



THE PRODUCT LEAGUE



#MadeForTrade &Investment

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Dhan - #MadeForTrade&Investment



- **Pravin Jadhav**, the former CEO of Paytm Money, founded Dhan in **2021**. **Alok Pandey (CTO)** and **Jay Gupta (COO)** are the co-founders of Dhan.
- The **Dhan App** was launched in **November 2021**.

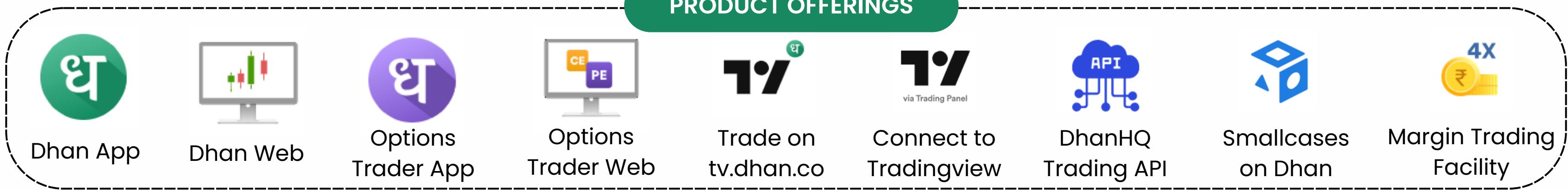
ABOUT DHAN

- **Dhan** is a tech-led broking company offering trading and investment services in **equities, mutual funds, commodities, ETFs, NFO, IPO, currencies, futures and options**.
- Provides various platforms for seamless trading and investment experiences.

VISION

- To empower Indians to invest and build wealth by participating in the growth of the Indian economy through a superior investment experience.

PRODUCT OFFERINGS



ACTIVE USERS

- As of **May 2024**, the total number of active clients of Dhan **crosses 5.62 Lakhs**.
- From May 2023, there is **330% growth** in number of active users.
- Out of this, **only 10%** is interested in mutual funds.



DHAN MUTUAL FUNDS

Launched in Feb 2024



- Can compare mutual fund returns with NIFTY 50, and track investments by value and units over time.
- Can easily adjust SIP amounts and dates up to 5 days prior, and get visual reminders one day before due dates.

Problem Statement & Market Research

CURRENT MARKET POSITIONING

- Dhan is perceived as a **trader-centric platform** catering mainly to F&O traders and equity traders.

GOALS

- Expand the **Mutual Fund investor** base to **1 million+ within the next 12 months.**
- Strategically reposition Dhan to **attract long-term investors** while retaining core personas.

MUTUAL FUNDS INDUSTRY AUM GROWTH

- Current AUM Growth:**
 - ₹**10.11 trillion** in May 2014 to ₹**58.91 trillion** in May 2024.
 - Approximately a **6-fold increase in 10 years.**
- Future Projection:**
 - Expected to reach **₹100 trillion by 2030.**
 - CAGR = 17%**
- Mutual Fund Investors:**
 - As of **April 2024**, the number of mutual fund (MF) investors in India was over **45 million, up 19% from April 2023.**



ISSUES IDENTIFIED

- Misaligned Tagline
- Complex Navigation & UI
- Complex Terminologies
- Choice Overload for New Investors
- Lack of Educational Resources
- Difficulty in comparing Mutual Funds



COMPETITORS ANALYSIS

	Groww	ET Money	5paisa
Registered Users	20M+ Users	1.2M+ Users	4M+ Users
Strengths	Zero Commission, financial instru., educational content	Financial calculators, goal based recommendations	Low brokerage fee, advance analytics tools, Auto investing tools
Challenges	Occasional technical glitches, limited analytics tools	Overwhelming interface, limited investment options	More Tier 2 or Tier 3 users, limited educational resources
Opportunities for DHAN	Simple UI, Define terminologies, glitchless investing	Simple UI, goal based recommendation	Advance analytics tools, auto investing tools

User Personas



Satinder Singh



Prateeksha



Rahul Kumar

Demographics

Age 35+, experienced working professional.

