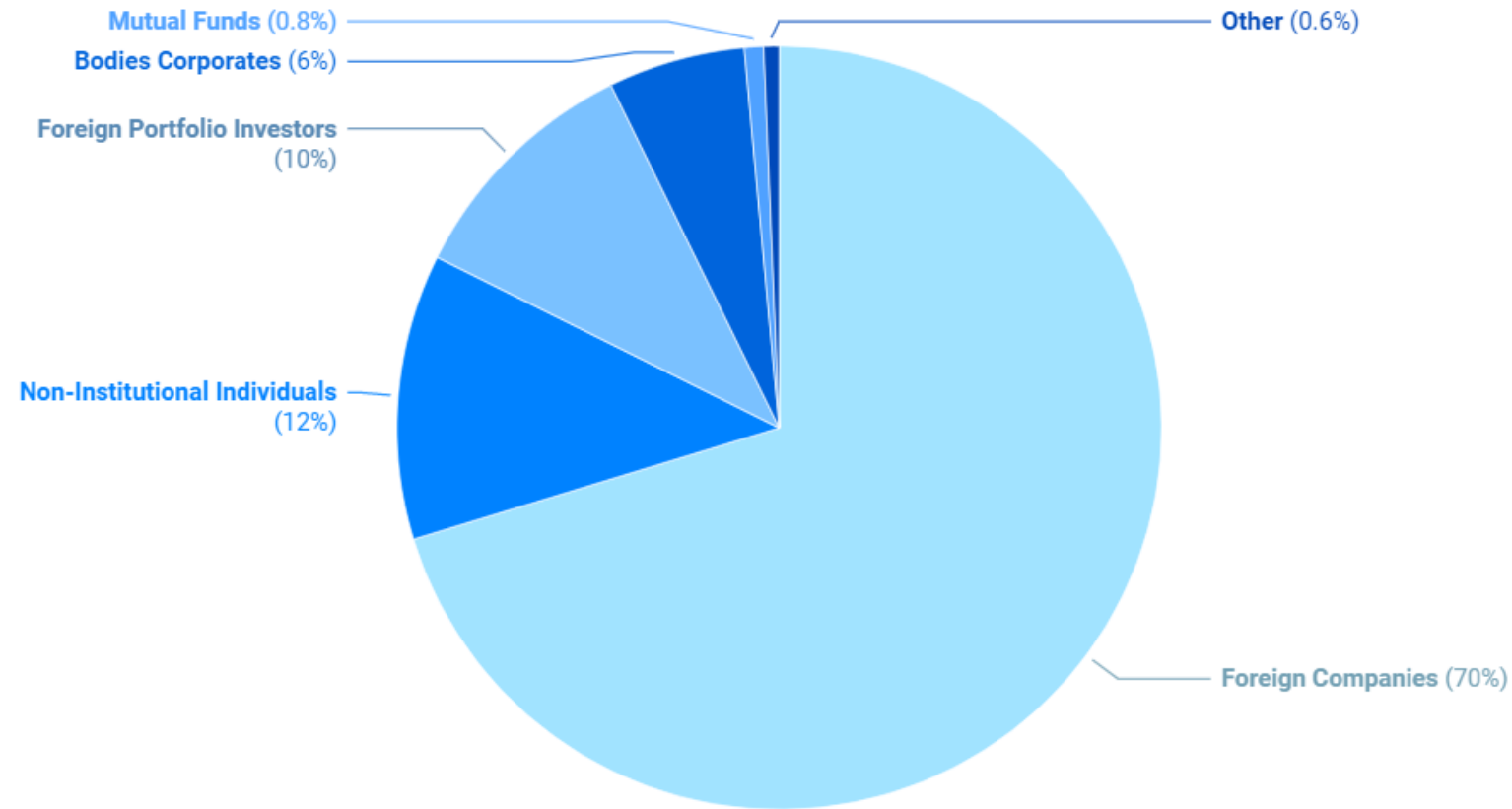
Shareholding Pattern



- Paytm's large shareholders include **31 foreign companies**, owning 45.57 crore shares or 70.30% of the total equity.
- Non-institutional individuals, with 7.83 crore shares or 12.09% stake, come next.
- Within this category, retail investors—or individual shareholders with a nominal share capital up to Rs 2 lakh—hold 1.83 crore shares. That works out to 2.83% of the company's shareholding.
- High net-worth category—or individual shareholders with nominal share capital in excess of Rs 2 lakh—hold 6 crore shares or 9.26% of the total shareholding.
- A total of 127 foreign portfolio investors hold 6.71 crore shares of the company, with Morgan Stanley Asia (Singapore) Pte. owning 78.24 lakh stocks and Canada Pension Plan Investment Board holding 71.37 lakh scrips. That's 1.21% and 1.10% stake, respectively.

Paytm Shareholding Pattern

Post-IPO breakup of shareholding



Source: One97 Communications Filing

Top Investor

- Paytm's initial share sale—the **fourth-least** subscribed in 2021 so far—comprised a fresh issue worth Rs 8,300 crore and an offer for sale worth Rs 10,000 crore. Its main investors Antfin (Netherlands) Holding BV sold shares worth Rs 4,700 crore, followed by SVF Panther (Cayman) Ltd., which sold Rs 1,689-crore worth shares. Alibaba.com Singapore ECommerce Pvt. sold shares worth Rs 785 crore and Vijay Shekhar Sharma offloaded Rs 402-crore worth shares.
- Antfin (Netherlands) Holding BV held the biggest stake in the company before the IPO. It remains the single-largest shareholder with 16.14 crore shares or nearly 25% stake.
- Vijay Shekhar Sharma, the company's founder and chief executive officer, now owns 5.76 crore shares, keeping his holding steady around 9%.

