

# TATA NEU CASE STUDY



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# INTRODUCTION



Tata Neu is India's first super app, developed by the Tata Group. It offers a variety of goods and services, including fashion, tech, groceries, finance, gadgets, healthcare, content, hotels, and travel.

## USP

Tries to integrate Tata Group's firms customer base of 120-130M users (More than Amazon's 100M+)

## COMPETITORS

Paytm  
MyJio

## CHALLENGES

Customer Retention  
Cultural Difference in Tier 2 cities  
in different geographies

## OPPORTUNITIES

Early Mover's advantage  
compared to other  
conglomerates apps: Jio and  
Adani Superapps



# PROBLEM STATEMENT



- [1] Expand Tata Neu's User Base in Tier 2 Cities:
- o Target: Achieve a 30% increase in Tata Neu's user base in Tier 2 cities within the next 12 months

## First Principle Thinking:

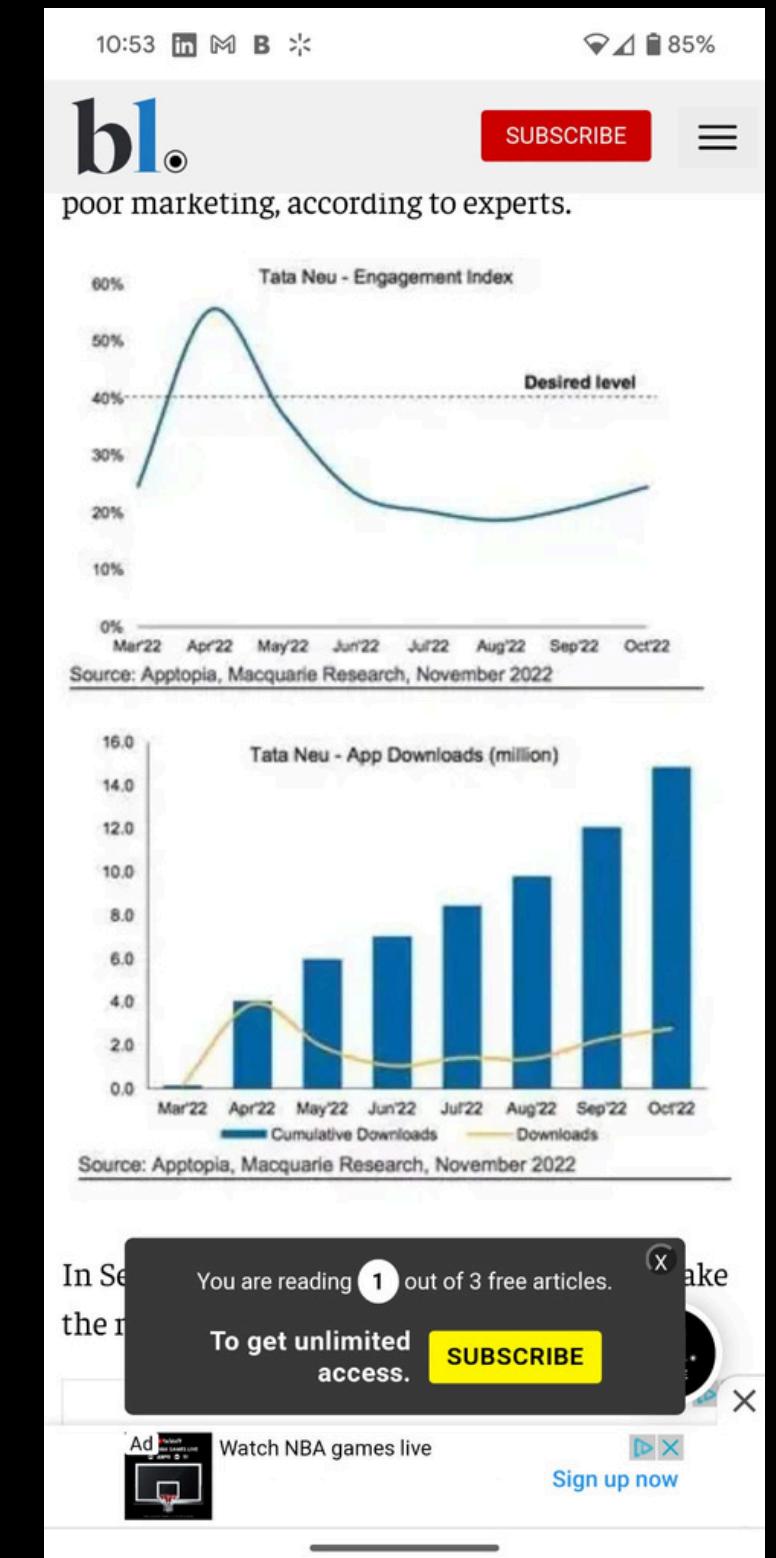
Identify issues with Awareness --> Discovery --> Onboarding  
Suggest Marketing Campaigns, Local Partnerships, Community Outreach

