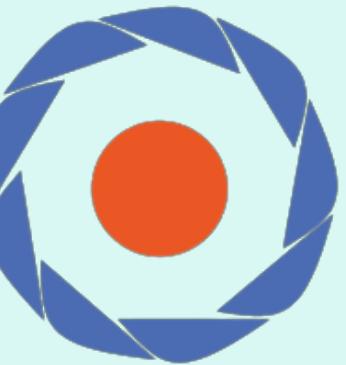


# IIT Guwahati's

# The Product Perspective (KRITI'25)

Hostel 65



# ABOUT INDmoney

## COMPANY ANALYSIS

- Offers a comprehensive platform for tracking, planning, and investing in various financial instruments.
- Provides access to Indian stocks, US stocks, direct mutual funds, and fixed deposits.
- Zero-cost trading accounts for investing in stocks, ETFs, and mutual funds.
- Trusted by over 10 million investors.
- Emphasizes financial education through free finance courses..

### Founder-Ashish Kashyap

IndMoney is a Fintech Soonicorn based in Gurugram, Haryana.

**Revenue**- 128Cr in FY24 (operating revenue-70.42Cr, 57.7 Cr from interest and gain on sale of current investments)

## Unique Selling Proposition (USP)

### Global Investment Opportunities

Offers U.S. stock investments

### Data-Driven Insights

AI and machine learning based personalised recommendations

### Holistic Financial Management

Onestop platform for all financial needs



**Ashish Kashyap**

## STRENGTHS

- **User-friendly interface:** Feasible for users to manage.
- **Data aggregation:** Ability to pull data from multiple financial institutions into one platform.
- **Mobile app accessibility:** Strong mobile app experience for convenient access on the go.
- **Comprehensive Financial Services:** The app allows users to invest in various assets like stocks, mutual funds, and fixed deposits, helping diversify investment options.

## OPPORTUNITIES

- **Growing Indian fintech market:** Increasing adoption of digital financial services in India presents significant growth potential.
- **Product diversification:** Expanding into new financial products like insurance, loans, retirement planning, or wealth management
- **Financial Literacy Initiatives:** Providing educational resources can attract a broader audience and help users make informed financial decisions.
- **Data analytics and personalization:** Utilizing data to provide tailored investment advice and recommendations.

## WEAKNESS

- **Relatively New in the Market:** Compared to traditional financial institutions, INDmoney is still a relatively new player, and it may take time to build long-term trust.
- **Limited reach in rural areas:** May not have significant penetration in less urbanized regions.
- **Dependence on Technology:** As an app-based platform, INDmoney's service quality heavily depends on the technology, making it susceptible to technical glitches or downtime.

## THREATS

- **Intense Competition:** The fintech space is crowded with competitors like Groww, Zerodha, and other traditional financial institutions that offer similar services.
- **Cybersecurity threats:** Risk of data breaches and cyber attacks.
- **Regulatory Risks:** As the financial industry is heavily regulated, any changes in government policies or regulations can affect the operations
- **Market volatility:** Fluctuations in the stock market could impact user confidence and investment returns

## TAM (Total Addressable Market) Calculation:

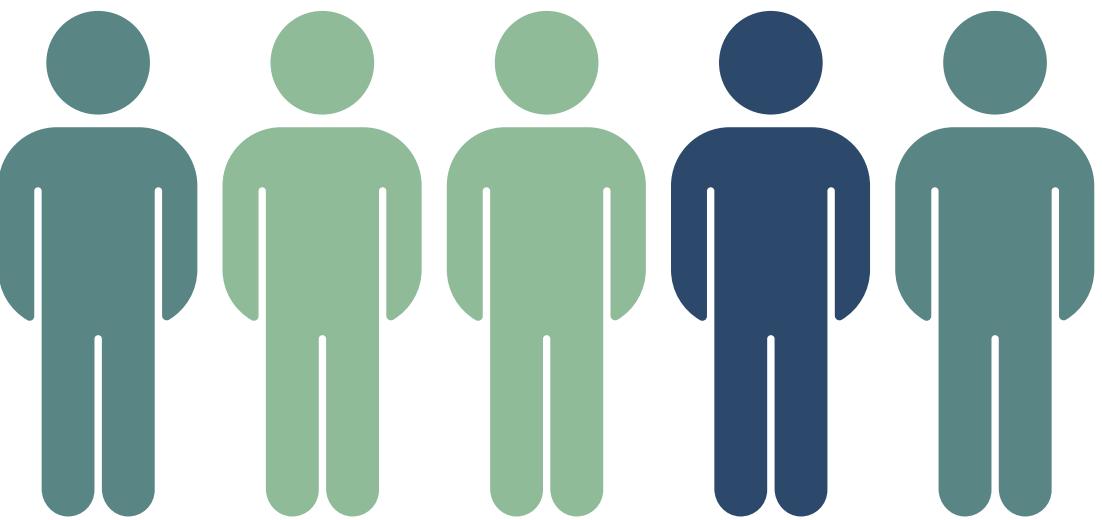
- India's Population (2025 Estimate): 1.4 billion
- Adults (Target Audience): 80% of the population → 1.12 billion people
- Financially Included Adults (Formal Credit Access): 40% → 448 million people
- Total Lending Market Size in India (2024): ₹25 trillion (~\$300 billion)

## SAM (Serviceable Available Market) Calculation:

- Tech-Savvy, Digitally Engaged Users:
- Internet users in India: ~500 million
- Digitally literate & financially aware users: 30-40% of internet users → 150 million - 200 million users
- SAM Estimate: 300-400 million potential users for lending products.

## SOM (Serviceable Obtainable Market) Calculation:

- Target User Base for INDmoney:
- Based on INDmoney's current user base (2 million+), their potential reach can grow by capturing a percentage of the SAM.
- Expected Market Penetration in the first 1-3 years: 2-5% of SAM