Paytm's Top Investors

(Stake in %)



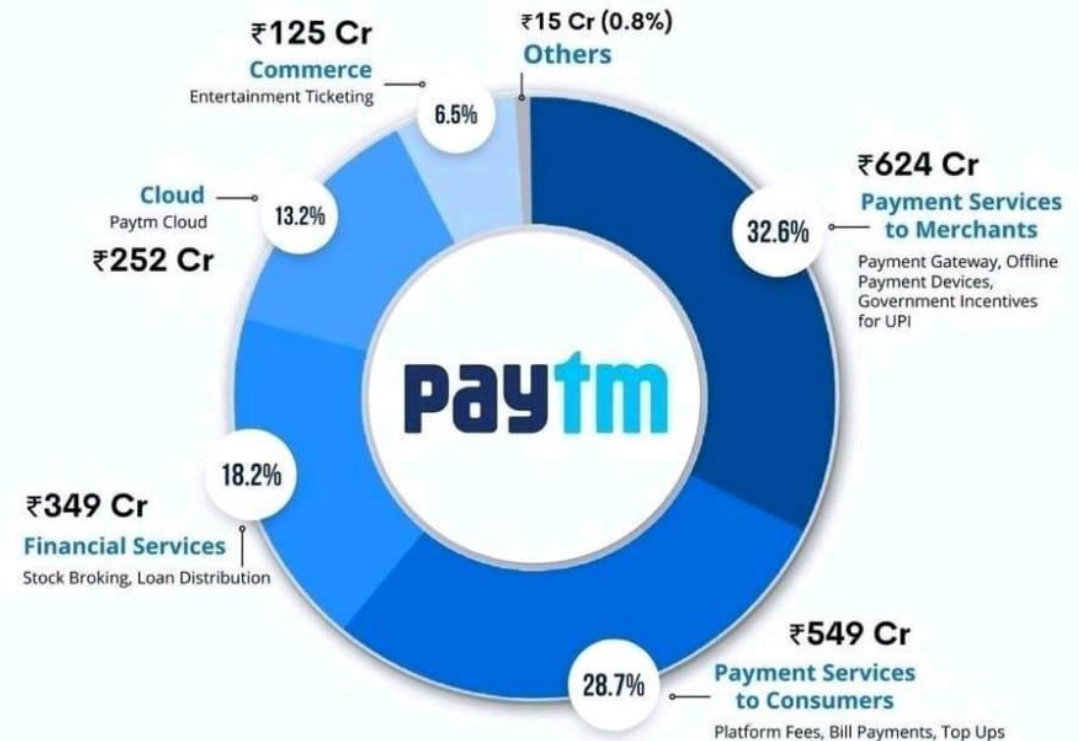
Source: One97 Communications Filing

What was their revenue model ?

The following are the various businesses through which Paytm earns money

- Marketplace (Paytm Mall)
- Paytm Wallet
- Recharge Services
- Bill Payments & Ticket Bookings
- Digital Gold
- Coupon Codes/Voucher cards
- Payment Gateway Solutions
- Paytm Payments Bank

HOW PAYTM MAKES MONEY



Customer Analysis

Paytm, with over 350 million active users, constituted the highest user base in digital payments in India for the year 2018. This was followed by PhonePe, which had a user base of 118 million. Paytm and PhonePe are Indian e-commerce payment systems headquartered at Noida and Bengaluru respectively.

- ✓ Paytm has more than 450 million registered users.
- ✓ \$2 million was the initial investment made by Paytm founder, Vijay Shekhar Sharma, in 2010.
- ✓ Paytm has 39 million daily active users.
- ✓ Paytm has generated 36.29 billion INR (\$510 million) in 2019.
- ✓ Over 70 million games are played on Paytm Gamepind each month.
- ✓ 89% of users aged between 16 to 24 years prefer Paytm.
- ✓ India's payments market is estimated to be worth \$1 trillion in the next three years.
- ✓ 5 million Paytm transactions are processed every day.
- ✓ 850,000 offline merchants currently use Paytm.
- ✓ There are 2 times more men than women who use Paytm.
- ✓ 70% of Paytm users have an Android device.
- ✓ A 1000% growth in money added to the average Paytm account has been recorded.

Product/Service Analysis

Products



Savings Account



Salary Account



Current Account



Debit & ATM Card



Payments



Paytm Wallet



Food Wallet



NACH



Fastag

- **Saving account** Paytm Payments Bank offers a Savings Account with no account opening charges or minimum balance requirements. Keep upto Rs. 2 lakhs of deposits
- **Salary Account**
- **Current Account**
- **Debit & ATM card** Every Paytm Payments Bank account comes with a free Digital Debit Card to pay online. Order your physical Debit Card to withdraw cash from ATMs and pay at stores across India
- **Payments** Transfer funds and make payments to any bank across India
- **Paytm Wallets** cashless and shop anywhere in India with Paytm Wallet. There is absolutely no hassle of entering an OTP or a PIN. Complete superfast payments at a store, on an app or any website.
- **Food Wallets** Provide tax free meal allowance to your employees
Accepted by lakhs of merchants and used by thousands of employees
- **NACH** You can now automate your recurring payments such as EMI's, insurance payments, SIP deductions via NACH.
- **Fastag** The tag employs Radio-frequency Identification (RFID) technology & is affixed on the vehicle's windscreen & lets you pass through the toll plaza without stopping at the cash counter

Services





- These are the various 'Recharges & Pay Bills' options available on Paytm
 - Prepaid Mobile Recharge
 - Post-paid Mobile Bill Payments
 - DTH Recharge
 - Electricity Bill Payments
 - Credit Card Bill Payments
 - Piped Gas Bill
 - Water Bill
 - Apartments / Residential Associations Monthly Maintenance Payments
 - Broadband Bill Payments
 - Loan EMI Payments
 - Insurance Premium Payments
 - Data Card – Prepaid / Postpaid Bill Payments
 - Cable TV Bill Payments
 - Municipal Payments
 - Toll Operator Payments – BETPL (Bangalore Elevated Tollway Pvt. Ltd.), MEP (Mumbai Entry / Exit Points), NICE e-Pay
 - Traffic Penalty Challan Payments



About Market

Paytm Competitors






Paytm competitors include State Bank of India, Flipkart, PayPal and Razor pay. Paytm ranks 2nd in Product Quality Score on Comparably vs its competitors.

