



Groww

Product Strategy

Social Investment Feature





Groww

Making finance simple for millions of Indians. **Easy. Fast. Transparent**

Headquarter: Bengaluru

Founded in: 2016

Founders: Lalit Keshre, Harsh Jain, Neeraj Singh, Ishan Bansal

Mission: To make investing simple and accessible to everyone

USPs:

- Customer centric
- Simple yet efficient UI
- One-stop platform for all your needs
- Transparency and Trust

Options Offered

- Stocks
- IPOs
- Mutual Funds
- F&Os
- SIP Investing
- Bill & Recharge
- Scan & pay UPI

Business Model

- **Commission Fee** paid by mutual fund companies
- **Value added Services** that is provides to its clients
- **Partnerships** with other financial service providers

As of FY23

Revenue: ₹ 1294 cr

Net profit: ₹ 73 cr



50 Million+

Customers



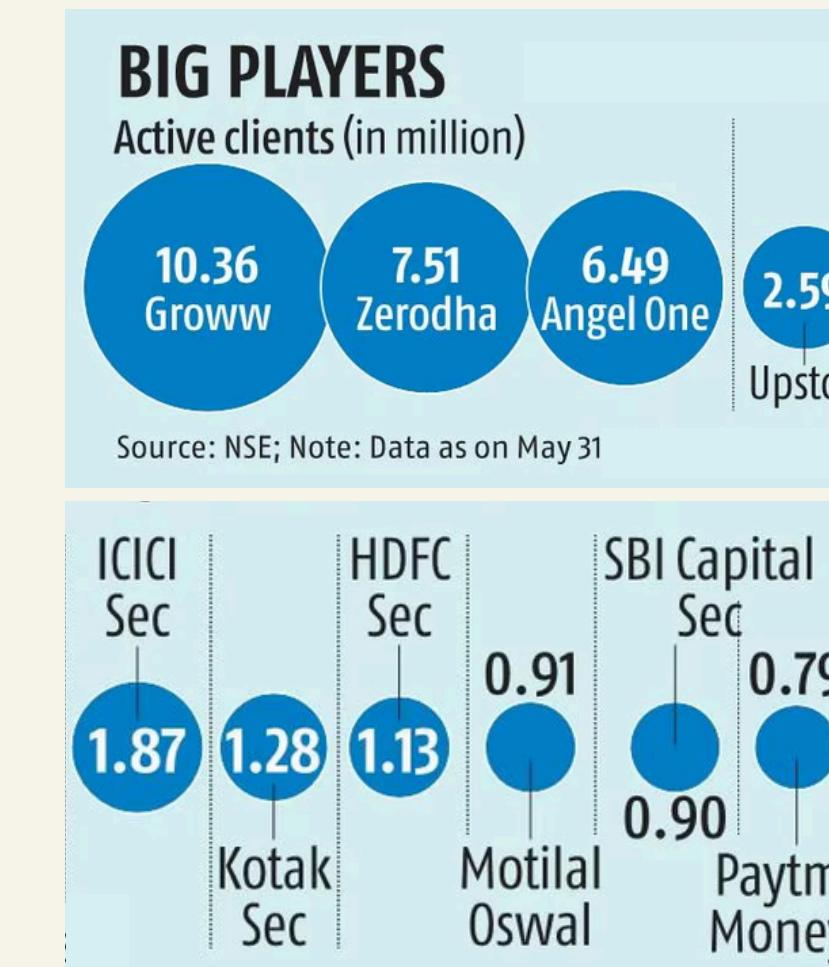
1000+

Team Members



4.5 ★

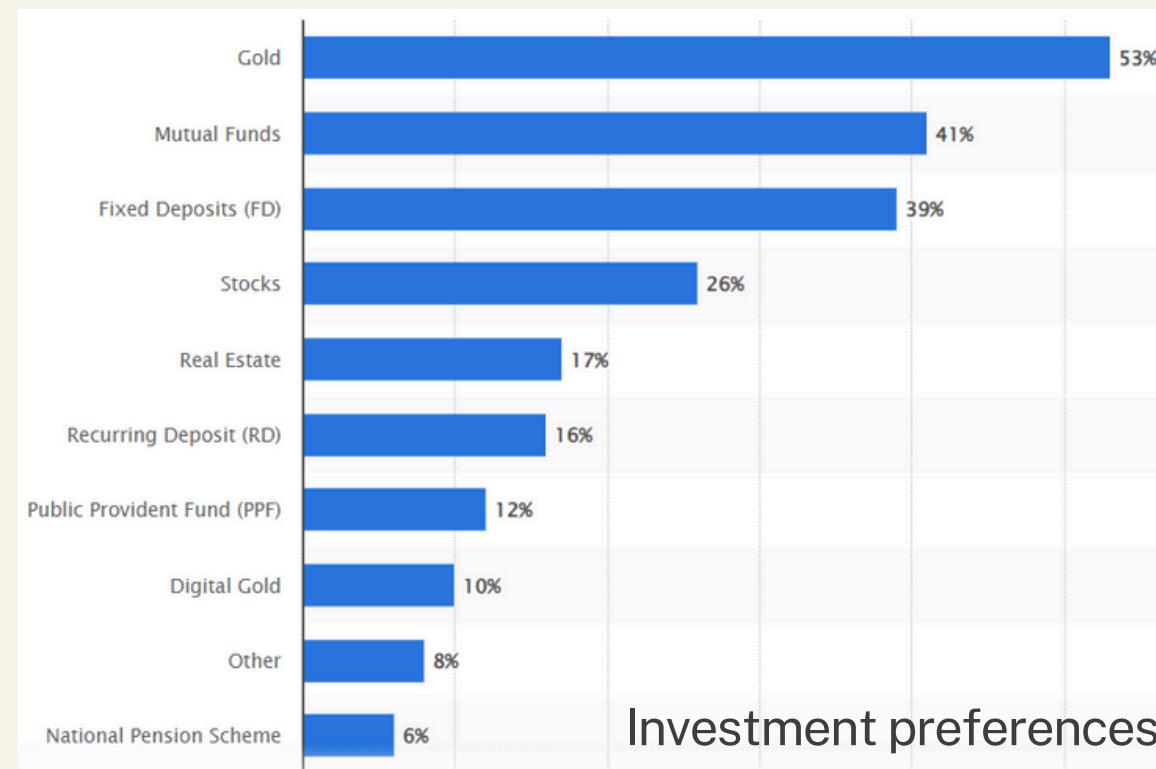
Rating



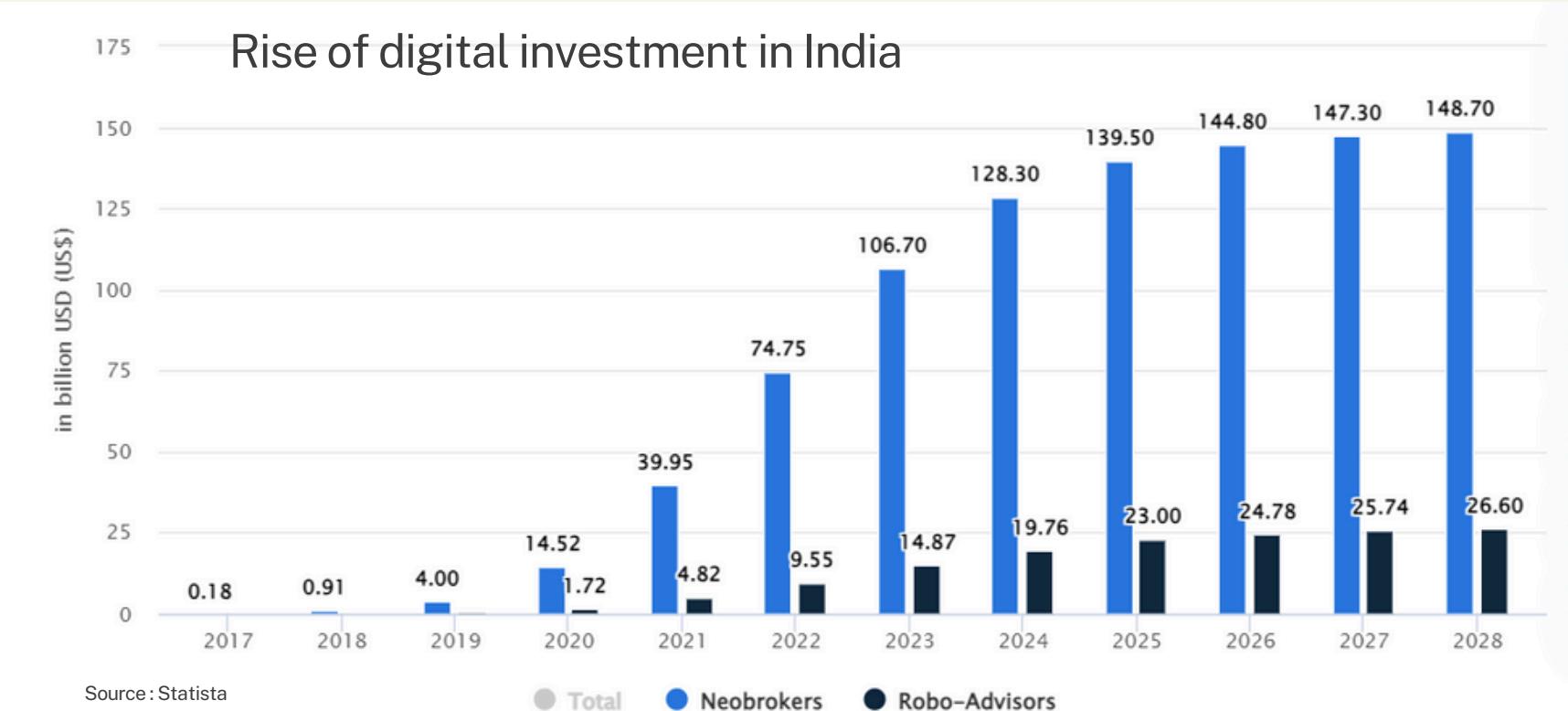
Market Analysis