## Market Analysis

# COMPETITOR ANALYSIS

	GROWW	ZERODHA	UPSTOX	FISDOM	CASHVISORY
REVENUE(FY24)(Rs Cr)	2900	8320	1311	84.3	650.9
STRENGTHS	<ul style="list-style-type: none"> <li>Groww provides educational content, blogs, and tutorials to help users understand financial markets.</li> <li>Groww is regulated by SEBI and partnered with trusted financial institutions, which helps build trust and credibility with users.</li> <li>Instant loan disbursement and flexible repayment options</li> <li>Users can track their credit score and gain insights into how borrowing and repayments are impacting their creditworthiness</li> <li>Clear and upfront loan terms, with no hidden fees or complicated clauses.</li> </ul>	<ul style="list-style-type: none"> <li>Zerodha does not currently offer capital loans or traditional lending services like personal loans, home loans, or business loans.</li> <li>Zerodha offers LAS through its subsidiary Zerodha Margin Funding. This service allows clients to pledge their securities (stocks, mutual funds, etc.) as collateral to get a loan, enabling them to access additional capital without selling their investments.</li> <li>Low interest rates, flexible tenure, quick access to funds</li> </ul>	<ul style="list-style-type: none"> <li>Easy Access to Funds, low interest rate</li> <li>The process to apply for a loan against securities is relatively fast and straightforward.</li> <li>Upstox allows users to repay the loan ahead of time without imposing prepayment penalties. This gives users flexibility in managing their finances and reduces their interest burden.</li> <li>No Need for Credit History Check, high LTV</li> <li>No Need to Liquidate Investments</li> </ul>	<ul style="list-style-type: none"> <li>Flexible tenure</li> <li>Fisdom offers tax-saving mutual funds (ELSS) and tax-efficient portfolio strategies</li> <li>A personal loan is an unsecured loan, which means one can get a loan without keeping any asset as collateral. Mainly these loans are given on the credit history of a person.</li> <li>Gives loans on mf as well.</li> </ul>	<ul style="list-style-type: none"> <li>By utilizing AI and machine learning algorithms, Cashvisory analyzes users' financial behavior and suggests improvements based on real-time market data.</li> <li>Cashvisory can provide users with strategies for tax optimization.</li> <li>Cashvisory can sync with users' bank accounts offering real-time tracking of income, expenses, and balances.</li> <li>Guidance on managing loans</li> </ul>
WEAKNESSES	<ul style="list-style-type: none"> <li>Groww Credits primarily focuses on personal loans. It doesn't yet offer a wide variety of loan products, such as home loans, auto loans, or business loans.</li> <li>Groww Credits may not have as extensive a credit history or data to offer loans to a wide range of users</li> <li>Groww Credits doesn't currently offer a credit line or revolving credit option like a credit card.</li> <li>Groww Credits doesn't offer clear incentives or flexibility for early loan repayment or prepayment options</li> </ul>	<ul style="list-style-type: none"> <li>With the high Loan-to-Value (LTV) ratio offered by Zerodha, investors might be tempted to borrow more than they can afford to repay, leading to over-leveraging</li> <li>Limited Collateral Types</li> <li>While Zerodha's LAS offers flexible loan amounts, it might not provide the same flexibility in repayment terms as unsecured loans</li> </ul>	<ul style="list-style-type: none"> <li>Market Risk Exposure</li> <li>If the LTV ratio is high, the interest burden could become significant over time.</li> <li>LAS through Upstox is limited to users who have marketable securities in their portfolios.</li> <li>If a user's portfolio does not have high-value securities they may not be eligible for the loan amounts they need, limiting the usefulness of LAS</li> </ul>	<ul style="list-style-type: none"> <li>The reliance on algorithms and automated systems for portfolio management might be a turn-off for users who prefer more traditional and manually curated advice.</li> <li>Fisdom operates primarily in India</li> <li>Fisdom acts as an intermediary for mutual fund investments and other third-party products</li> </ul>	<ul style="list-style-type: none"> <li>As a digital-only platform, Cashvisory might struggle with gaining trust from users who are more accustomed to traditional, in-person financial advisory services</li> <li>Absence of Personalized Loan Products</li> <li>The platform's AI-driven approach may struggle to scale effectively</li> </ul>
LEARNING	<ul style="list-style-type: none"> <li>Groww is more inclined towards DIY model, therefore it seems to be more cost effective.</li> <li>Focus on financial literacy and partnership with trusted financial institutions to build user trust, Transparency</li> <li>Limited loan offerings and no provision for small credits</li> </ul>	<ul style="list-style-type: none"> <li>Technical advancement results in user friendly interface</li> <li>Focus on financial literacy and partnership with trusted financial institutions to build user trust</li> <li>Provides loans majorly for trading purposes and not for personal uses yet.</li> </ul>	<ul style="list-style-type: none"> <li>Flexibility in repayment time attracts users</li> <li>LAS model is based on value of securities held whose values might fluctuate</li> <li>Credit history isn't checked since collateral is taken nor is credit score considered</li> </ul>	<ul style="list-style-type: none"> <li>Offers tax saving strategies attracting users</li> <li>Gives loans based on credit score</li> <li>Data-Driven Insights for Better Decision Making</li> </ul>	<ul style="list-style-type: none"> <li>Provides guidance on loan management which attracts users who are new to finance world</li> <li>Advisory services are a plus point</li> <li>Integrated Loan Management</li> </ul>

# User Persona & Pain Points



Rohit Kumar

- Age: 29
- Location: Bangalore, India
- Occupation: Data Scientist at a tech company
- Income: ₹15,00,000/year
- Marital Status: Single
- Tech-Savvy: Highly comfortable with apps and digital platforms for financial management.

## Goals & Aspirations:

- Short-Term Goal: Save for a down payment on a home and build an emergency fund.
- Long-Term Goal: Achieve financial independence, grow investments, and buy a property in the next 2-3 years.

## Pain Points:

- High Property Prices: Struggles to save enough for a home purchase due to high real estate prices.
- Loan Complexity: Frustrated by the long loan approval processes and hidden charges in traditional banks.
- Limited Investment Time: Busy with work, leaving little time for active investment management.



SNEHA REDDY

## Goals & Aspirations:

- Short-Term: Save for children's education and build emergency savings.
- Long-Term: Purchase a larger home and secure family's financial future.

## Pain Points:

- Balancing family expenses with savings goals.
- Managing home loan and other financial commitments.

## Motivations:

- Ensure financial security for her family.
- Grow wealth through safe, long-term investments.
- Simplify financial planning and track progress easily.

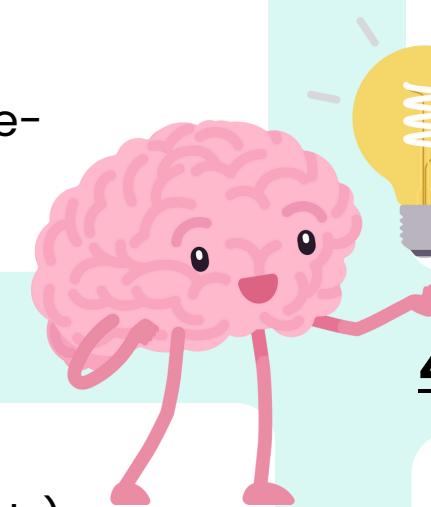
# Feature Development

## 1. Loan Application & Eligibility Checks

- Instant Loan Application:
- Allow users to apply for loans directly through the platform, with a simple, streamlined process.
- Eligibility Checker:
- Based on users' investment history, credit score, and financial behavior on the platform, the app should show real-time eligibility for various loan types (personal, home, education, or credit lines).
- Loan Amount & Term Options:
- Provide customizable loan amounts and repayment terms based on the user's financial data, including their investment portfolio size.
- Loan Pre-Approval:
- Based on the user's profile (investment assets, income, etc.), offer pre-approved loan offers directly in-app.