1st		State Bank of India	88 / 100
2nd		Flipkart	78 / 100
3rd		Paytm	75 / 100
4th		Razorpay	72 / 100
5th		PayPal	71 / 100






Paytm Ranks 2nd in Product Quality Score

1st		State Bank of India	4.1 / 5
2nd		Paytm	3.9 / 5
3rd		Razorpay	3.7 / 5
4th		PayPal	3.6 / 5
5th		Flipkart	3.5 / 5






Paytm Ranks 2nd in Net Promoter Score

1st		Razorpay	37
2nd		Paytm	21
3rd		State Bank of India	19
4th		PayPal	12
5th		Flipkart	0

Paytm Ranks 2nd in Pricing Score

1st		State Bank of India	4.2 / 5
2nd		Paytm	3.9 / 5
3rd		Razorpay	3.6 / 5
4th		PayPal	3.5 / 5
5th		Flipkart	3.2 / 5

Paytm Ranks 2nd in Customer Service

1st		State Bank of India	4.2 / 5
2nd		Paytm	3.9 / 5
3rd		Razorpay	3.4 / 5
4th		PayPal	3.4 / 5
5th		Flipkart	3.3 / 5

Socioeconomic factors faced by Paytm

Paytm is an emerging start-up in India. It is an Indian e-commerce website that enables its user to pay online using mobile number for various services. The study deals with the various challenges faced by the Paytm as a start-up.

Objectives

- To study various challenges faced by the Paytm.
- To study the impact of Paytm in the society. Methodology

This study is descriptive in nature.

❑ Difficulty in Adoption of Change

Indians have always preferred direct money transactions but paytm introduced a cashless economy through technology. Which both where a new concept to Indians to digest. But paytm was able to bring this concept by enlarge to a minority of the community. **The challenge of moving toward e-payments isn't limited to infrastructure: For PBs to succeed, cash obsessed Indians will need to migrate to digital alternatives, which will require behavioural changes above and beyond technological hurdles.**

❑ Unacceptness Due to Fail of Security Breach and Fraud

- There is a wide notion that technology transaction is 80% highly risky. It is not only a notion but also 50% have proven to be true. Globally numerous events of **hacking occurs of email accounts, databases, bank details etc. the increasing digital transactions pose cyber security as the main challenge for public. Consumers worry that their wallet could be hacked or attacked.**



❑ Competition From Credit And Debit Cards

- Cards form one of the biggest challenges to further adoption of mobile wallets. Given the current limits on transactions through this channel, limits which are wider in the case of cards does provide a significant roadblock to adoption.



❑ Trademark Infringement Case Filed By Paypal

On December 18th US based e-wallet company paypal filed a trade mark infringement case against paytm. **Paypal has said that paytm has no reason to adopt identical colours and colour scheme other than to take advantages of the reputation built by paypal.**



❑ Performance Issues

Paytm is an e-wallet app and it deals with money matter. Now for each of us money is very important and time has an equal importance, based on the informal survey conducted among the Paytm subscribers it was widely opined that compare to other wallet apps such as phone pay, Paytm shows