Background

Transitioning from offline to online investments, limited knowledge of equity and mutual funds.

Needs & Behaviors

Seeks minimal time investment in decision-making, desires a platform with an excellent recommendation system and systematic investment planning.

Age 18-22, student.

Low-risk appetite, exploring stable investment options.

Prefers safe returns without extensive research, seeks a reliable recommendation system.

Pain Points

Lack of MF knowledge, requires trustworthy educational resources and risk-minimizing features.

Limited time for investment research, prioritizes ease of use and safety in investments.

Age 25-30, young working professional.

Previous investing experience, interested in diversifying investments.

Seeks safer investment options, desires a simplified user interface with easy navigation between trading and mutual funds.

Finds Dhan's UI cluttered, needs clear differentiation between trading and MF sections.

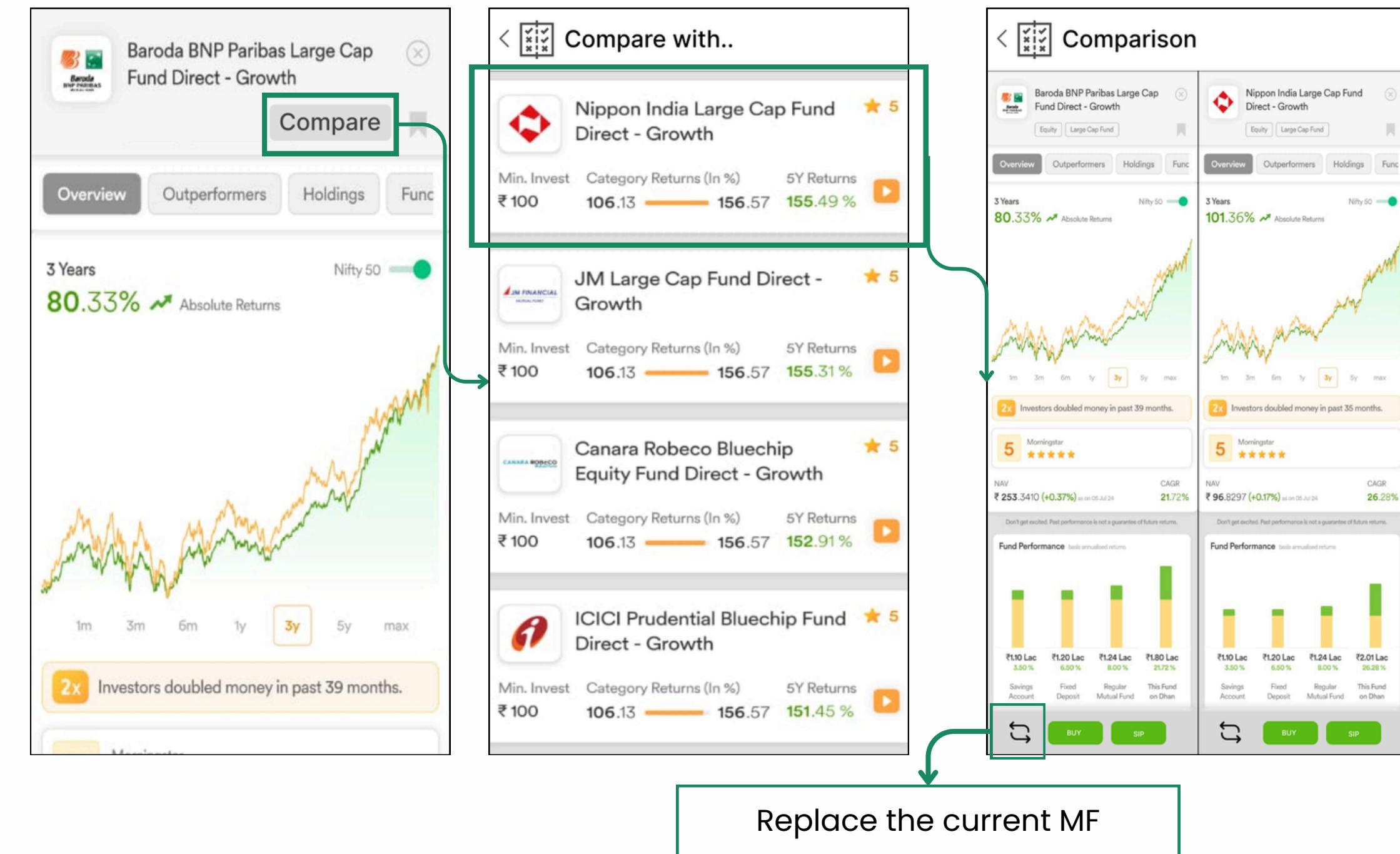
Mutual Funds Comparison Tool

Adding 'Compare' options for MFs allows the user to compare two MFs Simultneously

- Mutual Funds Comparison Tool:** Helps users compare two mutual funds and their returns over different time periods.
- Track Performance:** Allows users to see which mutual funds are performing better.
- Informed Investment:** Users can analyze performance and follow Dhan app recommendations to invest in the best mutual fund plans.

BENEFITS

- For Users:** Easily compare mutual funds, track performance, and make informed investments with Dhan recommendations.
- For Dhan App:** Enhances user experience, increases engagement, and builds trust.



Chatbot, Learning & Community Support



- **Chatbot Support:** Introducing a chatbot to help users resolve doubts about financial terms and gain more knowledge on trading and investing.