## 2. Personalized Loan Offers & Risk-Based Pricing

- Personalized Loan Offers:
- Display personalized loan offers based on the user's investment profile. For example, a user with a large mutual fund investment might get a better loan rate or higher credit limit.
- Risk-Based Pricing:
- Use AI-driven risk models to offer dynamic interest rates based on the user's credit score, investment history, and behavior. High-risk borrowers might be charged higher interest rates, while low-risk borrowers can get more favorable terms.
- Loan Calculator:
- Include a loan calculator that allows users to simulate loan repayment options and see different EMI (Equated Monthly Installments) amounts based on the loan amount, tenure, and interest rate.



## 3. Integration with Investment Portfolio

- Portfolio-Backed Loans:
- Enable users to pledge their investments (stocks, mutual funds, bonds) as collateral to secure loans at lower interest rates. This ensures safety for the platform and better rates for the user.
- Loan-to-Value Ratio (LTV):
- Define and display the loan-to-value ratio (LTV) of the user's investments, which determines the maximum loan they can access based on their portfolio size.
- Auto-Debit from Investment Returns:
- Offer users the option to pay their loan EMIs directly from their investment returns or dividends, ensuring smooth loan repayment.

## 4. Loan Management & Repayment

- Loan Dashboard:
- Provide an in-app dashboard where users can track the status of their loan application, current balance, repayment schedule, and upcoming EMI dues.
- Flexible Repayment Plans:
- Allow users to select from multiple repayment plans such as weekly, monthly, or quarterly EMI schedules.
- Prepayment & Partial Payment Options:
- Enable users to make prepayments or partial payments on their loans, with no hidden penalties. Offer early repayment benefits like reduced interest rates.

# Feature Development

## 5. Cross-Selling Opportunities

- Loan Protection Insurance:
- Offer loan protection insurance (or credit life insurance) as an add-on, ensuring users' loans are covered in case of unforeseen events (e.g., job loss, critical illness).
- Investment-linked Loan Products:
- Introduce investment-linked lending products, where loans can be linked to certain investments on the platform. For instance, users can borrow against their mutual funds or stocks, and their investments can automatically be liquidated to pay off the loan in case of default.

## 7. Real-Time Notifications & Alerts

- Loan Application Status Updates:
- Send real-time notifications to users about the status of their loan application (approved, pending, or rejected).
- Repayment Reminders:
- Use push notifications or SMS to remind users about upcoming EMI payments, ensuring they don't miss deadlines.
- Interest Rate Changes:
- Notify users if their interest rates change, especially if they are on a floating-rate loan, based on market conditions or the value of their portfolio.

## 9. Integration with Other Financial Services

- Partnership with Banks & NBFCs for Co-Lending:
- Use co-lending models where users can get loan offers from both banks and NBFCs, depending on the type of loan they need and their financial status.
- Tie-Up with E-Commerce Platforms for Purchase Financing:
- Offer users the ability to take out loans directly at partner e-commerce platforms to finance their purchases (e.g., gadgets, appliances).



## 6. User Education & Financial Advisory

- Financial Health Insights:
- Provide users with financial health reports that include both their investment portfolio performance and outstanding loan balances. The goal is to offer insights into how loans impact their overall financial situation.
- Educational Content on Responsible Borrowing:
- Include articles, tutorials, and videos that educate users on responsible borrowing, loan management, and financial planning. This helps users make informed decisions before applying for loans.

## 8. Data-Driven Insights for Better Loan Offers

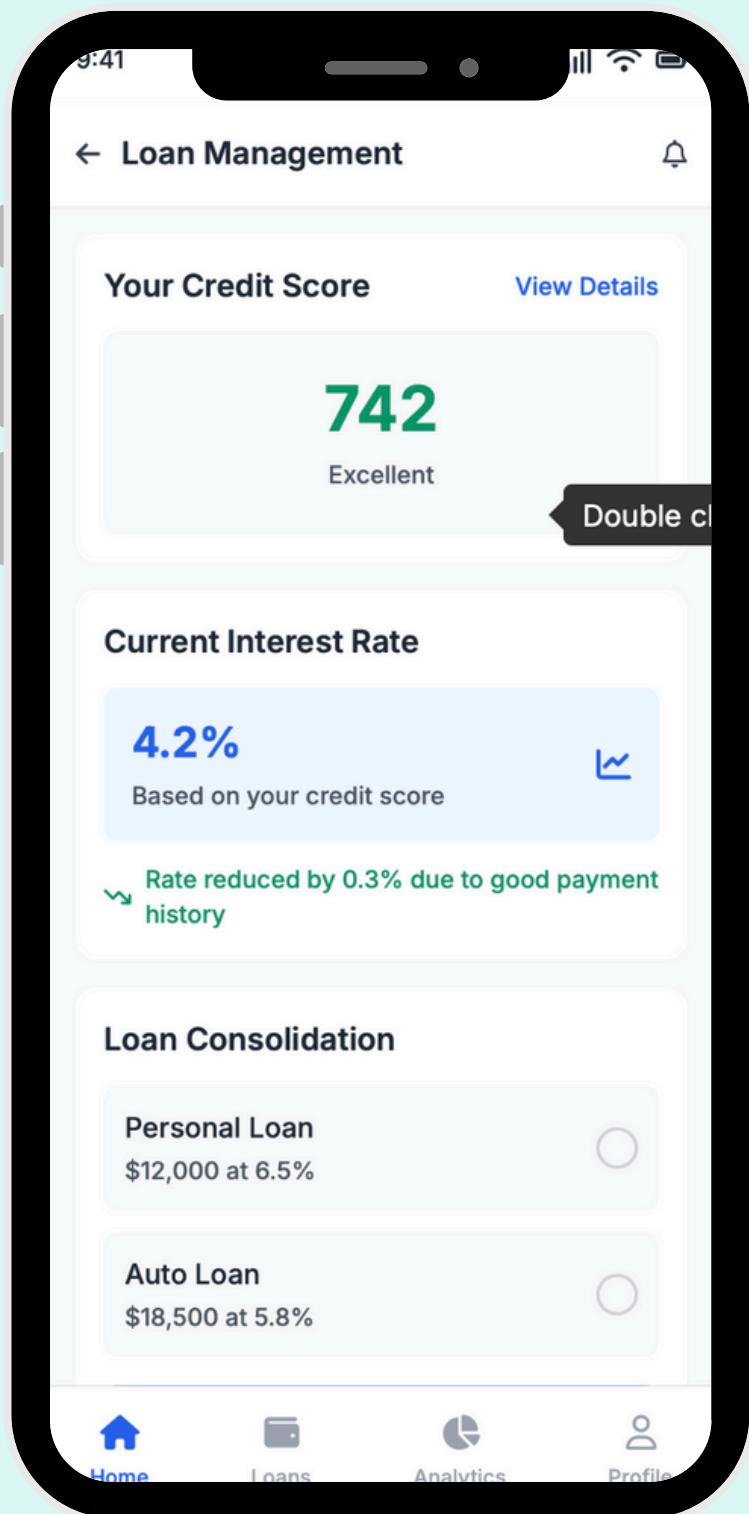
- Advanced Analytics for Loan Proposals:
- Leverage data analytics to analyze users' investment behaviors, spending patterns, and credit history to tailor loan proposals and make them more attractive.
- Credit Scoring System Integration:
- Integrate a credit scoring system that evaluates a user's creditworthiness based on both their investment portfolio and external credit scores (e.g., CIBIL score).

