

■ 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.

Generated on December 31, 2025 at 12:57 AM