## [2] Localization of Services for Regional Preferences:

- o Target: Launch at least three new features or services tailored to the specific needs and preferences of Tier 2 city users within the next quarter.

## First Principle Thinking:

Create User Personas--> Identify Needs and Expectations --> Painpoints  
Suggest Features --> Prioritize



Engagement Issue

# Issues and Strategy for New User Acquisition in Tier 2 Cities

## Awareness Issues

- Lack of Brand Visibility
- Limited Reach of Marketing Channels
- Competitive Landscape
- Limited Local Influencers and brand endorsements

## Discovery Issues

- Limited familiarity of Superapps
- Limited Word-of-Mouth Referrals
- Competitive Landscape

## Onboarding Issues

- Technical Issues: Slow and buggy app
- Limited Localized Options
- Limited Customer Support Accessibility

## Marketing Campaigns

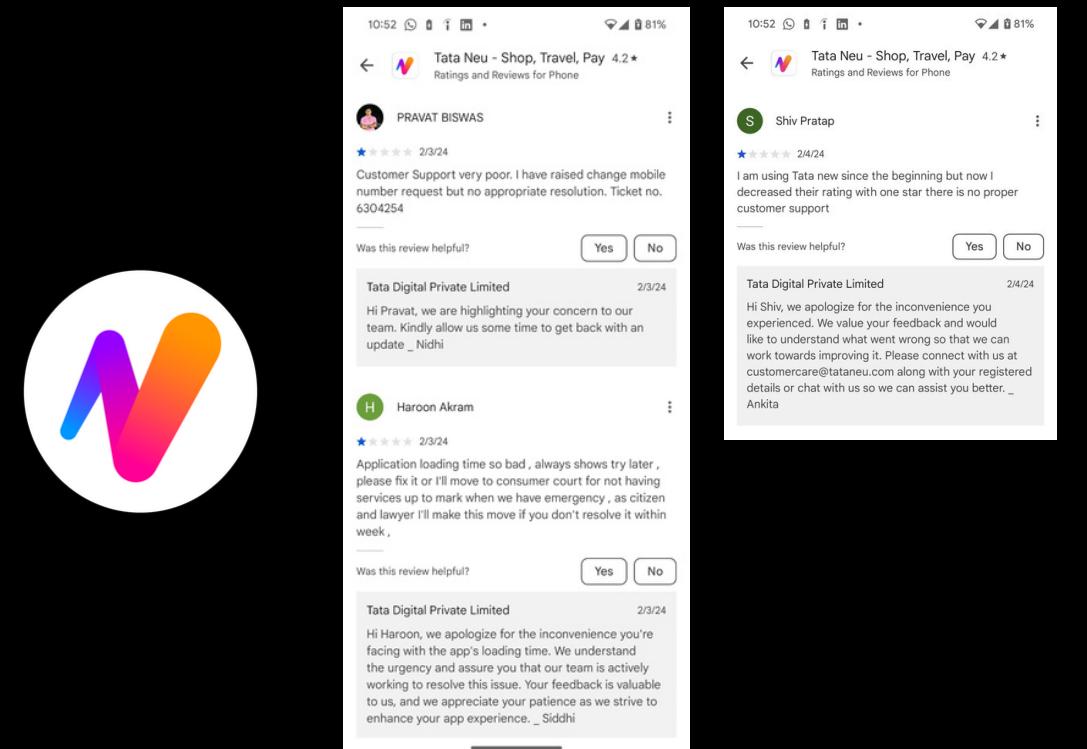
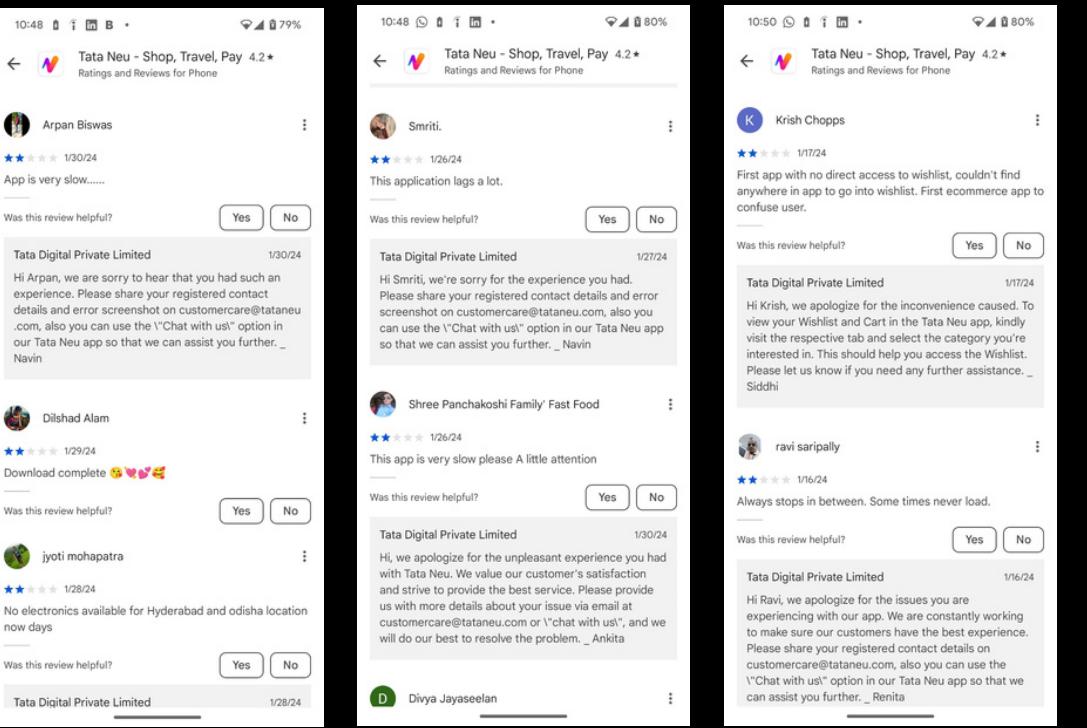
- Run hyperlocal promotions during festivals, harvest seasons when people have higher disposable income
- Deploy region-specific print, radio and out-of-home ads translating key benefits into local languages
- Sponsor popular events and activities like local sports tournaments, religious gatherings to improve visibility

## Local Partnerships

- Tie up with kirana stores and small retail outlets to become pickup/delivery points for Tata Neu orders
- Influencer Marketing - With Local Language Influence, ex, For Tier 2 cities in MH- DannyPandit
- (Starbucks)Targetted Discounts(Ex. One coffee free per month if app installed and paid thorough UPI of tataNeu)

## Community Outreach

- Organize community engagement activities like free health checkups camps, cleanliness drives to build brand perception
- Leverage self-help groups, microfinance circles frequented by women as influencers and brand ambassadors
- Conduct training sessions for local businesses/entrepreneurs to encourage them to sell via Tata Neu