## 10. Advanced Security Features

- Two-Factor Authentication (2FA):
- Implement 2FA to secure loan applications and ensure that only authorized users can access loan features and sensitive financial information.
- Fraud Detection Systems:
- Use AI-powered fraud detection systems to identify suspicious loan applications, preventing fraudulent activities.

# Wireframes

## Personalized Loan Offers



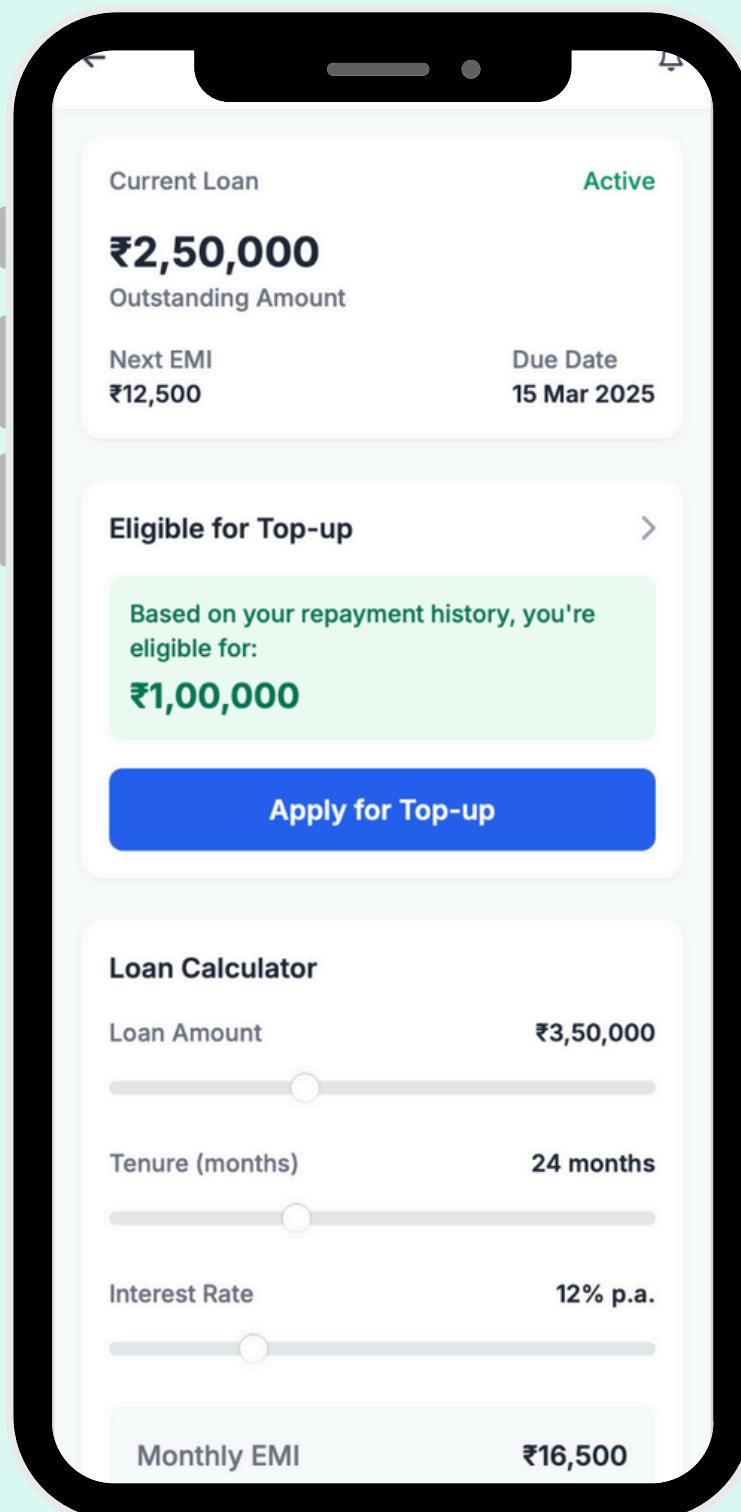
- **Loan Offers Page:**

Upon clicking this feature, the user will be presented with a list of loan options (e.g., personal loans, credit lines) that are tailored to their financial profile.

### Each loan option will include:

- Loan Amount: Display the eligible loan amount.
- Interest Rate: Personalized interest rates based on the user's credit score and financial history.
- Repayment Period: A suggested loan tenure (e.g., 12 months, 24 months).
- EMI Information: EMI breakdown for each loan amount and tenure.
- Eligibility: A quick indicator showing whether the user is eligible for that loan.

## Loan Management Dashboard



- **Loan Overview Page:**

Upon clicking this feature, the user will be shown an overview of all their active loans.

- **Loan Details:**

- **Loan Status:** Whether the loan is active, pending approval, or fully repaid.