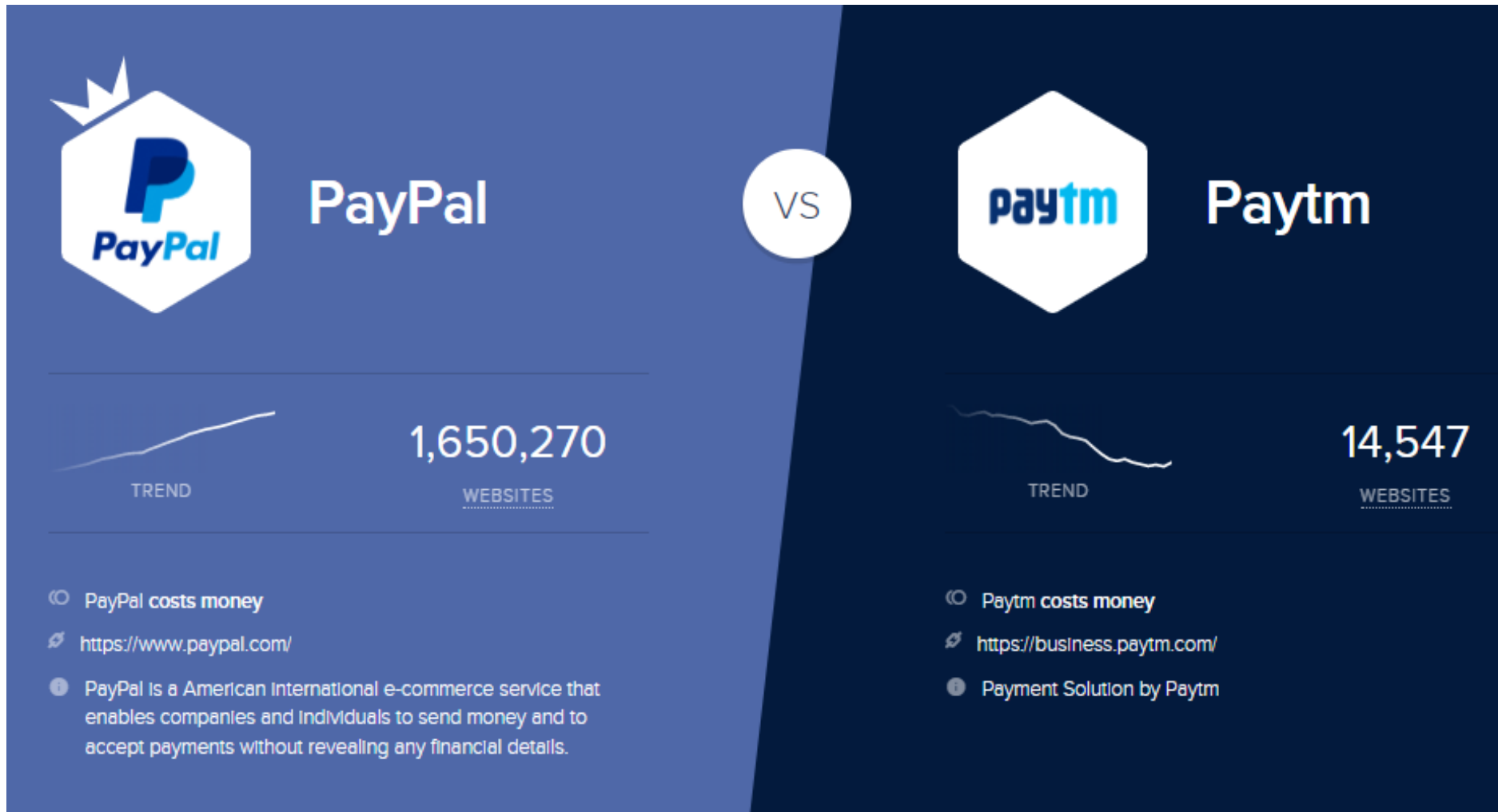
Conclusion

The mobile wallet adoption has grown significantly in the last couple of years with the rise in users for smartphones and mobile internet. With better data connection. Paytm has emerged as one of the leading competitors in e-wallet market. They emerged over the years in an economy where people traditionally believe in a physical cash economy. Paytm has helped India in a stronger way as through demonetization. People tend to keep a cashless transaction. India has only been recently exposed to unlimited internet facilities but in that small span of time Indian people have got addicted to internet. Paytm but as offered the facility of cash transaction offline. Paytm has provided a platform for all kind of businesses in order to carry out their transaction on real time basis



Position of Paytm in market compared to other competitors

Competitors (Taken Only Five)



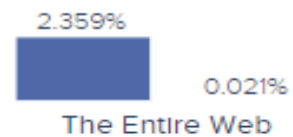
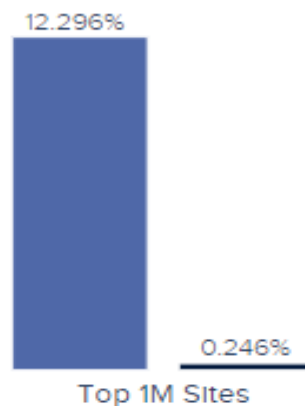
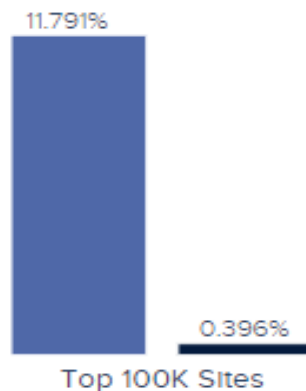
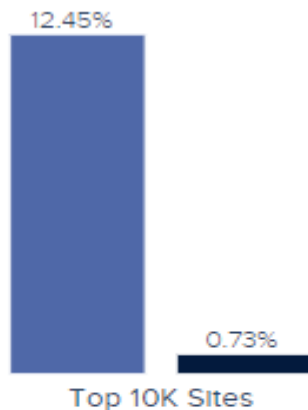
Market Share by Top Websites



PayPal is leading in Top 10K Sites, Top 100K Sites, Top 1M Sites and The Entire Web.



In terms of market share, **Paytm** is clearly lagging behind, losing to PayPal in all segments.