- Estimated **Digital Investment market** value - US **\$148.10bn** in **2024**.
- Expected **CAGR** (2024-2028) - 4.31% resulting in a projected total amount of US **\$175.30bn**

As of January 31, 2024 India has **87 million** investors with highest in **Maharashtra (17.4%)**, followed by **UP (10.7%)** and **Gujarat (9%)**



Source : Statista



- As India moves towards digital payments, especially UPI, people have become **less afraid of technology**
- User-friendly trading apps** opened the avenue of stock markets directly from their phones
- Relaxation of KYC norms**
- Higher risk appetite** among millennials
- Cultural shifts**

The Young Professional

Age : 25-35yrs

Tech Savvy Level : Moderate

Profession : Mid-level professional in IT,
Finance or marketing

Income : 10 lac per annum

Pain Points :

- Lack of financial knowledge
- Time constraints due to hectic schedules
- Fear of making uninformed, wrong decisions
- Overwhelmed by options
- Looking to grow wealth steadily
- Eager to learning about new strategies
- Wants to network with like minded individuals

Goals and Behavior :

User Personas

The Retiree

Age : 55+

Tech Savvy Level : High

Profession : Retired or nearing retirement

Income : Savings + Pension

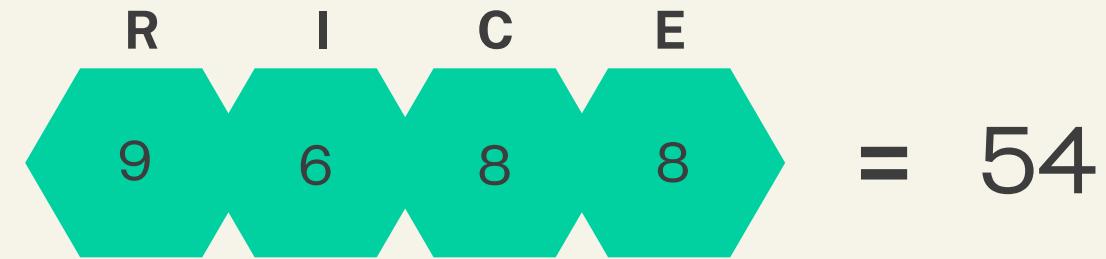
Pain Points :

- Keeping up with the trends
- Skeptical about new digital platforms
- Finds it challenging to stay engaged
- Low community support
- Leave a legacy for future generations
- Seeks low risk, stable investments
- Values personalized advice

Goals and Behavior :

Product Feature 1: Groww Folio

Portfolio Sharing + Comparison



Feature Description

- Allows users to share their portfolios publicly or privately with selected followers
- Enables users to follow other investors and receive notifications about portfolio updates
- Allows for in-depth comparison of portfolios based on various standardized metrics
- Also enables users to compare portfolios against market indices