- **Remaining Balance:**

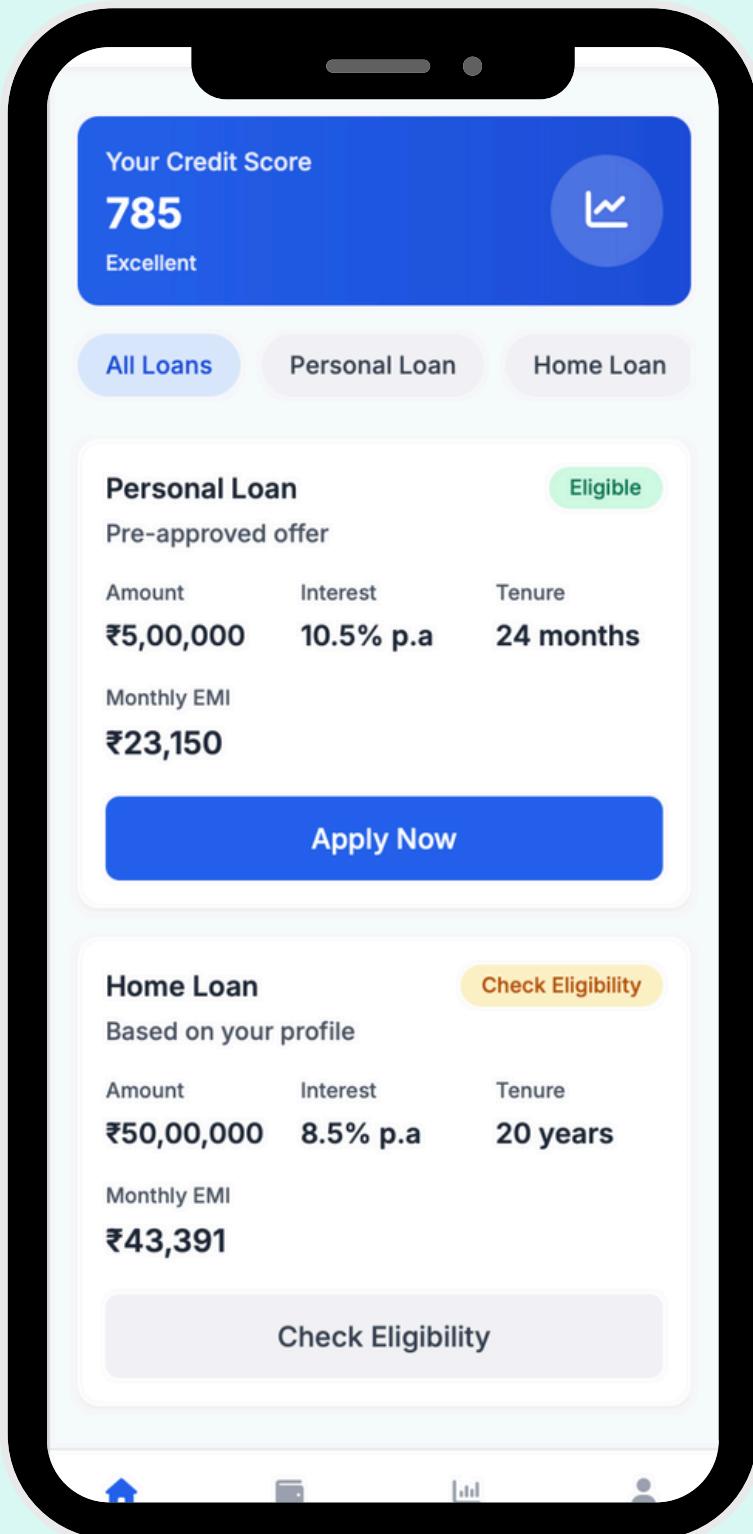
Amount still owed on the loan.

- **EMI Tracker:** A progress bar showing the user how many EMIs they've paid and how many are left.

- **Next Payment Due:** Date and amount of the next EMI payment.

- **Payment History:** Detailed history of past payments, including dates, amounts, and interest paid.

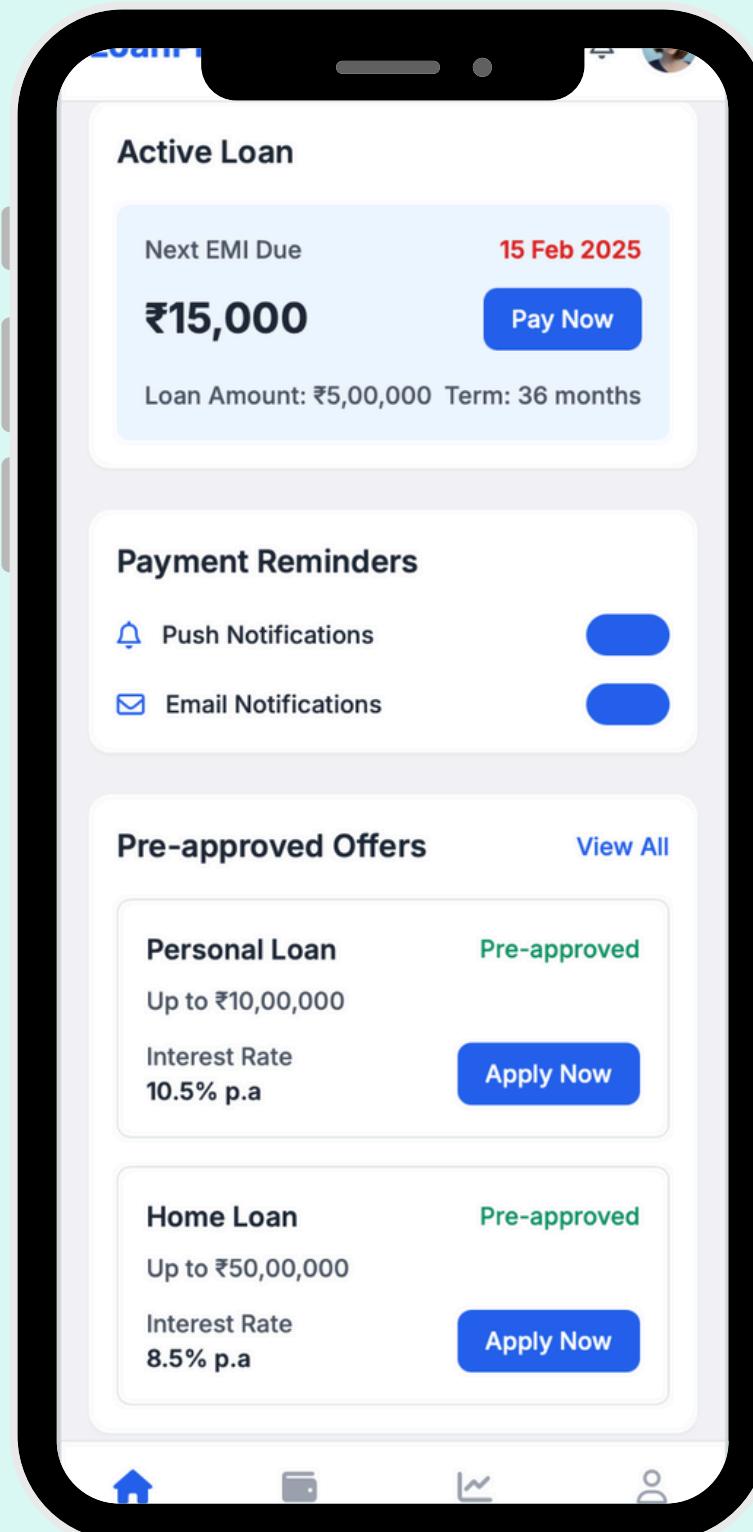
## Eligibility Checker



- **Eligibility Check Page:**
- Upon clicking the eligibility checker, the user will be prompted to answer a few quick questions (e.g., monthly income, current liabilities).
- After the input is provided, the user will see:

- **Eligibility Status:** An immediate display of whether they qualify for specific loan products (e.g., "Eligible for a Personal Loan up to ₹500,000").
- **Reason for Eligibility:** A clear breakdown of what factors contributed to the eligibility or ineligibility (e.g., "Your credit score is too low for a larger loan").
- **Loan Suggestions:** Based on eligibility, suggested loan products the user can apply for.
- **Loan Terms:** A quick preview of the loan amounts, interest rates, and repayment terms they qualify for.