- **Learning Section:** Providing short concept videos where users can learn and enhance their knowledge, empowering them to excel in trading and investing.
- **Community Engagement:** Creating a community of trade and investment enthusiasts to learn and grow together, share data insights, discuss government notices, and engage with the Dhan App.

BENEFITS

- **For Users:** Chatbot support for resolving doubts, learning videos for accessible education, and a community for sharing insights and learning together.
- **For Dhan App:** Enhances engagement and satisfaction, boosts retention with educational resources, and fosters a loyal, active user base.

The image displays three wireframe prototypes of the Dhan app's Support section, arranged horizontally. Each prototype shows a top navigation bar with the 'Support' icon and a profile picture. Below the navigation are three tabs: 'Chatbot' (highlighted in green), 'Learning' (highlighted in green), and 'Community' (gray). A large central area contains content specific to each tab.

- Chatbot Tab:** Features the text "Ask your doubts" and a large input field with a green play button icon at the bottom right. Below the input field are four small video thumbnail placeholders, each with a play button icon. At the very bottom are navigation icons for Home, Stocks, Mutual Funds, and Supports.
- Learning Tab:** Shows a search bar with a magnifying glass icon and a filter icon. Below the search bar are three video thumbnail placeholders with play buttons. At the bottom are navigation icons for Home, Stocks, Mutual Funds, and Supports.
- Community Tab:** Displays a user profile icon and a large input field with a green play button icon at the bottom right. Below the input field are two large, overlapping white rounded rectangles. At the bottom are navigation icons for Home, Stocks, Mutual Funds, and Supports.