Feature Advantages

For INVESTORS

- Helps identify potential areas of improvement
- Gain insights into different strategies, asset allocations and risk management
- Leads to community building and fosters shared knowledge

For the PLATFORM

- Increased user engagement
- Successful portfolios could attract new customers
- Portfolio could provide insights into investor behavior



Product Feature 2 : Groww Connect

Invest with confidence, together



Feature Description

- Direct messaging to discuss strategies, seek advice or simply connect
- Secure and encrypted messaging to ensure privacy.
- Allows investors to form group chats and discussion forums
- Facilitate the creation of Investment Clubs where users can pool their resources and make collective investment decisions.



Feature Advantages

For INVESTORS

- Networking opportunities
- Diversification and lower risk
- Access to larger investments due to pooling of resources
- Access to diverse perspectives and insights

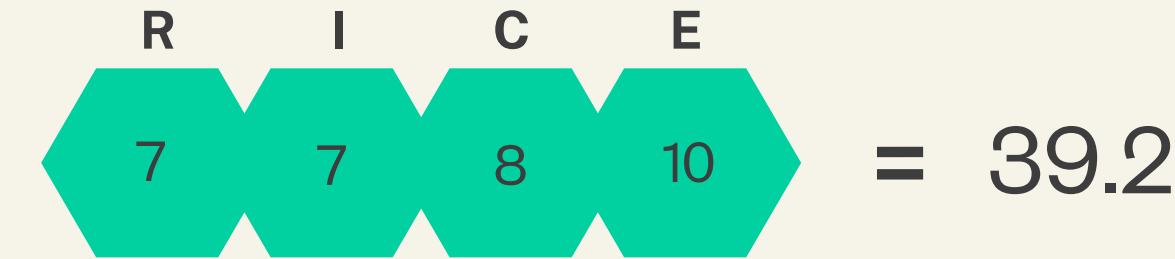
For the PLATFORM

- Increased user engagement and retention
- Differentiation from its competitors
- Premium features like private clubs, enhanced analytics could help generate revenue



Product Feature 3 : Groww Quest

Risk free rewards and more !



Feature Description

- **Challenges:** These are goal oriented tasks that users complete to get rewards - Market Prediction, Portfolio Optimization etc
- **Rewards:** Earn points, badges, virtual currency that unlock exclusive content
- **Leaderboards:** Rank portfolios and overall performance based on points, or other metrics
- It's a risk free environment to learn and of course have fun