## Screenshots-App Reviews



# USER PERSONAS



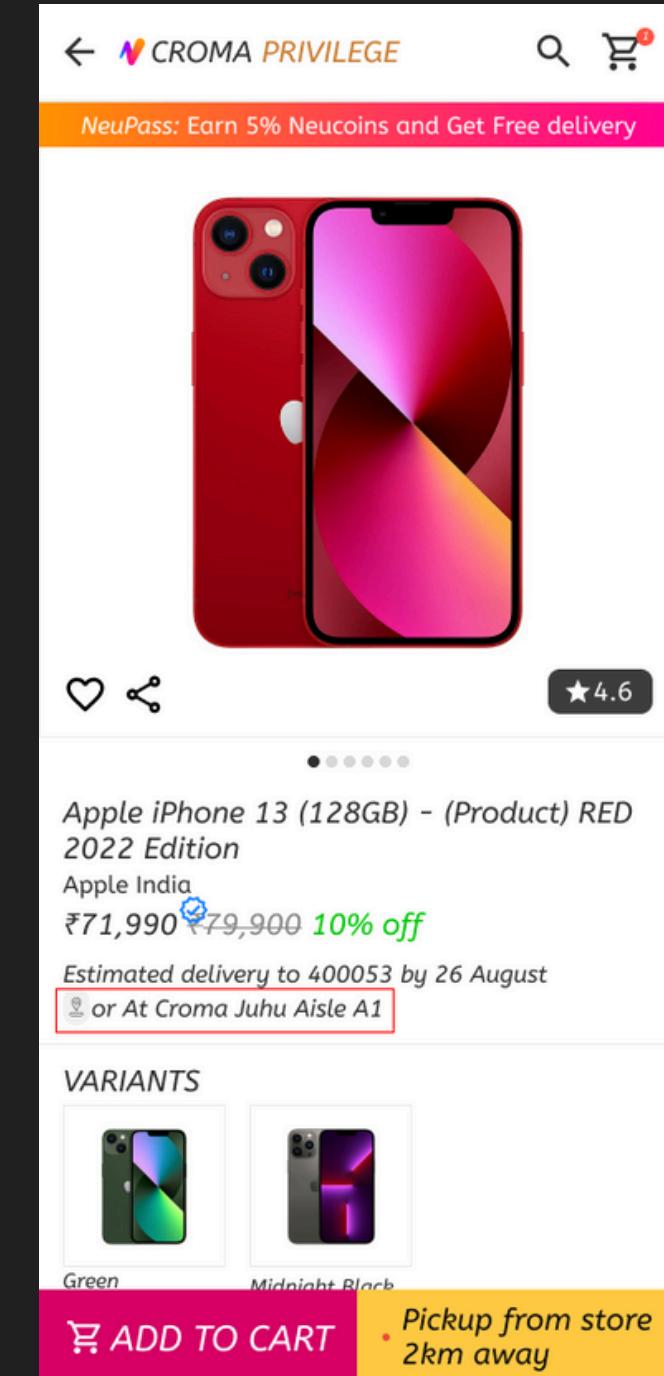
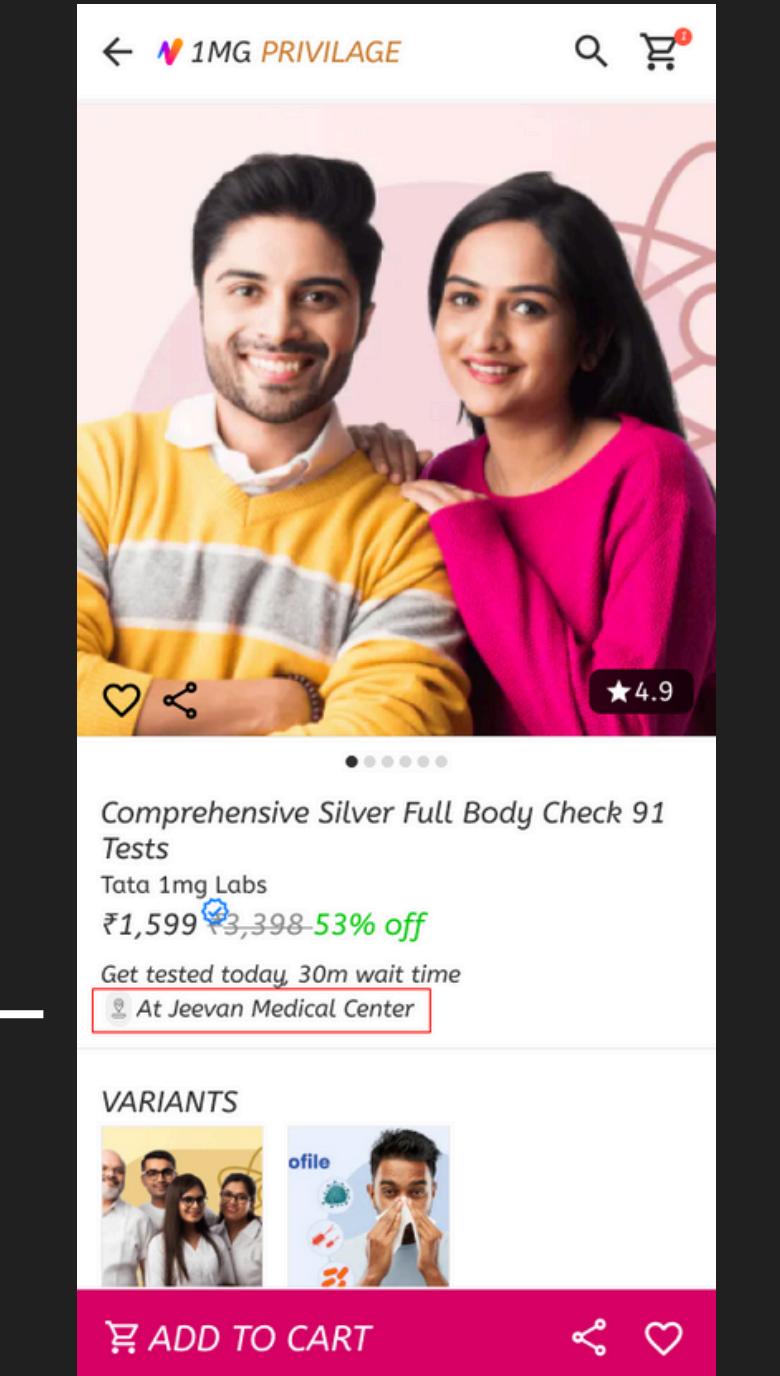
NAME	Ram Singh	Seema Khan	Neelam D'souza
DESCRIPTION	Software Engineer	Homemaker	Small Business Owner
AGE	29	35	40
HIGHLIGHT	Comfortable with mobile apps, active on social media	Stays at home, manages household work and finances	Wants to increase customer base and sales
PAIN-POINTS	Uses specialized apps than generic one	Price sensitive, values deals and discounts	Doesn't have online presence or tech capabilities Looking to expand offerings and improve inventory management
DISCOVERY PROBLEM	Knows about Neu, but does not use	Does not know about Tata Neu app	Heard about Tata Neu, but never tried to use



