



Groww

SIMPLIFYING AUTO-DEBIT MANAGEMENT

TEAM

WIN

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THE PROBLEM

Customers Pain Point:

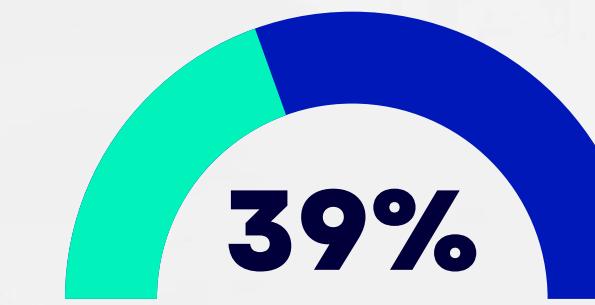
The Groww application currently provides an autopay feature that allows customers to schedule automatic money transfers for bills, recharges, SIPs, and more. However, this feature is scattered throughout the app, making it difficult for users to track and cancel their autopay transactions. The absence of centralized management often leads to forgotten subscriptions, increasing the risk of overdrafts and penalties.

Market Need :

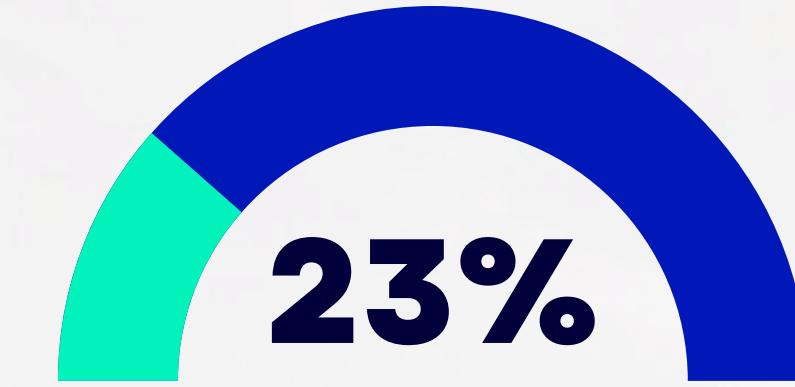
The market needs a simplified solution for managing auto-debit subscriptions, including streamlined cancellation processes, centralized management, and improved tracking across payment platforms. Real-time notifications to mitigate overdraft risks and an intuitive interface for good user experience and financial control.

MARKET INSIGHTS

- Groww, a prominent investment platform in India, has over 40 million registered users.
- Currently, approximately 18 million Groww users utilize autopay feature for their recurring investments.

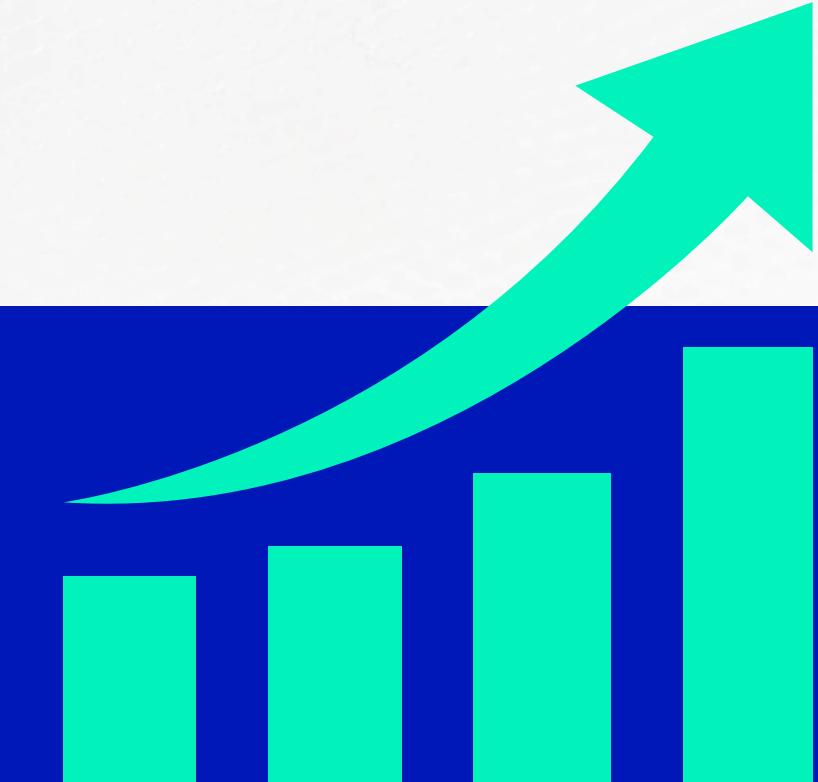


of Consumers Pay Monthly Bills on Time With Automatic Payments out of total online payment users



Groww commands around 20-25% of the market share in the online investment and stock trading segment in India. It is only app in the investment sector to offer both investment platform and payment method through UPI/Cards.