Feature Advantages

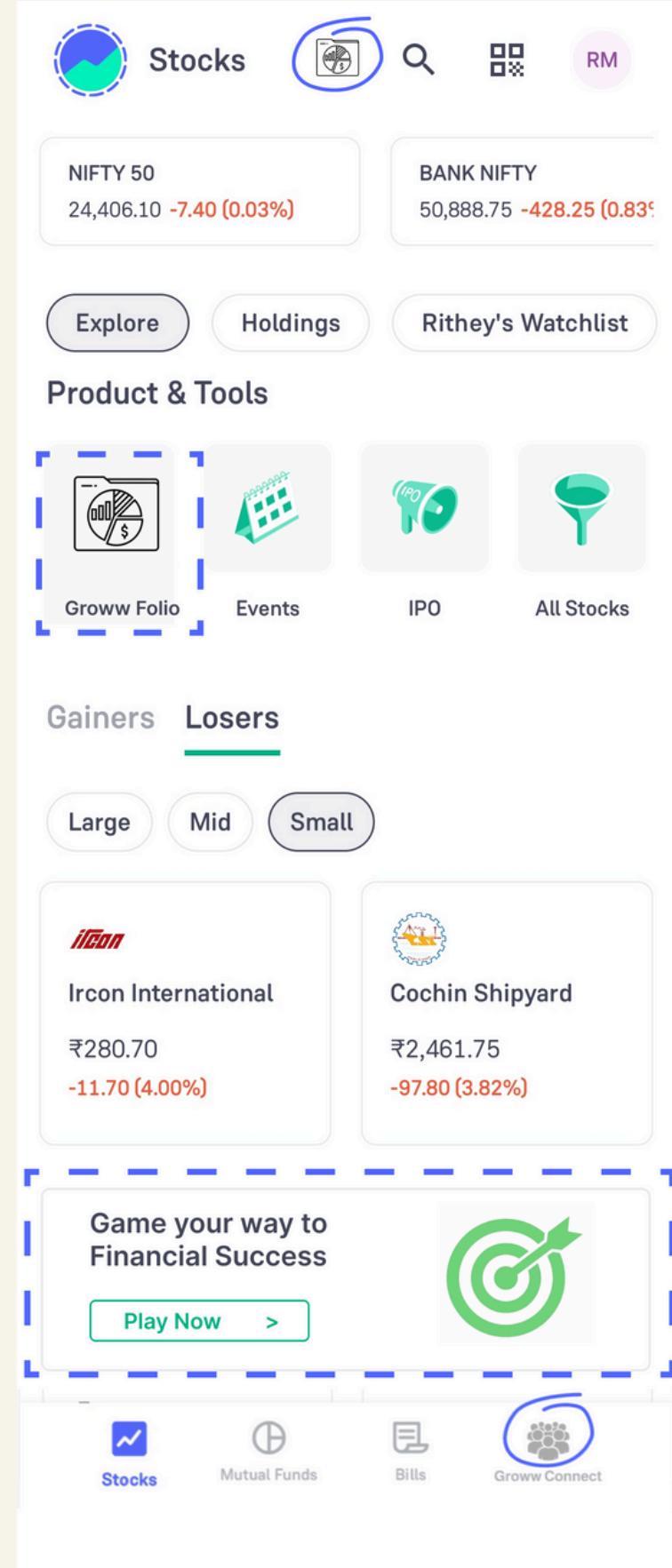
For INVESTORS

- Reduced investment intimidation
- Fun environment for learning
- Achieving goals and earning rewards boosts confidence
- A touch of personalization through tasks and quizzes

For the PLATFORM

- Increased user engagement
- Potential revenue streams, opportunity for in app purchases
- Improved user acquisition and enhanced brand image