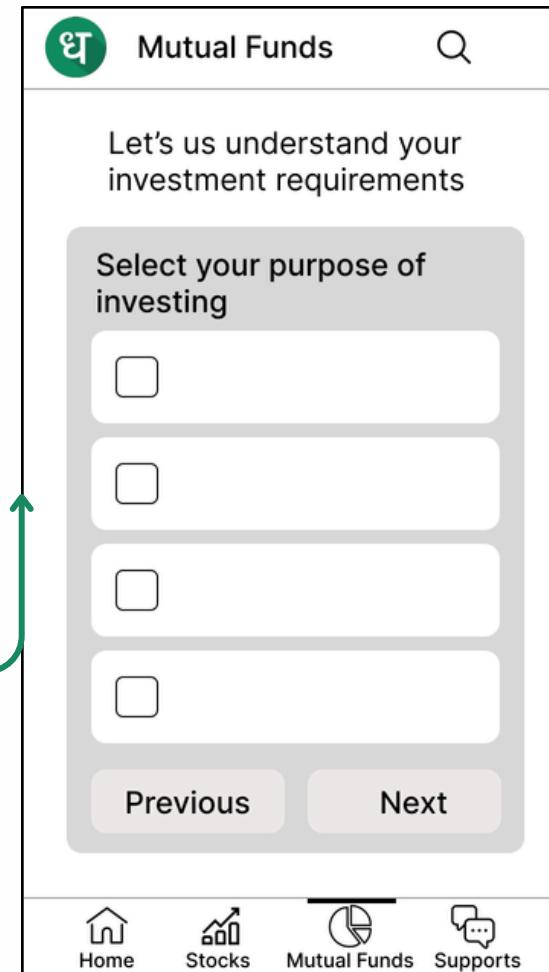
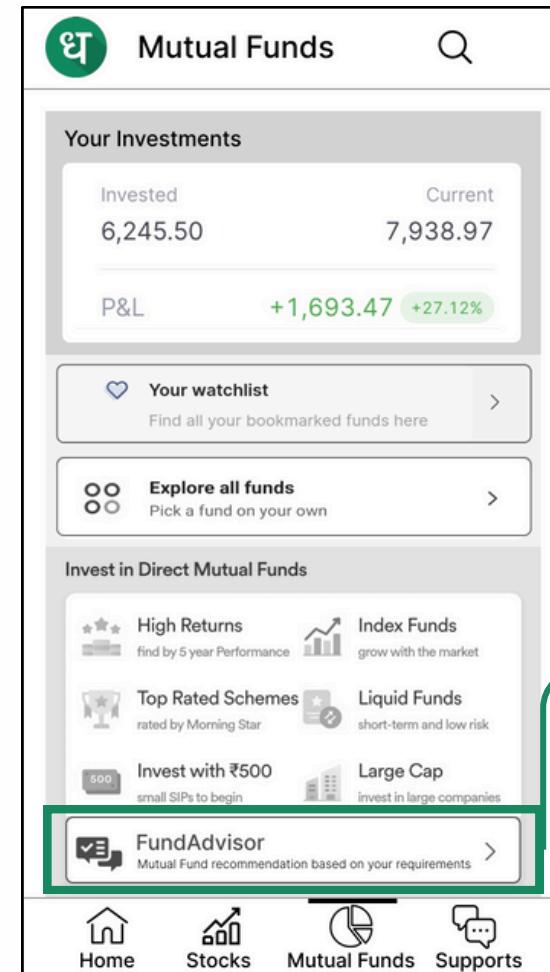
Annotations:

- A green box labeled "Guidelines" with a green arrow points to the 'Community' tab icon in the third prototype.
- A green box labeled "chatbot to answer all types of queries and explain various terms." points to the first prototype's input field.
- A green box labeled "Short video content boosts customer screen time and educates them effectively" points to the second prototype's video thumbnails.
- A green box labeled "Community tab for sharing insights and discussions under regulatory guidelines." points to the third prototype's input field.