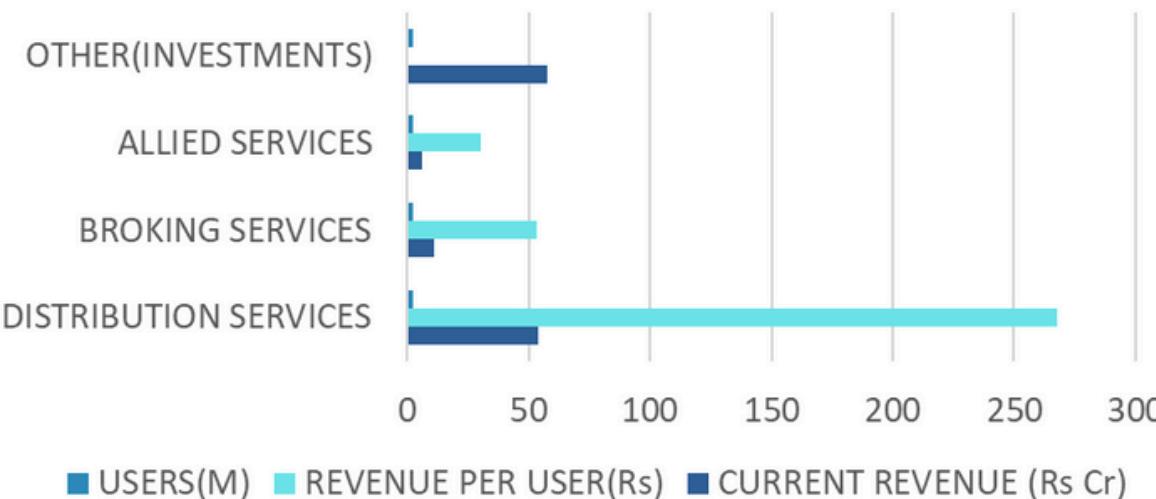
## Flexible Repayment Options



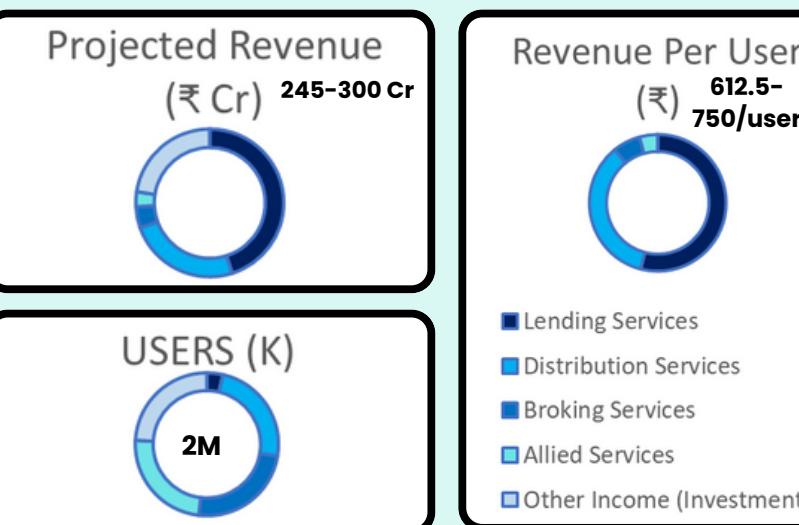
- **Repayment Flexibility Page:**
- When clicking on this feature, the user will see a detailed breakdown of available repayment options for their loan.
- **EMI Customization:**
- An option to adjust EMI amounts and repayment terms.
- The user can select a flexible EMI plan (e.g., 6 months, 12 months, 24 months) and see how it affects the total interest and repayment amount.
- **Repayment Holidays:**
- Users can request a brief repayment holiday (e.g., skip the first 2 months) and see how it impacts the loan term and interest.

# Detailed Revenue Model for INDmoney (Considering 2 Million+ Users)

## CURRENT REVENUE MODEL (FY24)



We will project revenue growth over the next 3 years by introducing lending and credit services. We'll also compare it to INDmoney's existing revenue model and show how user growth and new services will impact revenue generation.



**Key Growth Areas:**  
Lending services introduce new streams of interest income and processing fees.

Increased investment and trading activity due to cross-selling opportunities.

Growth in distribution services revenue as users take up bundled financial products.

## How User Growth and Lending Services Will Drive Revenue

- Lending Adoption:** We assume 300K users (15% of the base) will initially adopt the lending product, generating ₹100-150 crore in year one. This adoption will likely increase as trust in the product grows.

- Upselling Financial Products:** Lending products will drive sales of related products like insurance and mutual funds, boosting distribution services revenue by 20%-30%.

- User Growth:** INDmoney's user-friendly app and new credit services will attract more users. By FY27, user growth is projected to reach 3.5M.

- Increased Engagement:** Existing users are more likely to engage with additional services (e.g., broking, goal tracking), raising average revenue per user.

## Projected Revenue Growth (Next 3 Years)

Year	Users	Revenue (₹ Cr)	Revenue Per User (₹)	CAGR
FY24 (Current)	2M	128.0	351.5	-
FY25	2.5M	300	600	50% growth
FY26	3M	450	750	33% growth
FY27	3.5M	600	857	33% growth



- High Acquisition Costs:** Focus on improving retention and upselling to reduce CAC.
- Regulatory Compliance:** Ensure adherence to lending and financial regulations to avoid penalties and trust issues.
- Operational Costs:** Continue optimizing IT infrastructure and marketing expenses to improve margins.

## Challenges and Mitigation

- Cross-Product Integration:** Seamlessly linking loans, investments, and credit tracking to boost user engagement.
- Marketing Strategy:** Effective campaigns to drive lending product awareness and adoption.
- Risk Management:** Maintaining a low default rate (<5%) to sustain profitability in the lending portfolio.