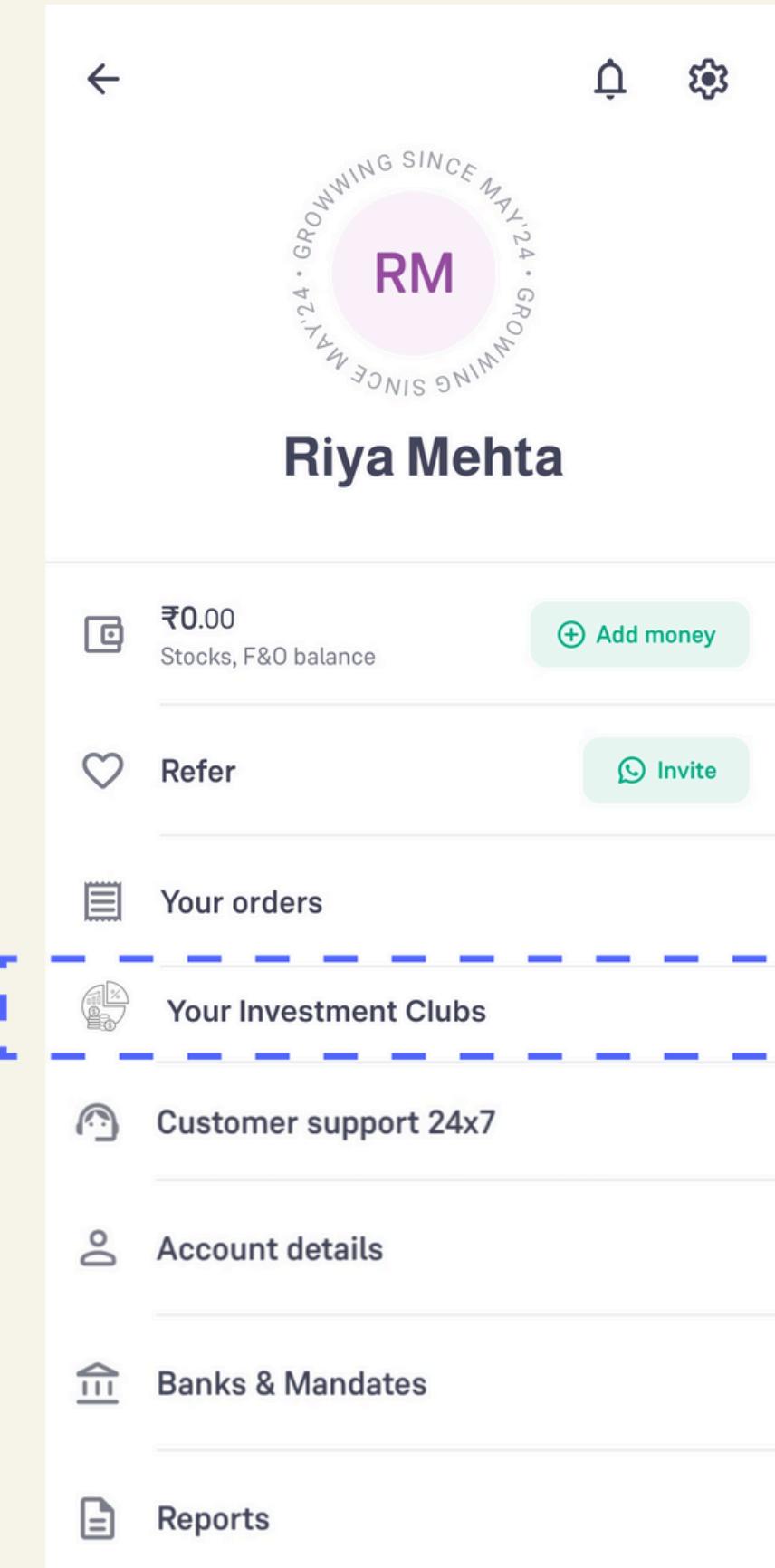


Added new features on home screen