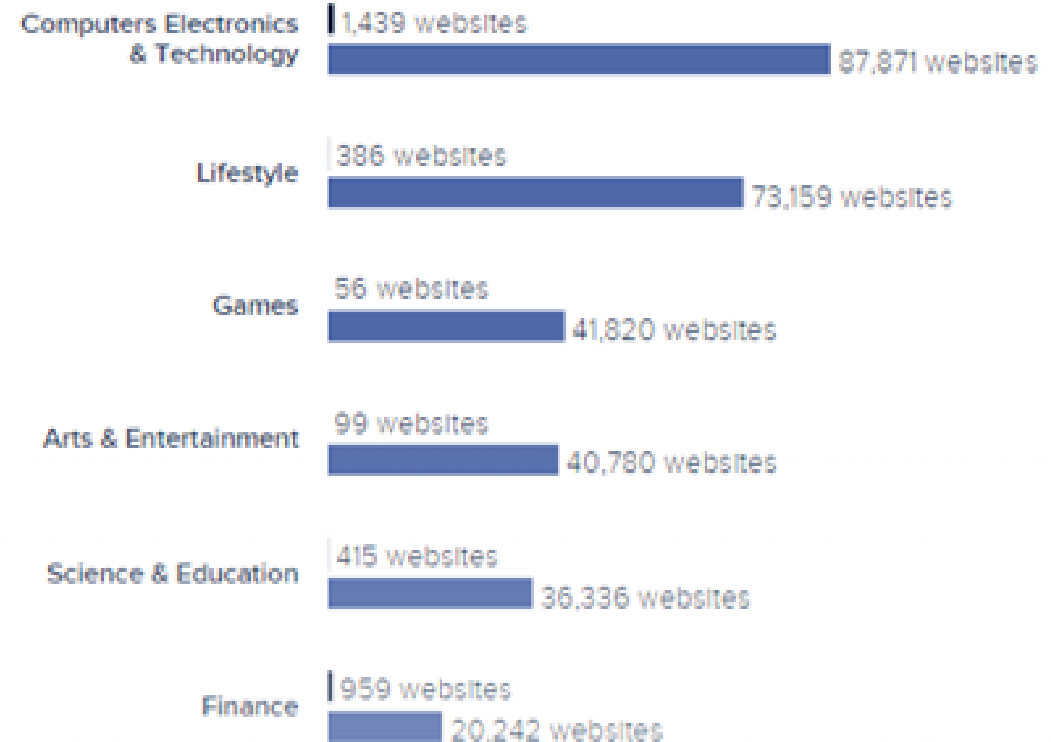
Websites Categories



PayPal has better usage coverage in more websites categories. Including Computers Electronics & Technology, Lifestyle, Games, Arts & Entertainment and 20 other categories.



Paytm hasn't got a lead over **PayPal** in any websites category.





Paytm

VS



PhonePe



TREND

14,546

WEBSITES



TREND

2,921

WEBSITES

🔊 Paytm costs money

🔗 <https://business.paytm.com/>

📌 Payment Solution by Paytm

🔊 PhonePe costs money

🔗 <https://www.phonepe.com/business-solutions/>

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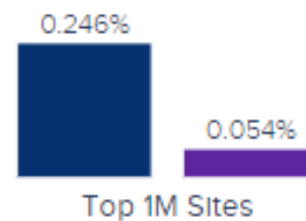
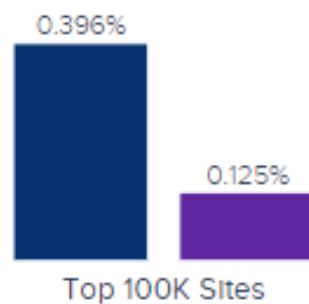
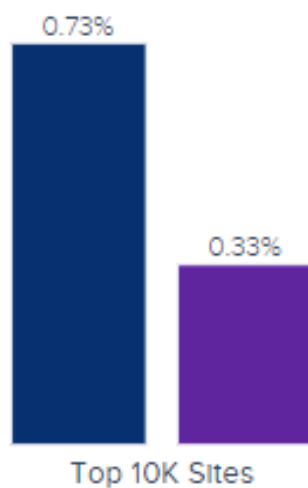
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Despite its recent growth, **PhonePe** is still behind Paytm in all market share segments.



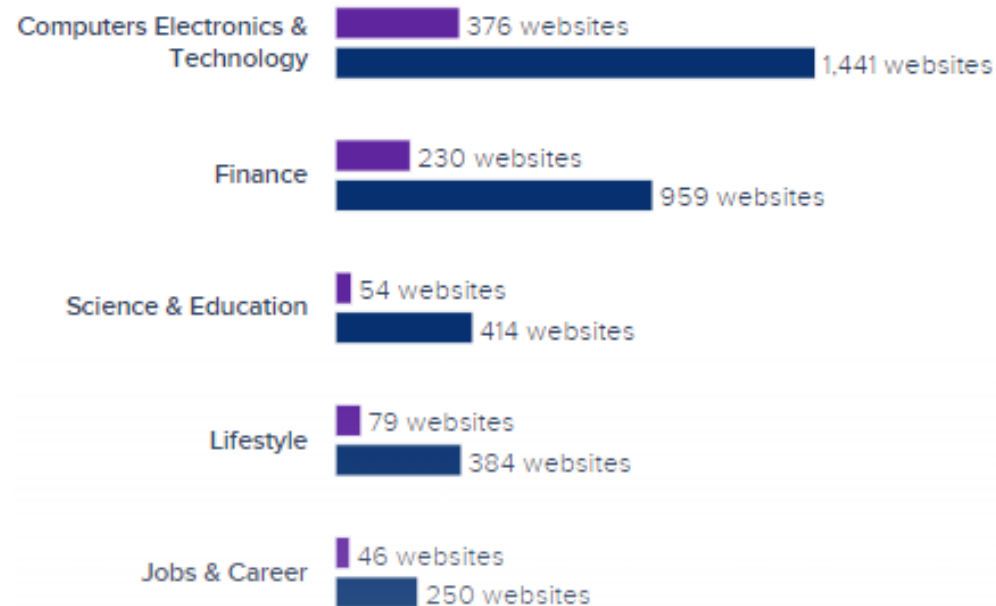
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Google Pay

VS



Paytm



TREND

208,105

WEBSITES



TREND

14,546

WEBSITES

🔊 Google Pay **costs money**

🔗 <https://pay.google.com/about/>

📌 Google Pay lets you make purchases at thousands of online stores.