Fund Advisor & Portfolio Health Estimator Tool



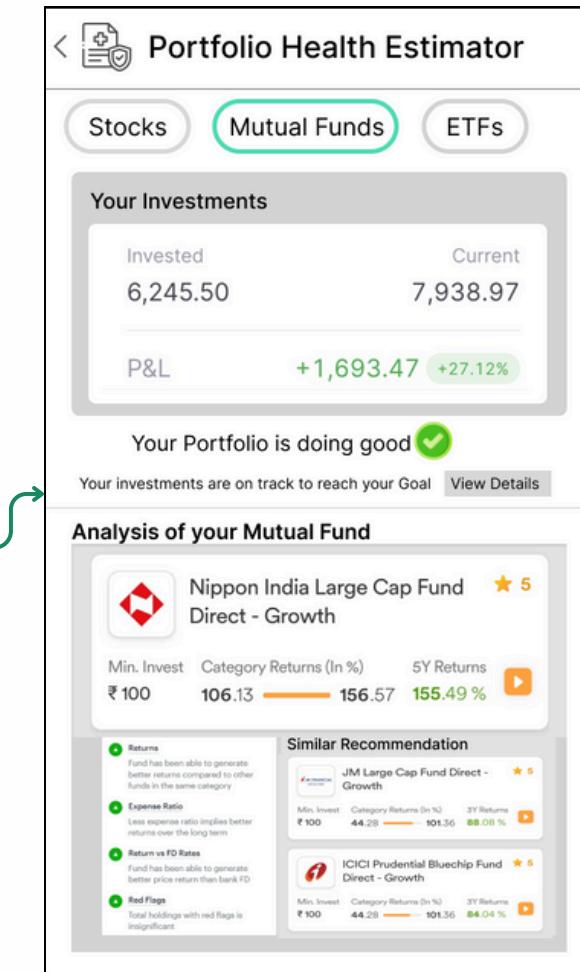
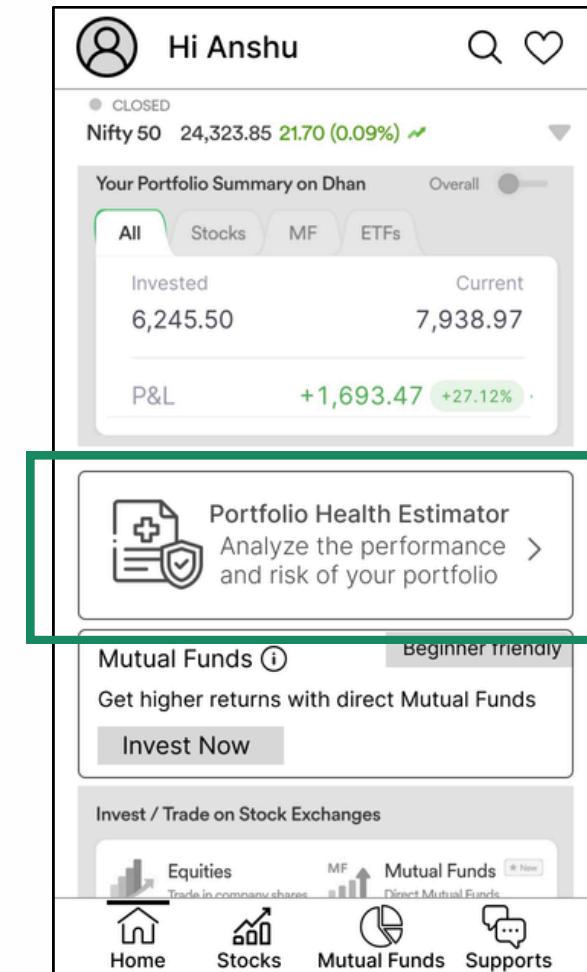
Fund Advisor recommends MFs based on user needs by asking initial questions and providing tailored suggestions



BENEFITS

- **For Users:** Receive personalized mutual fund recommendations based on their needs, simplifying investment decisions.
- **For Dhan App:** Improves user satisfaction and increases engagement by providing tailored investment advice.

Portfolio Health Estimator tool help to determine if the portfolio of user is performing well or not.



BENEFITS

- **For Users:** Easily assess if their portfolio is performing well with the Portfolio Health Estimator tool, enabling informed decisions.
- **For Dhan App:** Enhances user trust and engagement by providing a valuable tool for portfolio evaluation, increasing app utility.

Quick Switch Tab

Info Button

Quick Trade (Beginner friendly) - Which way SENSEX will move? (UP, DOWN)

Mutual Funds (Beginner friendly) - Get higher returns with direct Mutual Funds (Invest Now)

Existing Mutual Fund investors will be shown tab of trading to onboard them for trading.

Existing Traders will be shown tab of Mutual Funds to onboard them for investing.