Trends: trend of automated payments driven by convenience, digital transformation, and increased trust in online systems explains the importance of autopay.



INTRODUCTION TO “AUTOFLOW”

Groww is integrating an “Autoflow” feature into the “Pay” tab, which will centralize all autopayments made by customers. This will simplify the management, pausing, and cancellation of chosen autopayments, enhancing user convenience.

BENEFITS

01



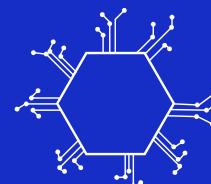
Convenience: Centralized management of all auto-debits saves users from navigating multiple apps and websites.

02



Transparency: Clear information enables users to make informed choices regarding their subscriptions.

03



Reduced Risk: Low balance alerts and cancellation options mitigate the risk of overdrafts.

04



Improved Budgeting: Insights into spending patterns assist users in making better financial decisions.

APPROACH

01

Unified Dashboard:

A dedicated "AutoFlow" section displays all active auto-debits linked to the user's bank accounts, credit cards, and UPI.

02

Simplified Cancellation:

Each auto-debit entry offers a clear "Cancel" button with confirmation prompts. Users can choose to cancel immediately or at the next billing cycle.

03

Fetch details of autopay:

Autoflow allows you to fetch details of other auto pays by using Bank APIs and data from Payment Gateways by using users registered mobile number

04

Merchant Details:

Each entry showcases the merchant name, amount, frequency, and start date and auto debit date for easy identification and tracking.

05

Low Balance Alerts:

Groww triggers alerts for upcoming auto-debits if the user's account balance falls below a pre-set threshold or minimum amount needed for upcoming auto-debits before set threshold to prevent overdrafts.

06

Subscription Insights:

AutoPay provides analytics on spending patterns and allows users to categorise auto-debits (essential vs. non-essential) for better budgeting.