## FEATURE 1: OMNICHANNEL EXPERIENCE

*"An omnichannel model allowing customers to seamlessly move between offline stores and online platforms. Includes in-store pickups, cash on delivery, and integrating physical store inventory*

*Future: Local Languages Support*

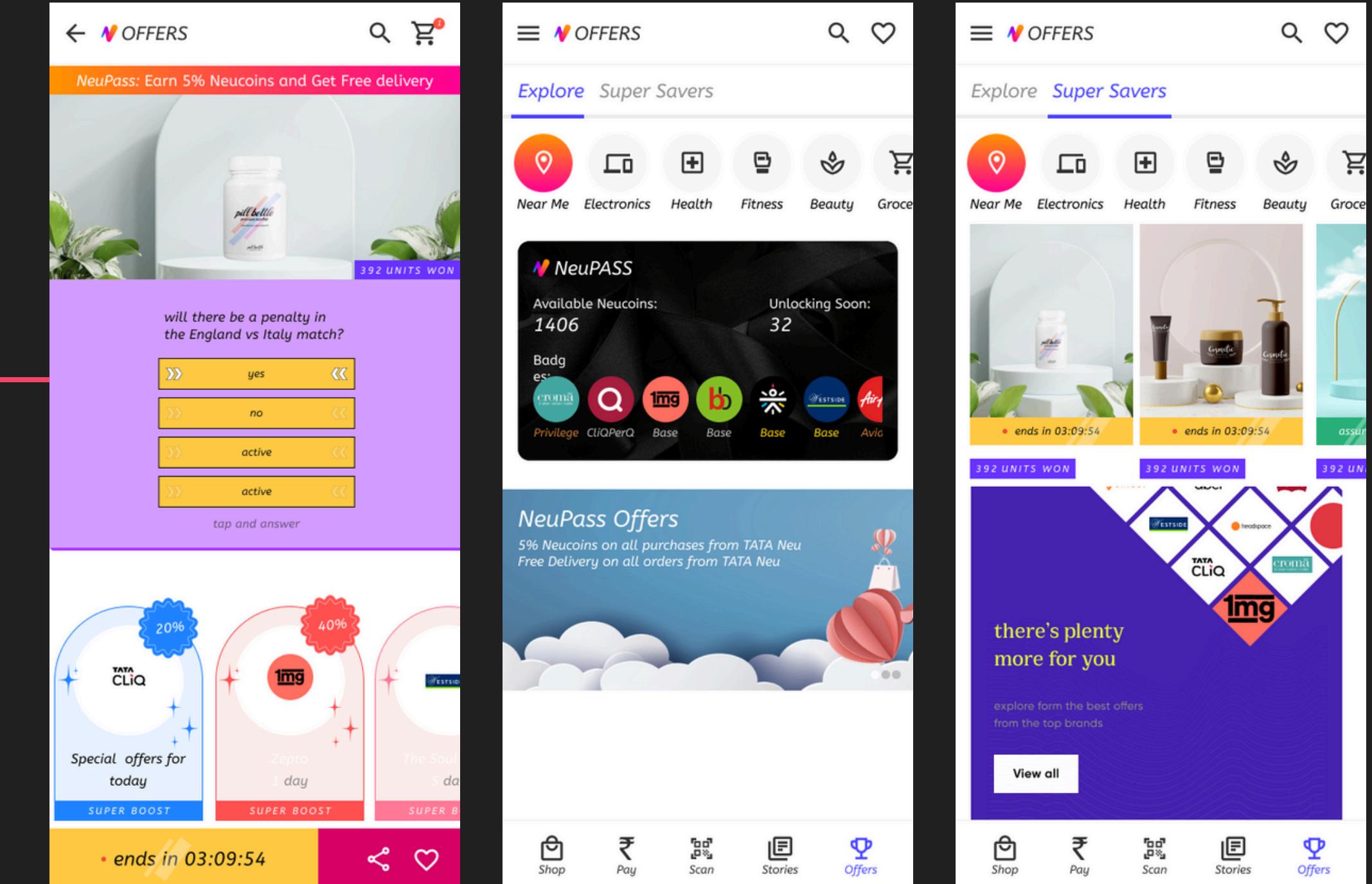


Pickup From Stores

## FEATURE 2: GAMEFILED NEUCOINS PROGRAM

*Fun games and quizzes to keep customers engaged while providing additional discounts, cash backs etc. as rewards. Creates habit-forming lock-in.*