🔊 Paytm **costs money**

🔗 <https://business.paytm.com/>

📌 Payment Solution by Paytm

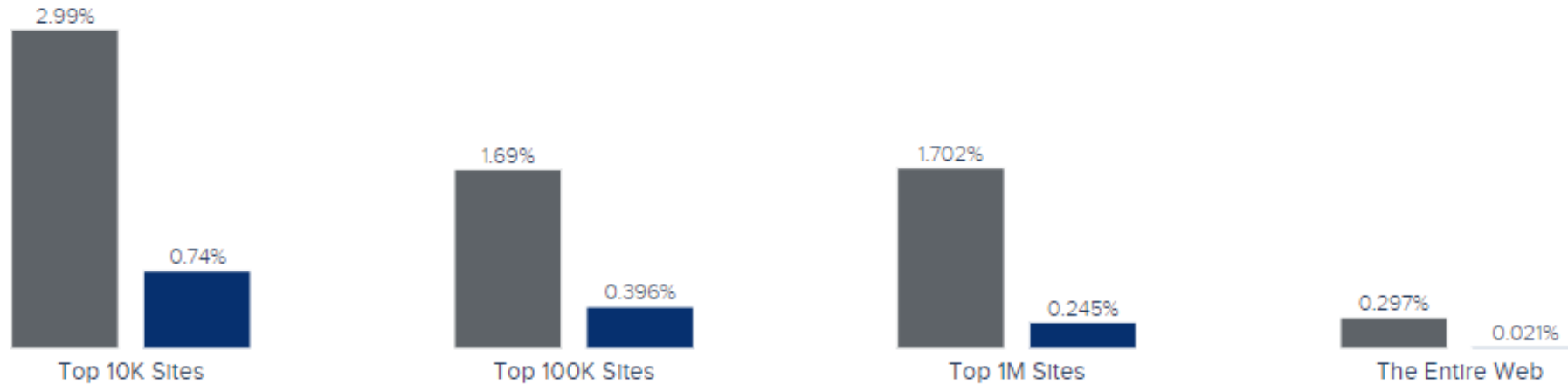
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In terms of market share, **Paytm** is clearly lagging behind, losing to Google Pay in all segments.



Websites Categories



Google Pay has better usage coverage in more websites categories. Including Lifestyle, Computers Electronics & Technology, Food & Drink, Finance and 20 other categories.



Paytm hasn't got a lead over Google Pay in any websites category.



Public Relation and Media

Businesses and organizations generally rely on media relations for a single purpose: **to broadcast information about a brand to reach public audiences.**

Public relations, however, encompasses many processes, including media relations, to tell a brand's story and build a positive image for public audiences.

❑ Marketing Budget of Paytm

- Marketing budget primarily means the money allocated to the marketing functions and how it is intended to spend.
- Paytm's cloud revenue went down by 38. The lockdown hit them hard and the total revenue of the company declined about 10%. They went from Rs.3,540 Cr to 3,186 Cr in 2020-21.
- Due to the strong recovery in the second half of the year". However, the company reduces the marketing cost by 62% from Rs 1.397 Cr/year to Rs 533 Cr/year.



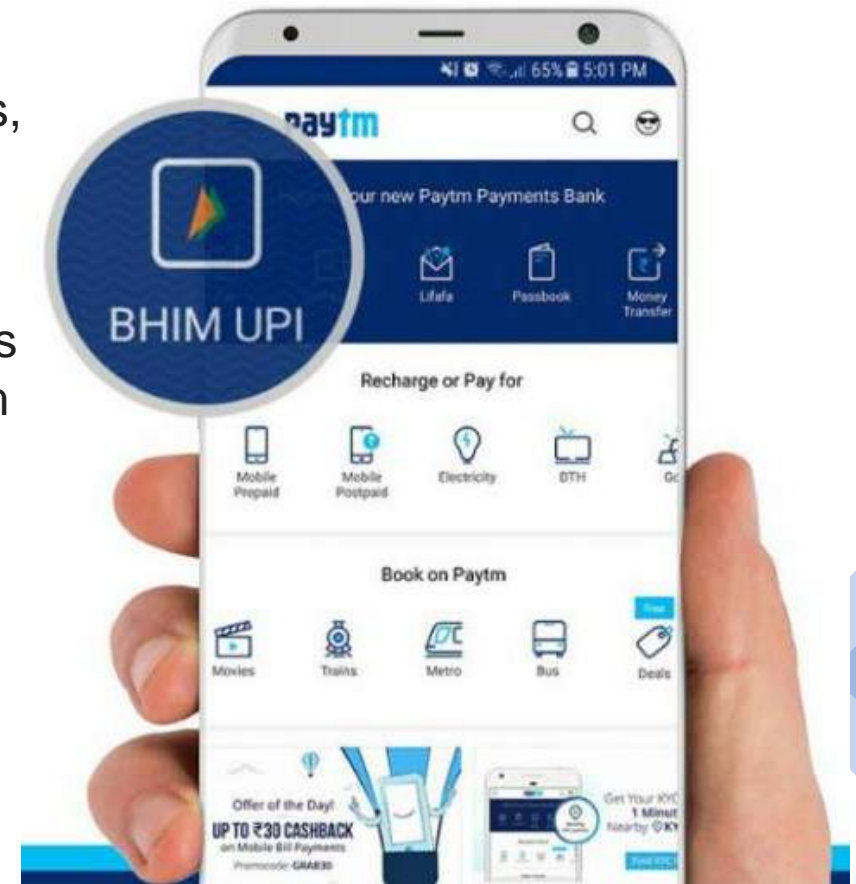
❑ Marketing Mix of Paytm

A marketing mix can be defined as a model that an organization uses to increase the interest in the products\\services and image of a particular company.