HDFC Infrastructure Fund Direct - Growth

Overview (selected), Outperformers, Holdings, Func

Investment: ₹ 1,00,000.00, Gain: ₹ 1,75,433.82 (+40.18%)

Returns Calculator: Monthly SIP: ₹ 100.00, Current Value: ₹ 7,014.72 (+175.43%), Period: 3 Years

Scheme Snapshot: Min SIP Amount: ₹ 100, Min Lumpsum: ₹ 100, AUM: ₹ 2,054.80 Cr, Scheme Type: Open Ended, Expense Ratio: 1.21% (Plan: Growth)

BUY, **SIP**

Changing the current Invest Now option to two different 'Buy' and 'SIP' allowing user convenience

Expense Ratio

The expense ratio is how much you pay a mutual fund or ETF per year, expressed as a percent of your investments. An expense ratio is determined by dividing a fund's operating expenses by its net assets. Operating expenses reduce the fund's assets, thereby reducing the return to investors because the expense ratio is deducted from the fund's gross return and paid to the fund manager.

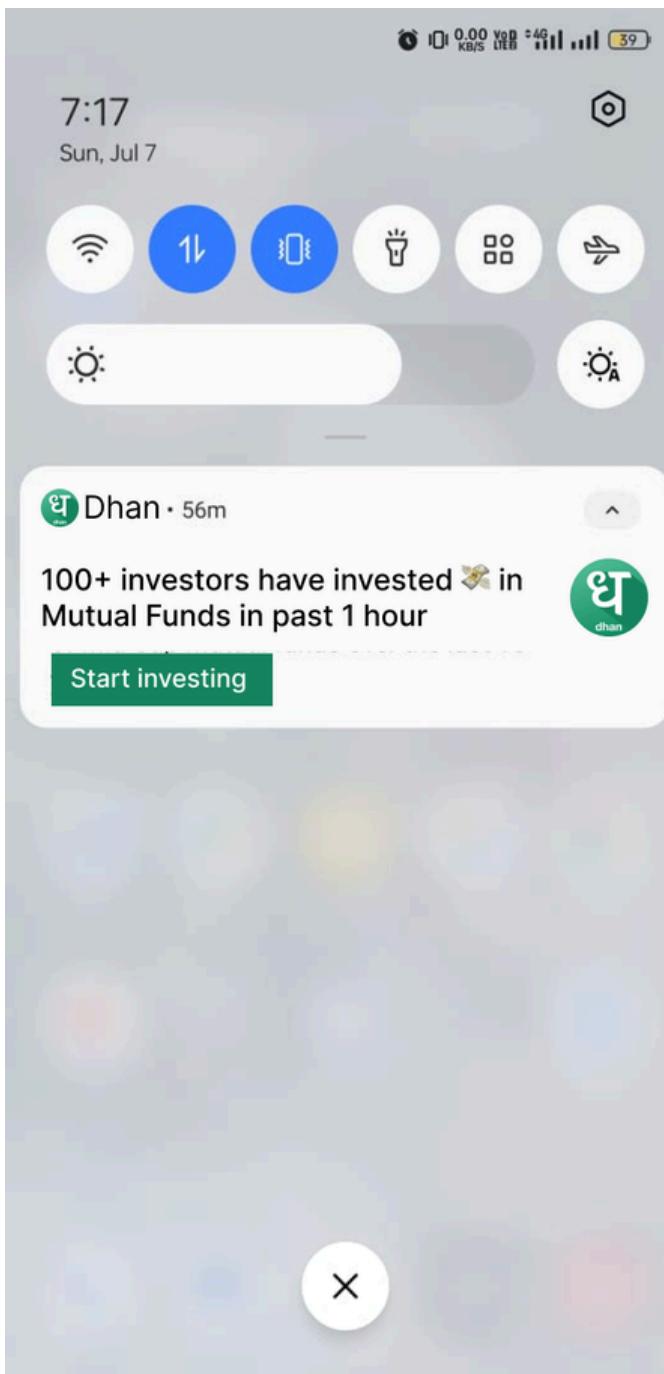
BUY, **SIP**

Introducing an info button having explanation for uncommon terms

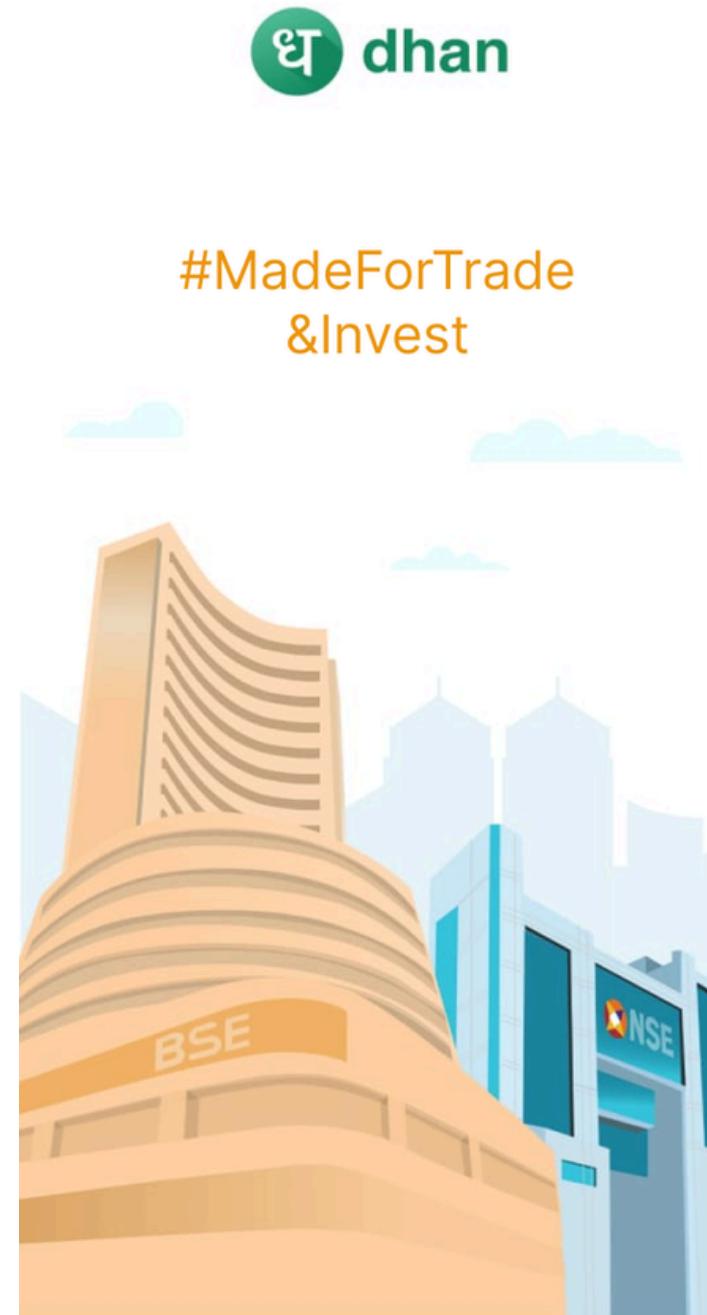
Marketing Tactics to reach Millions of Users