## Key Success Factors for Growth



# A Roadmap to Scalable Growth and Revenue Diversification

**Revenue Model for INDmoney with Lending & Credit Integration:** This revenue model takes into account three types of lender-partnership scenarios~ **Co-Lending (Bank as Principal)**, **Lead Generation (Bank Partnership)**, and **Fintech-Led Lending (NBFC Partnership)**. Each scenario has different revenue impacts based on the distribution of loan funding and interest earnings.

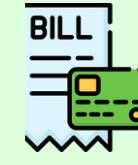
## Co-Lending Model (Bank as the Principal Lender)

- Loan Portfolio:** ₹1,000 crore
- Interest Rate:** 12% annually
- Revenue Sharing:**
  - Bank funds 80%-90% of the loan amount and earns **70%-90%** of the interest income.
  - INDmoney earns **10%-30%** of the total interest for facilitating the loan.



## Lead Generation Model (Bank as a Partner for Loan Servicing)

- Loan Portfolio:** ₹1,000 crore
- Interest Rate:** 12% annually
- Revenue Structure:**
  - Bank keeps 100% of the interest income.
  - INDmoney earns a **1%-2% processing fee** on successful loan disbursements.



## Fintech-Led Lending Model (NBFC Partnership)

- Loan Portfolio:** ₹1,000 crore
- Interest Rate:** 12% annually
- Revenue Sharing:**
  - NBFC and INDmoney co-lend. Revenue sharing depends on risk exposure, with INDmoney earning **30%-50%** of the interest income.



## Calculations for Co-Lending Model

- Interest Revenue:**
  - Total interest: ₹1,000 crore × 12% = ₹120 crore
  - Bank Share (80% funding, 70% interest share):** ₹120 crore × 70% = ₹84 crore
  - INDmoney Share (30%):** ₹120 crore × 30% = ₹36 crore

### 2. Processing Fee:

- Fee Rate: 1.5%
- Revenue: ₹1,000 crore × 1.5% = ₹15 crore

### 3. Total Revenue for INDmoney:

- Interest Share: ₹36 crore
- Processing Fee: ₹15 crore

**Total Revenue:** ₹51 crore



## Calculations for Lead Generation Model

- Interest Revenue:**
  - Total interest: ₹1,000 crore × 12% = ₹120 crore
  - Bank retains **100%** of interest income.

### 2. Processing Fee:

- Fee Rate: 1.5%
- Revenue: ₹1,000 crore × 1.5% = ₹15 crore



### 3. Total Revenue for INDmoney:

- Processing Fee: ₹15 crore
- Total Revenue:** ₹15 crore

## Calculations for Fintech-Led Lending Model

- Interest Revenue:**
  - Total interest: ₹1,000 crore × 12% = ₹120 crore
  - INDmoney's share (40% average): ₹120 crore × 40% = ₹48 crore
  - NBFC's share (60%): ₹120 crore × 60% = ₹72 crore

### 2. Processing Fee:

- Fee Rate: 1.5%
- Revenue: ₹1,000 crore × 1.5% = ₹15 crore

### 3. Total Revenue for INDmoney:

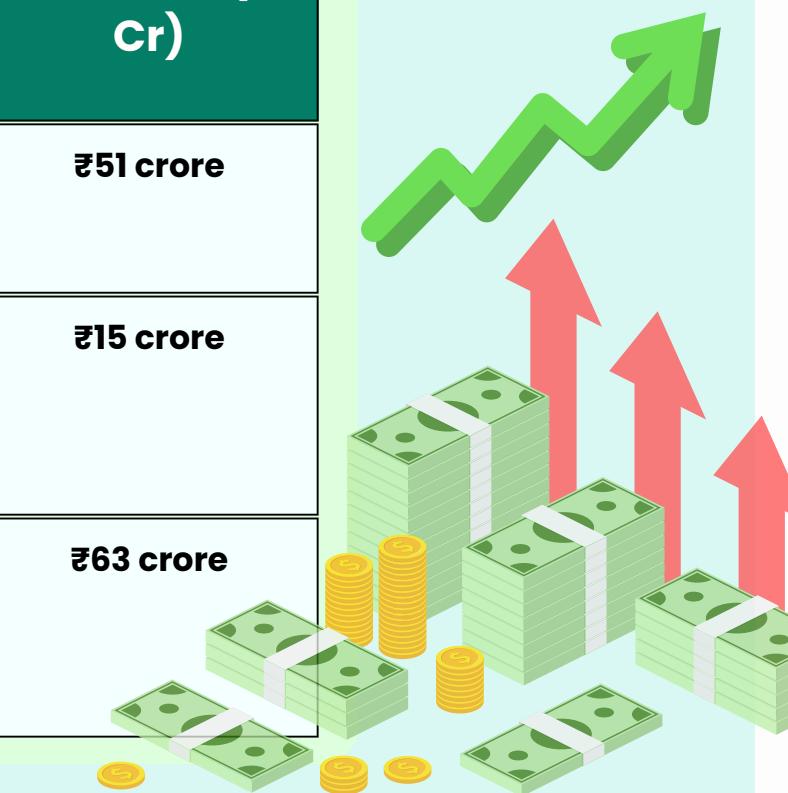
- Interest Share: ₹48 crore
- Processing Fee: ₹15 crore
- Total Revenue:** ₹63 crore



# Buisness Model

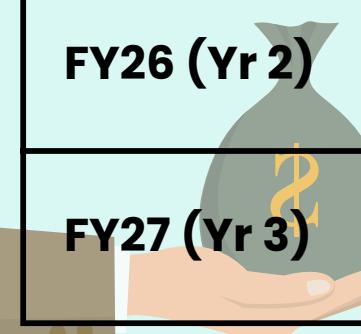
## Comparison of Revenue Across Lender Types

Scenario	Interest Rate	Loan Portfolio	App Share from Interest	Processing Fee Revenue	Total Revenue (₹ Cr)
Co-Lending Model	12%	₹1,000 crore	₹36 crore (30%)	₹15 crore	₹51 crore
Lead Generation Model	12%	₹1,000 crore	₹0	₹15 crore	₹15 crore
Fintech-Led Lending Model	12%	₹1,000 crore	₹48 crore (40%)	₹15 crore	₹63 crore



## Detailed Projections for Loan Portfolio Growth

Year	Loan Portfolio (₹ Cr)	Users	Revenue (₹ Cr)
FY25 (Yr 1)	₹1,000	300,000	₹51-63
FY26 (Yr 2)	₹1,500	400,000	₹76.5-94.5
FY27 (Yr 3)	₹2,000	500,000	₹102-126