COMPETITOR ANALYSIS

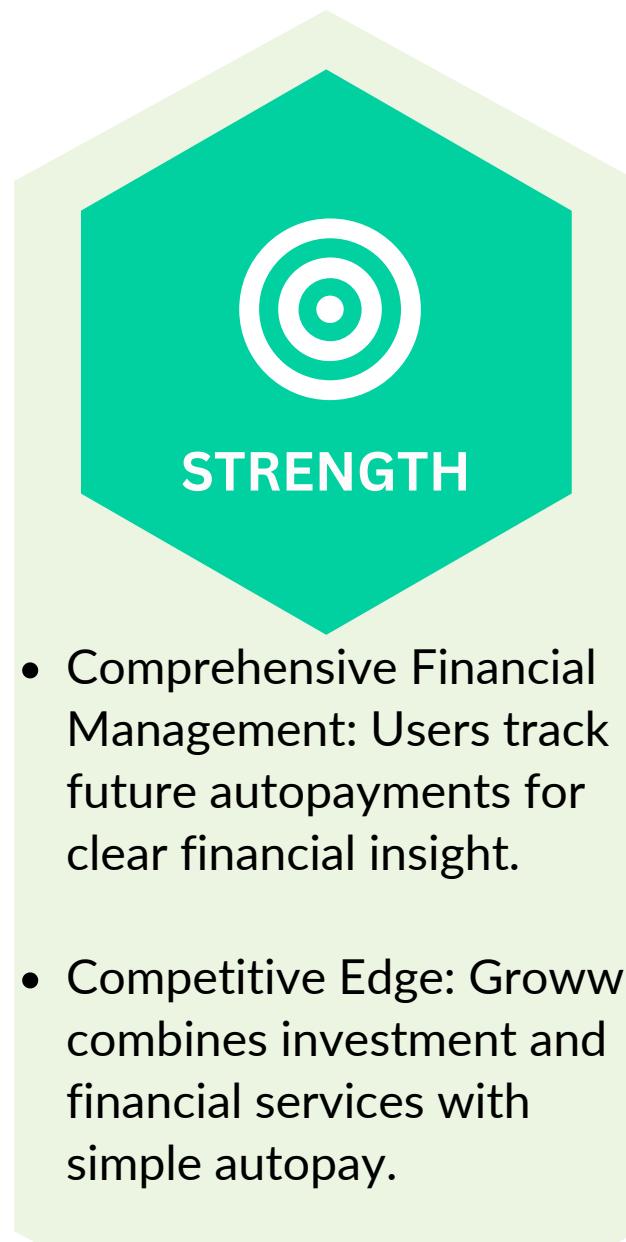
Competitors



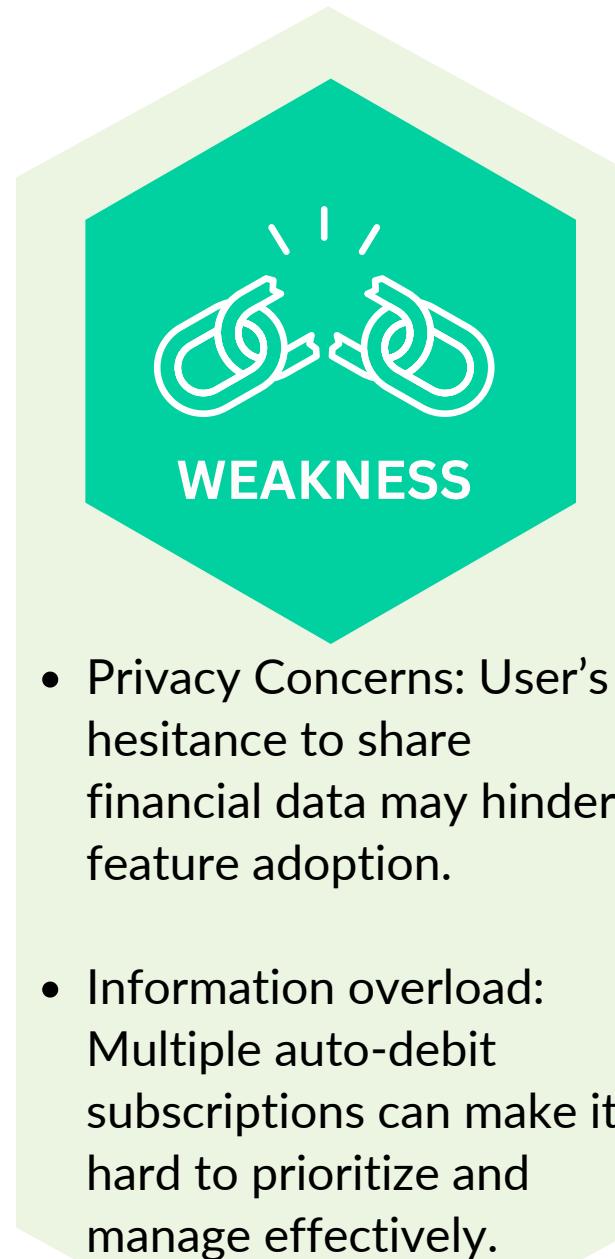
Standing out in the crowd

- ▶ Currently, there are only a few apps in the market that offer both investment and financial services, making Groww uniquely positioned.
- ▶ The main advantage of "AutoFlow" is that it provided your all autopay payments at one place. No app provides interface like this in the market.
- ▶ The "Autoflow" feature in the app is easily visible inside the pay feature at bottom whereas in Paytm and other apps, the autopay feature is difficult to access and in some apps this facility is not even provided.
- ▶ It also facilitates user to keep track of their monthly expenditure in Autodebits.

SWOT ANALYSIS



01



02



03



04

REVENUE THROUGH AUTOFLOW



01. Increase customer base

The introduction of Autoflow feature on the app will increase user base. As this feature allows users to easily manage their subscriptions. This will help in new revenue generation.



02. Partnership Revenue

Groww can partner with service providers and billers (e.g., utilities, telecoms, subscription services) and earn a commission or referral fee for each transaction processed through auto-pay.

MARKETING STRATEGY



Launch Phase

- Using Social Media Marketing through Instagram, Facebook, Twitter etc
- Collaborating with well-established Financial influencers to review the Autoflow feature by Groww



Customer Education

- Using FAQs
- With the help of blogs and tutorial videos
- Offer Live Chat support to take care of any issues faced by the user



Promotions

- Using cashback and discount for users using AutoPay feature
- Through Groww's referral programs with a caption informing about Groww's Latest Autopay feature



User-Feedback & Trust

- By conducting Surveys we can understand user experience and work on improvement
- To share user success stories to show the use of the feauture in the real world and build trust

CONCLUSIONS



- 1
- 2
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- 4
- 5

Simplifies Auto-Debit Management

Empowers users with more controls

Provides Financial peace of mind.

Competitive Advantage

Increased User Engagement



Now I don't have to worry about paying for my salsa class, because Groww has made autopay simple. I can easily use the streamlined version, and I don't have to stress about pausing or canceling my autopay payments



Groww

Thank
You



<https://groww.in>



https://www.instagram.com/groww_official



<https://www.figma.com/proto/OgdLJK8UL9uqILcQvgkjvY>

Small business sustainable practices for growth

This slide exhibits building better business and making sustainability part of tech growth strategies including employee involvement, customer service, and teamwork.