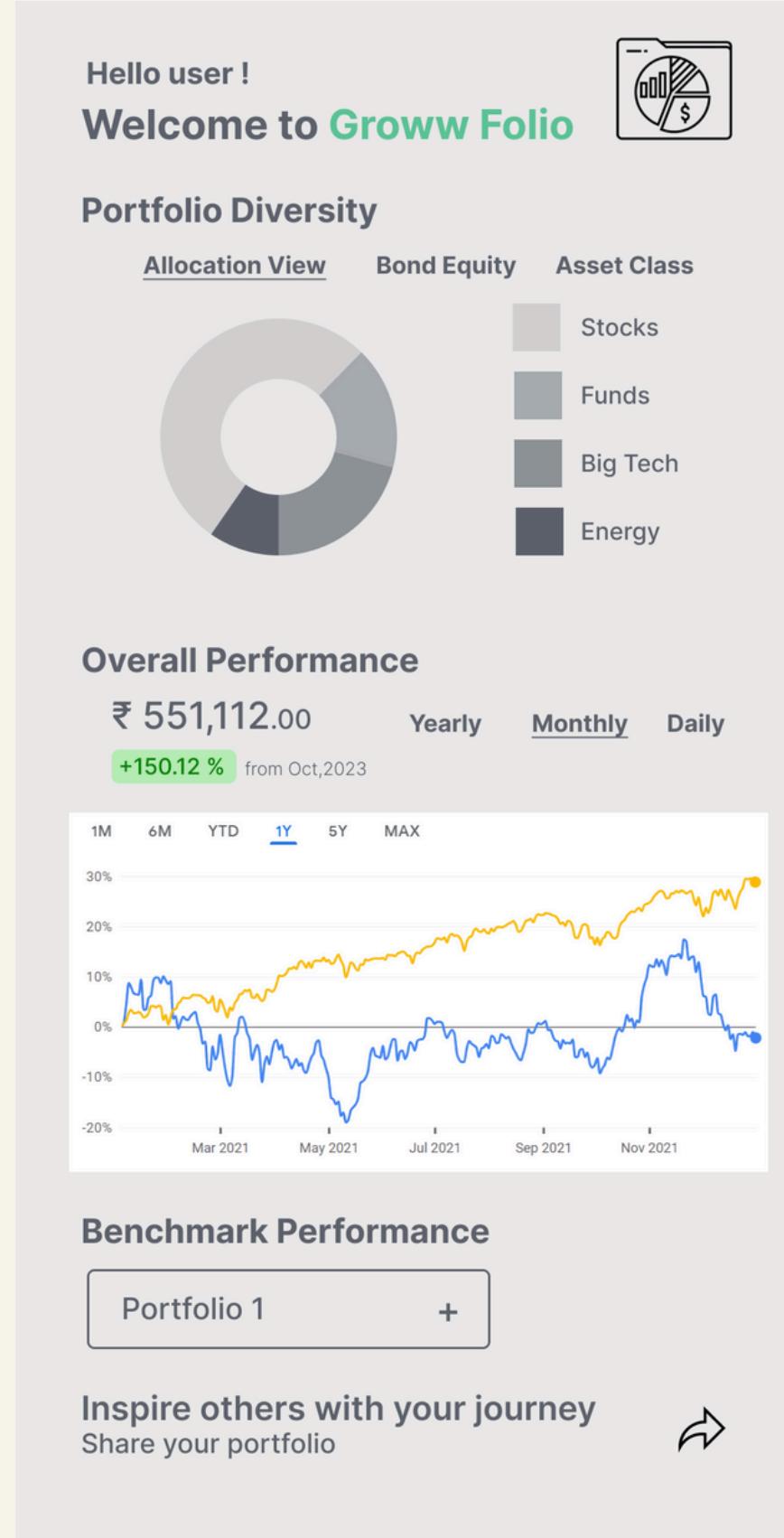
- Groww Folio
- Groww Connect
- Groww Quest