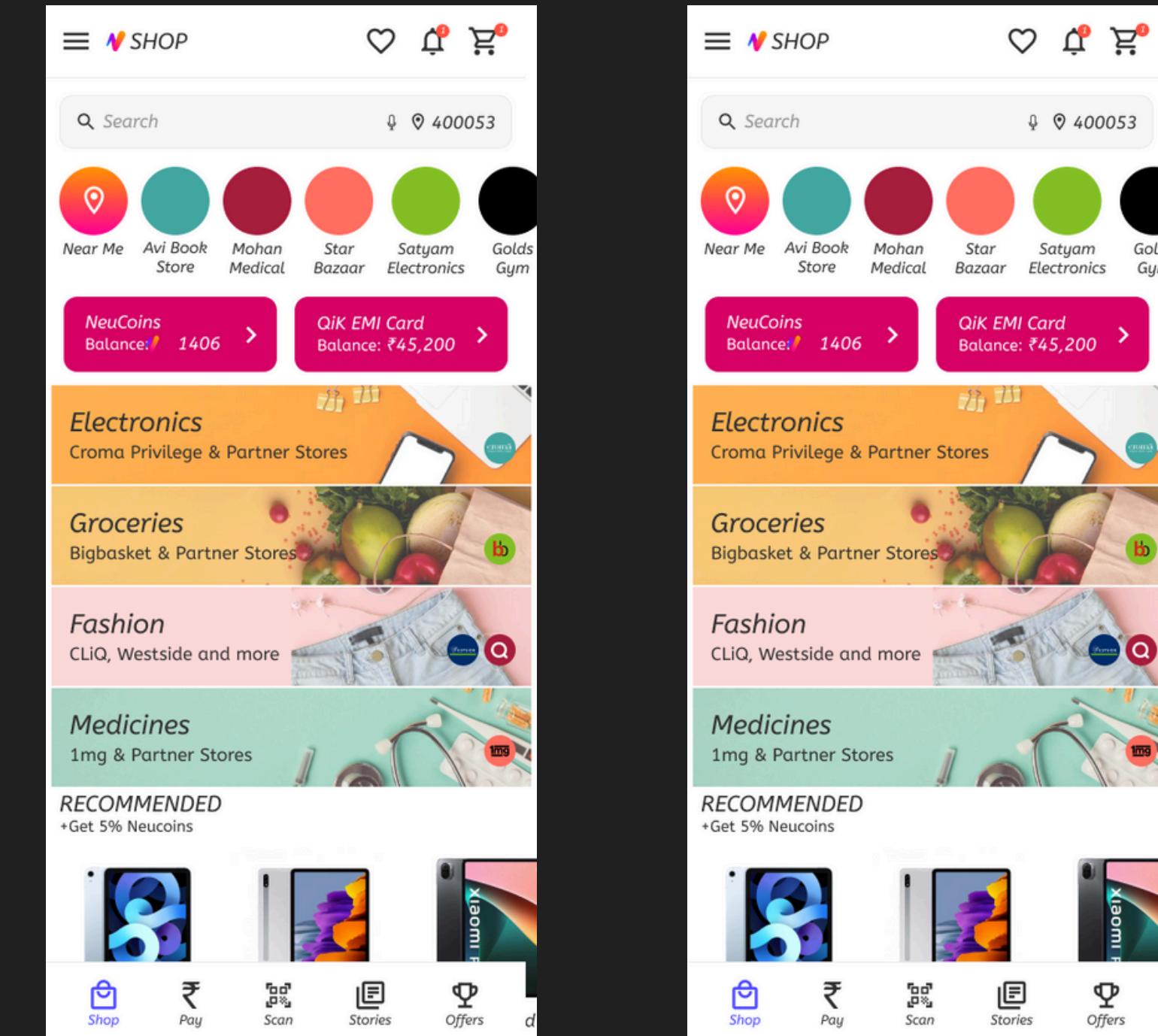
*Future: Integrate with Tata Play - Earn Neucoins on Tata Play, use via Tata Neu App*



## FEATURE 3: NEU MARKETPLACE

*Allow small businesses to register shop pages within Tata Neu, enhancing its range of offerings. Similar to WeChat's ecosystem of mini apps.*

*Future: Personalized Recommendations*





# FEATURE PRIORITIZATION

Feature	Reach	Impact	Confidence	Effort	Total
Omnichannel Neu Experience	8	6	5	6	40
Gamified Neu Coins	6	6	4	4	36
Neu Marketplace	7	5	5	6	29.16



# FEATURE PRIORITIZATION

## Omnichannel Experience

- Pilot program launch with a select group of users in tier 2 regions to demo capabilities and gather feedback (Ex, At Star Bazar, Starbucks, Chroma)
- Train frontline sales staff at local physical stores on enabling omnichannel features
- Promotional offers to drive usage e.g. discounted first-time click-and-collect orders at Starbucks
- Neu Referral programs for existing metro users to share with tier 2 contacts

## Gamified Loyalty Coins

- Teaser campaigns on social media/offline channels like festivals announcing launch to build curiosity
- Tie-ups with gaming centers, cafes and colleges for initial user trials to gain traction
- Local brand ambassadors/influencers to demo gamified programs at community events
- Surprise bonus coin rewards during festive peak purchase periods

## Marketplace for Small Businesses

- Self-help group workshops on value proposition of taking businesses online via marketplace
- Target student entrepreneurs through campus activations encouraging onboarding
- Priority integration support and discounted pricing for first 500 sellers (Ex. Haldirams in Nagpur)
- Product photography, cataloguing and inventory management tools almost ready-to-use templates

Thank  
you!