

■ Groww App — Executive Review Insights

Report Period:	2025-10-22 00:00:00 to 2025-12-30 00:00:00
Total Reviews:	7,178
Average Rating:	4.12/5 ■
Sentiment:	77.6% Pos 3.4% Neu 19.0% Neg

■ Executive Summary

- Despite an overall positive average rating (4.12/5) and high positive sentiment (77.6%), a significant 19.0% negative sentiment reveals critical underlying issues that are eroding user trust and causing direct financial losses.
- The most severe problems revolve around persistent app instability (crashes, login failures, slow performance), opaque and high charges, and critical failures in financial transactions (refunds, withdrawals, incorrect order execution).
- Poor customer support amplifies user frustration when these critical issues arise, while a lack of advanced trading features limits the app's appeal to experienced users.
- The recurrence of 'scam' and 'fraud' in negative reviews, linked to charges and transaction failures, indicates a profound trust crisis among a vocal segment of users.
- Leadership Takeaway:** Immediate and decisive action is required to address app reliability, financial transparency, and customer service to prevent further user churn and safeguard Groww's reputation in a highly competitive market.

■ Top Themes

Theme	%	Severity	Risk
App Instability & Reliability	8%	High	Trust, Experience, Revenue
Excessive & Hidden Charges	6%	High	Trust, Revenue, Churn
Critical Transaction Failures	4%	High	Trust, Revenue, Legal
Missing Advanced Trading Features	3%	Medium	Experience, Churn, Competitive Disadvantage
Poor Customer Support	2%	High	Trust, Experience, Retention

■ Key Recommendations

1. [P0] Implement an 'App Stability War Room' & Enhanced QA Protocol

Significantly improved app reliability, reduced instances of crashes and errors, consistent login, and trustworthy trade execution, restoring confidence.

2. [P0] Overhaul Charges & Fees Transparency and Structure

Clear understanding of all trading costs upfront, elimination of surprise deductions, and a perception of fairness and honesty in pricing. Potentially lower or justified fees.

3. [P1] Transform Customer Support Operations

Faster, more empathetic, and effective resolution of issues, leading to users feeling heard and valued, even when problems arise. Reduced frustration and better overall experience.

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