- Play Now button serves as a clear CTA, encourages user engagement

- Created a separate section for Groww Connect in the bottom navigation bar for easier access

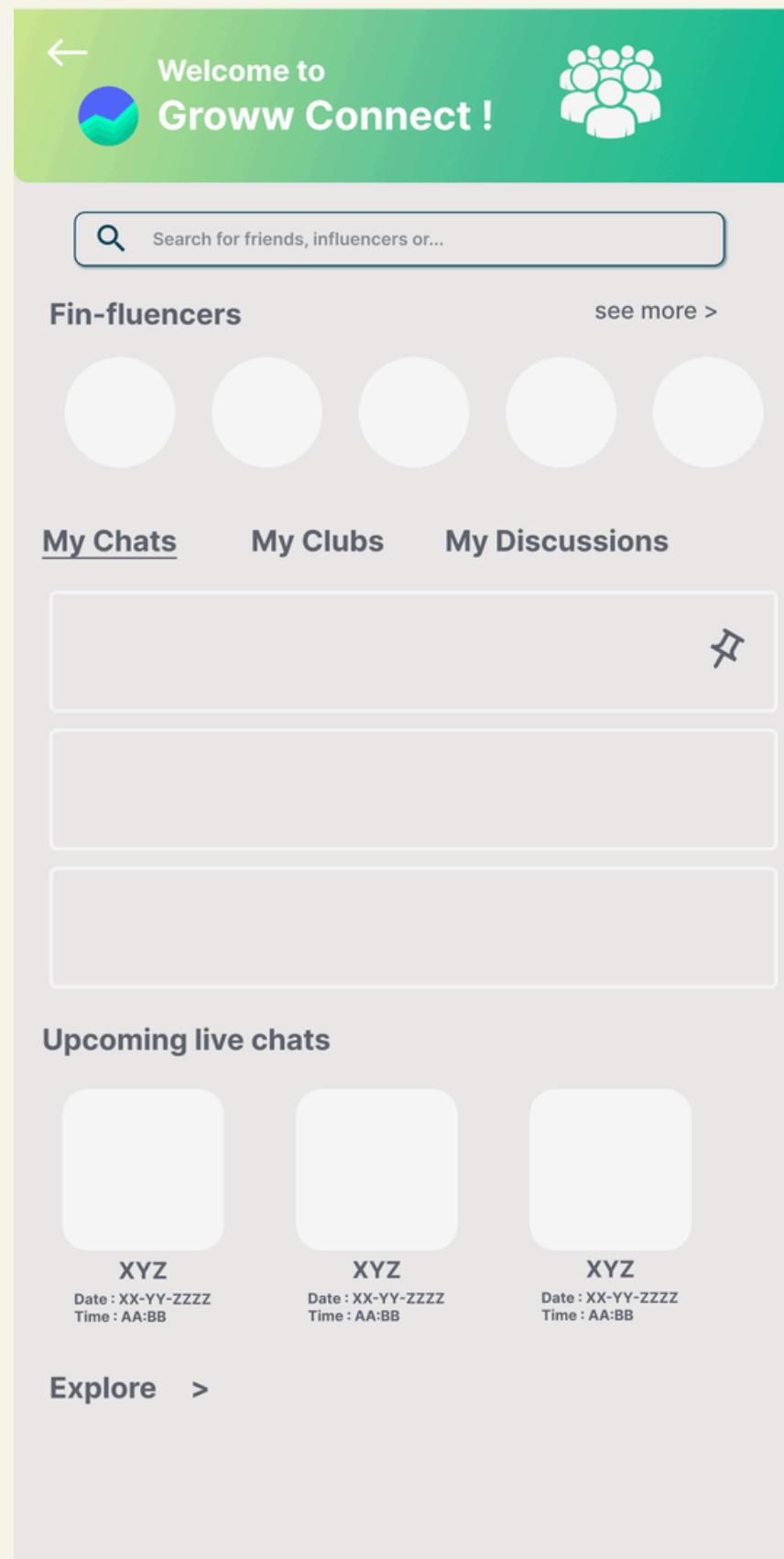


- The Investment club feature has been added in the hamburger menu for easier access
- Avoids cluttering main screen



An elaborate wireframe of the **Groww Folio** feature

- Displays an advanced analysis of portfolio
- Allows to share portfolios
- Can compare different portfolios through the benchmarking menu



Groww Connect feature

- Displays current chats, investment clubs and discussion forums
- Shows upcoming live chats
- Chats and forums could also be liked or pinned as per preferences

Feature	Problem Solved	Metrics	Potential Pitfalls
Groww Folio	<ul style="list-style-type: none"> Limited access to investment strategies Ability to asses portfolios Lack of personalized mentorship and support 	<ul style="list-style-type: none"> Number of portfolio shared Portfolio engagement rate (likes, shares) Avg views per portfolio 	<ul style="list-style-type: none"> Privacy concerns Risk of copying strategies without proper understanding and knowledge Spread of misinformation
Groww Connect	<ul style="list-style-type: none"> Difficulty in finding like minded investors Limited knowledge sharing Disconnected community within the app 	<ul style="list-style-type: none"> Increase in DAU and MAU Messaging frequency Performance of club portfolios Growth of AUM 	<ul style="list-style-type: none"> Spam and irrelevant content Potential conflicts among group members Complexity in management of club Potential misuse of platform
Groww Quest	<ul style="list-style-type: none"> Monotonous experience Low user engagement Lack of motivation for consistent investing Difficulty in understanding concepts 	<ul style="list-style-type: none"> Challenge completion rate Avg user duration Reward redemption rates Retention rate Number of users participating 	<ul style="list-style-type: none"> User burnout due to excessive challenges Disengagement if rewards perceived inefficient or insufficient Complexity in designing balanced challenges and quizzes

Phase 1

Goal - Build anticipation

- **Pre Launch hype** : Collaborate with influences and create and early buzz
- **Beta Testing** : Launch a closed beta program with select users to figure out areas of improvement
- **User surveys** : Gather user feedbacks to further refine features
- **In app promos** : Share sneak peeks about upcoming feature

Phase 2

Goal - User acquisition and Growth

- **Launch** : Announce the launch through in app notifications, blogs and social media platforms
- **Partnerships and targeted campaigns** : Highlight the benefits of new features and unlock new revenue streams
- **Enhanced onboarding** : Guide users about new features launched and improve experience

Phase 3

Goal - Performance Evaluation

- **User feedback** : Conduct regular surveys to identify pain points and address them promptly
- **Feature Improvement** : Regularly update the app based on user feedback and data insights
- **A/B Testing** : Optimize performance by testing variations
- **Promotion** : Implement marketing activities to increase awareness

Development Phase

- Develop prototypes and conduct usability testing to ensure feature is stable
- Track user data for personalization and improvement
- Opt for simple but effective UI, aligning with user needs
- Implement robust data privacy and security measures to protect users
- Choose scalable back-end infrastructure to handle increased interactions and data storage
- Prioritize solutions based on user and business goals



A colorful illustration of two people working on a large mechanical device. One person in a purple shirt is smiling and holding a red book. Another person in a pink shirt is working on a large gear. A chain connects the two gears. The background features a large yellow flower.

**Thank
you**

Pranati Tandon