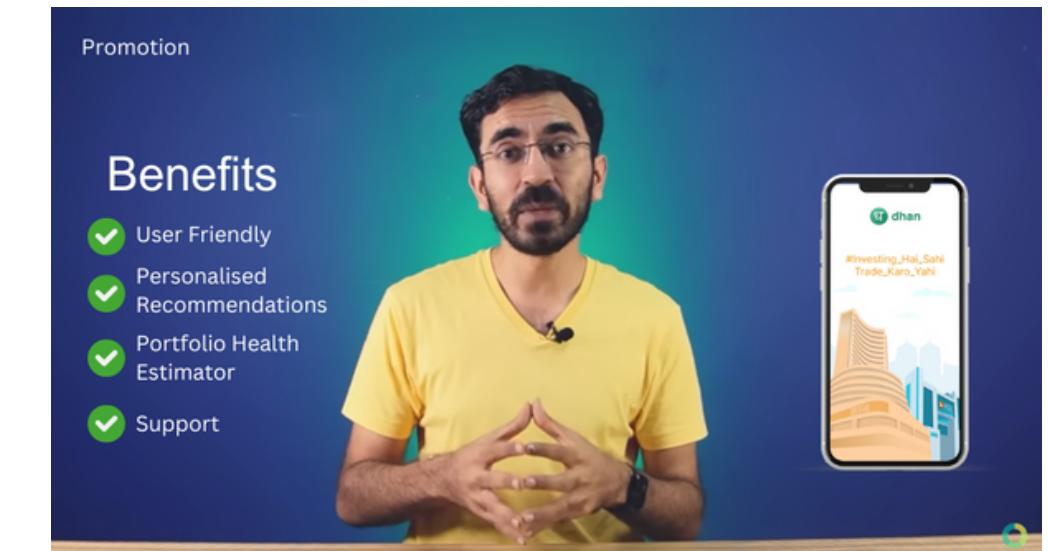
Engaging notifications to attract and remind users who have downloaded the app but haven't started investing



Changing the Tagline to retain current Users and attract new ones



Launching Educational Promotional Campaigns will help us to stand out



Prioritization using RICE Framework



	Reach	Impact	Confidence	Effort	RICE Score	
MF Comparison Tool	10	7	8	5	112	1
Support	9	9	7	8	70.87	2
Portfolio Health Estimator	7	9	5	9	35	
Fund Advisor	8	8	7	7	64	3

RICE Score = (Reach*Impact*Confidence)/Effort

Go-2-Market Strategy

Target Audience:

New Investors: Individuals interested in starting their investment journey with mutual funds.

Existing Dhan Users: F&O and Equity traders looking to diversify their portfolio with mutual funds.

Positioning:

Dhan - Your One-Stop Investment Shop: Emphasize Dhan as a comprehensive platform catering to all investment needs, from high-risk F&O trading to low-risk mutual funds.

Marketing Channels:

- Website and App Marketing
- Content Marketing
- Social Media Marketing
- Referral Program
- Retention Strategies for Existing Users

Timeline (12 Months):

Months 1-3:

Focus on website and app improvements, content marketing, social media campaigns, launching the comparison tool and support features.

Months 4-6:

Introduce a referral program, targeted notifications, and pilot the FundAdvisor

Months 7-9:

Analyze campaign performance, A/B test different approaches and refine strategies.

Months 10-12:

Ramp up successful marketing campaigns, consider influencer partnerships, and host webinars/live events.

KPIs & Feature Pitfalls

NORTH STAR METRIC

- Number of Active Mutual Fund Investors on Dhan

Acquisition KPIs

- New Account Signups with Mutual Fund Investment interest
- Website/App Traffic to Mutual Fund Section
- Referral Program Conversions

Engagement KPIs

- Number of Mutual Fund Transactions
- Average Investment Amount per User
- Time Spent on Mutual Fund Features

Retention KPIs

- Monthly Active Mutual Fund Investors (MAU)
- Retention Rate of New Mutual Fund Investors
- Customer Satisfaction with Mutual Fund Features

PITFALLS



- **MF Comparison Tool:** Users may find it challenging to interpret and compare complex financial data accurately, leading to potential decision-making errors.
- **Support:** Managing user expectations and ensuring timely and accurate responses may be difficult, impacting overall user satisfaction.
- **Fund Advisor:** The accuracy and relevance of personalized recommendations heavily depend on the quality of data inputs and algorithmic effectiveness, potentially leading to misaligned suggestions.
- **Portfolio Health Estimator:** Inaccurate or incomplete data inputs may result in misleading evaluations of portfolio performance, affecting users' trust in the tool's reliability.



Thank You