4 P's play the major components which are product, place, price, and promotion. Let's go to the marketing mix strategy.

1. Product Mix of Paytm

Paytm is the acronym for pay through mobile. it offers various products and services in its marketing mix for example e-wallets, online shopping, latest news, vaccine slot updates, investment opportunities, and many more. Any customer can access the portal on their computers as well as mobile apps for making a specific payment. For instance payment of mobile recharge, bills shopping, etc. Instead of using a debit card or credit card Paytm enables a user to make payments feasibly without them. Paytm also offers a facility of Paytm Bank from which a person can transfer money directly from his\\her bank account to someone else's bank account for this he/she must give access to their saving bank account.



2. Price Mix of Paytm

Paytm serves as a medium for the customers to make the payments for the other services which they are availing for this Paytm is entirely free to use.

Paytm has received huge Investments like funding of 575 million dollars from China's leading business group Alibaba. These use services **enable Paytm to get new customers on a broad basis and give them free services** they also simultaneously give discounts and offers to promote their online shopping E-Commerce portal.

3. Place and distribution Mix of Paytm

Paytm is accessible everywhere through a smartphone or on a laptop having a proper internet connection just like any other app or website. Paytm is available throughout the country to provide payments and shopping feasibility. It is widely accepted as a mode of payment across various industries sectors and geographies. Offline merchants and several restaurants, grocery stores, supermarkets hotels, and many more places are accepting Paytm as a part of the payment.



4. Promotion Mix of Paytm

Catchy phrases of Paytm as “Paytm Karo” have enabled Paytm to become a household name.

Multiple ad campaigns of Paytm are displayed on TV commercials, ad banners, billboards, print media such as newspapers, magazines, etc. The tremendous visibility of Paytm is not just because of these ad campaigns but also the fact that Paytm is highly involved in the sponsorship of various events, competitions, and many more. After the digital India campaign retailers are putting Paytm accepted banners which are providing strong visibility to the company. To gain global recognition Paytm sponsored and become a partner of the Indian cricket team.



Marketing Strategy of Paytm

In simple words, a marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products and services.

❑ Cashless transactions schemes

In 2016, they came up with an innovative initiative of “each one, teach one”. Paytm announced a scholarship of rupees 2100 for 10,000 users who will help them to increase digital inclusion and the practice of adaptation to Paytm. The scheme, “Scan any QR to pay using Paytm” was launched in 7 languages which were Bengali, Marathi, Gujarati, Tamil, Telugu, Kannada, and Malayalam

❑ Sponsorship of events by Paytm

As we said the earlier company is highly involved in sponsorship they target a variety of events, tournaments, etc. these events give them immense exposure. Paytm is also the official sponsor and supporter of India's cricket team providing them worldwide publicity.



❑ Promotion and advertising strategies of Paytm

The company's online marketing and traditional marketing approach are centered on bringing visibility anywhere by sharing their advert on Facebook and Twitter or even subsidized posts on Instagram and in instances even Snapchat.

In an offline communication network, they probably use newspapers, transit media, and television.

❑ Fast and efficient

Paytm Plays amazingly well with their words, as soon as the news of demonetization was conveyed to the country. They came up with a tweet; Paytm Karo. It was a splendid example of a brand putting up an example of relevant and moment communication. They gained amazing response as it was simple and user-friendly.



Possible reasons why Paytm is facing the losses

In Paytm's case, around 86% of its outstanding shares were in the lock-in period. **There was always a risk of insiders and pre IPO-funds selling on expiry of the lock-in.** This was one key reasons for the ferocious fall in Paytm. This is true for other tech stocks too.

❑ Why did Paytm lose market share ?

Lack of clarity about its business model, increasing competition and the recent RBI directive banning it from adding new customers to the payments bank have hit the firm hard. Experts believe that extremely expensive valuation and no clear guidance from the management on when the company will start making profit are the reasons for the poor show.

Paytm will find it challenging to expand its business going ahead. “Paytm’s payments-based business model has been disrupted by Unified Payment Interface (UPI), a real-time retail payment system developed by government-backed National Payments Corporation of India (NPCI).

UPI was launched in December 2019 for both the consumers and merchants. “UPI now accounts for 65 per cent of Paytm’s GMV (gross merchandise value), which we expect to increase further to 85 per cent by FY26E. Hence, Paytm’s take-rates should continue to decline,” says the Macquarie reports.

Receding Liquidity

The stock market downfall during Paytm's iPod launch was also one of the reasons for the companies shares falling on the very first day

Another reason for the lacklustre response to Paytm IPO was its huge size. The company raised Rs 18,300 crore and the market does not have an appetite for such a large listing.

Expected RBI norms

According to reports, **the Reserve Bank of India (RBI) has proposed digital payments regulations that could cap wallet charges. Analysts say this space accounts for 70% of Paytm's revenue** and any regulations may impact it significantly. The company wanted to start insurance operations, but its proposal was rejected by the Insurance Regulatory and Development Authority, a development that analysts say could impact its prospects of getting a banking license.

Another reason for the loss in **Paytm was the RBI guidelines as not to acquire new customers during the period. Senior management attrition is another cause of concern for the firm**



Top reasons for Paytm's downfall

- Launch of UPI (unified payments interface) and entry of new players like g-pay and phone pay
- Stock market facing losses during the time of there IPO launch
- Getting into many thing's at one time and not having proper guidance and strategy
- Senior management attrition is another reason of concern for the firm
- RBI proposing digital payments regulation that can cap wallet charges and this space accounts for 70 percent of Paytm's revenue

Market Summary > One 97 Communications Ltd

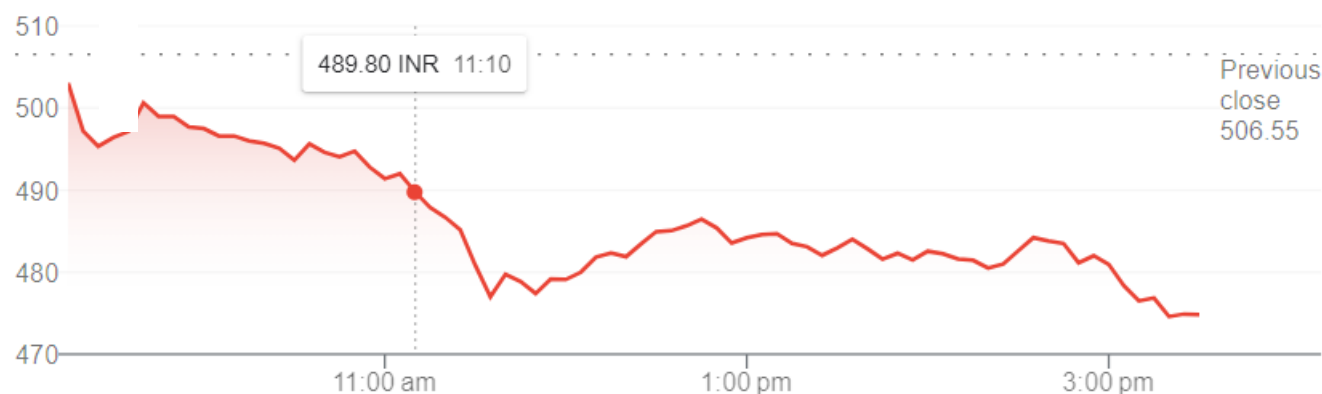
474.85 INR

-31.70 (6.26%) ↓ today

23 Dec, 3:30 pm IST • Disclaimer

+ Follow

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



Open	501.95	Mkt cap	30.94TCr	52-wk high	1,385.00
High	504.00	P/E ratio	-	52-wk low	438.35
Low	472.00	Div yield	-		

PR or Media Reputation damage

- ❑ **Lack of Content Control.** First, while public relations uses many of the same channels as advertising, such as newspapers, magazines, radio, TV and Internet, it differs significantly from advertising in that marketers do not have direct control over whether a message is delivered and where it is placed for delivery. For instance, a marketer may spend many hours talking with a magazine writer, who is preparing an industry story, only to find that their company is never mentioned in the article.
- ❑ **Risk of Off Message.** While other promotional messages are carefully crafted and distributed as written through a pre-determined placement in a media vehicle, public relations generally conveys information to a member of the news media (e.g., reporter) who then recrafts the information as part of a news story or feature. Thus, the final message may not be precisely what the marketer planned.
- ❑ **ROI Risk** While a PR campaign has the potential to yield a high return on promotional expense, it also has the potential to produce the opposite if the news media feels there is little value in running a story pitched (i.e., suggested via communication with the news outlet) by the marketer.
- ❑ **Getting Bumped.** There is always a chance that a well devised news event or release will get “bumped” from planned media coverage because of a more critical breaking news story, such as wars, severe weather or serious crime.

Socioeconomic causes

Some economic factors you must think about in your business include exchange rates, interest rates, recession, inflation, taxes, and demand and supply. Here is a closer look into three of these factors and their connection to businesses:

❑ Interest Rates

Interest rates are everywhere, and are imposed by many different people. In fact, banking institutions are obsessed with knowing what the status for interest rates in the economy is for a good reason. It is how they determine their lending practices. It is also good information for a company that relies on debt capital to finance ambitious projects.

❑ Exchange Rates

This is a slightly more nuanced topic than that of interest rates. At the heart of it, exchange rates are an important factor to consider for any business involved in importation and exportation of various goods and services. When exchange rates fluctuate, they affect the ability of a company to pay its international suppliers in a satisfactory manner. This can also affect the profit margin of the company, as well as the amount of resources it needs to stay afloat.

❑ Recession

Whenever an economy faces a recession, it has the potential to change the attitude taken by consumers toward their purchasing decisions. This may force companies to drop prices to stay afloat.

What could be done differently ?

- ❑ **Clarity:** Clarity regarding Paytm's business model. Demystifying Paytm's revenue structure is one way to regain the trust of investors.
- ❑ **Customer Service:** Several customer service concerns, including a lack of a helpline number and FIRC filing delays, are widespread. Call centre executives at Paytm are often rude and unable to handle many of the queries.
- ❑ **Experiencing Fraudulent Activities:** Electronic transactions are unquestionably straightforward, convenient, and appropriate. Even yet, it demands a certain amount of risk. As a result, you'll need technical assistance as well as a secure mechanism to complete the transaction and transfer payments.
- ❑ **Requires an Internet Connection:** The entire transaction mechanism for sending and receiving money, as well as opening an account, is reliant on the internet and a fast connection. It can function in both advanced and developed environments. Paytm services, on the other hand, would be ineffective in growing economies and developing countries where internet availability is a major concern.



- ❑ **TDR Rates That Are Higher:** Their TDR rates for payment gateways are slightly higher than other companies.
- ❑ **IT Infrastructure:** As Paytm can work only on the internet, it most of the time makes things worse for the user when he/she is zero with cash and relies on Paytm payments at the time of merchant payments. The internet issues can occur in rural areas, remote locations and even tier 2 cities.
- ❑ **Services Creating Confusion:** Sometimes offering lots of services can also be confusing for users as most users are unaware of all the services that Paytm offers. The level of unawareness of technology and fear of online transactions is making things worse.
- ❑ **Fear of Losing Money:** Indians still have fear of doing online payments and transactions as most Indians are used to transacting in cash. But things are evolving so the people of India will. Secured digitalization will soon pick up online wallet services.





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