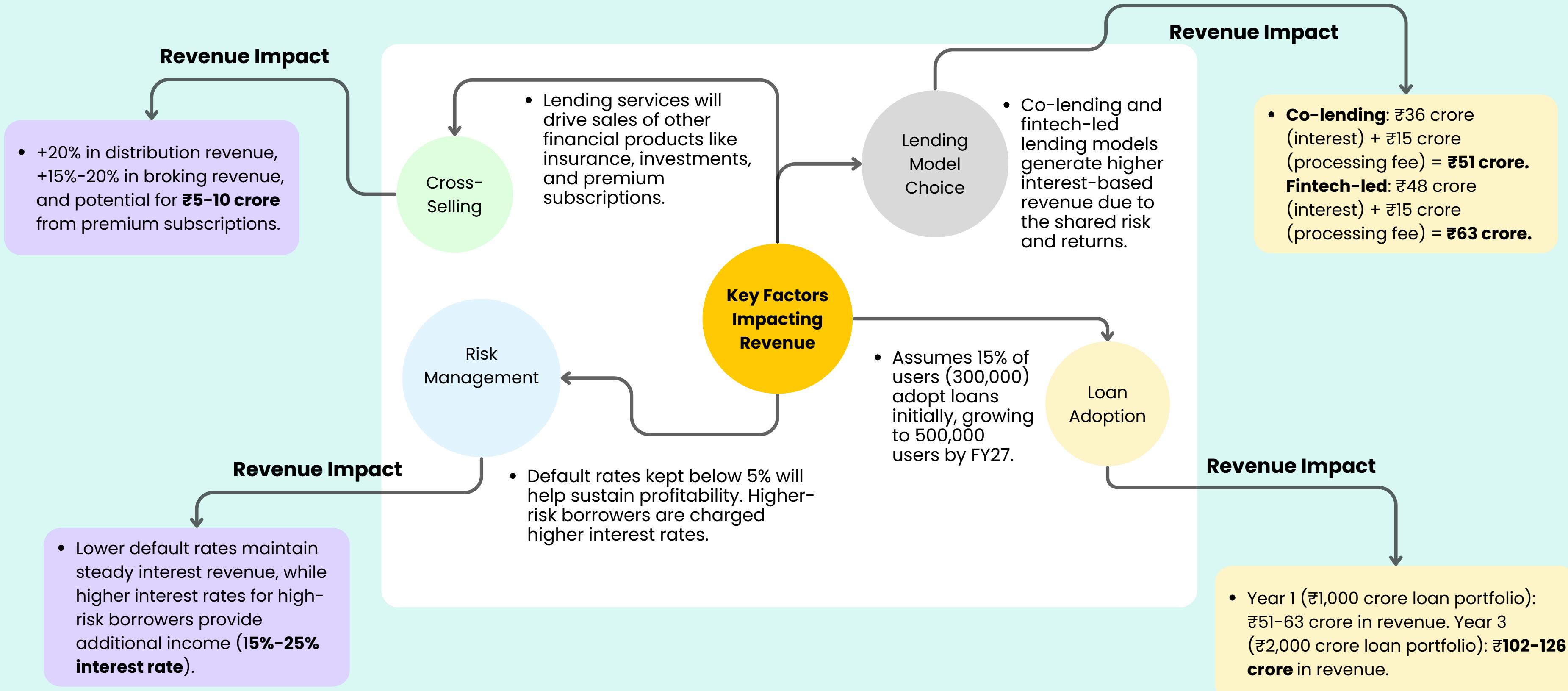
## Enhanced Revenue Model with Lending Integration

This section incorporates the revenues generated from different types of lending partnerships into INDmoney's existing revenue streams.

Revenue Source	Current Revenue (₹ Cr)	Projected Revenue with Lending (₹ Cr)
Lending & Credit Services	0	51-63
Distribution Services	53.6	65-70
Broking Services	10.7	12-14
Premium Subscriptions	-	5-10
Investment Gains	57.7	60-65
Total Revenue	128.0	245-300



# Business Model

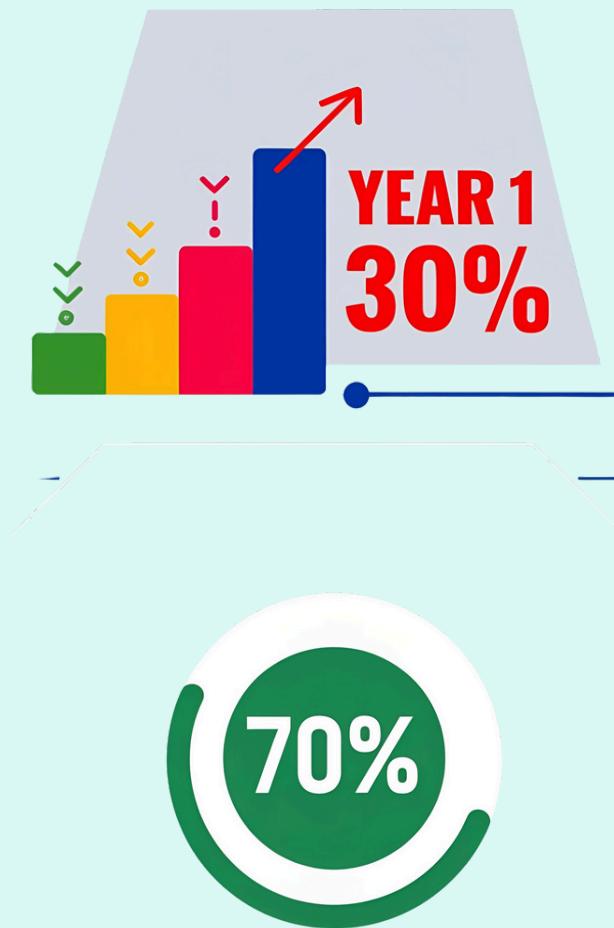


# North Star Metrics for Success



## Loan Approval Criteria Based on Credit Score

Metric	Target
Loan Disbursement Volume	₹1,000 crore (Yr 1)
Loan Approval Rate	70%+
Interest Revenue	₹100+ crore (within 2 years)
Repeat Borrowing Rate	30%-40%
Default Rate	<5%
Customer Lifetime Value	Increased through integration



# Roadmap for Implementation

2025

This roadmap integrates projected revenue, KPIs, and performance metrics based on the revenue model discussed.

## Key Activities

### Phases

#### Planning & Compliance (0-3 Months)



- Regulatory Setup:**
  - Register with RBI and SEBI for lending compliance.
  - Establish compliance for data protection (ISO 27001).
- Partnership Formation:**
  - Co-lending agreements with banks (target: fund 80%-90% of loans).
  - Partnerships with NBFCs for fintech-led lending.
  - Revenue-sharing contracts for 70%-90% (bank share) and 10%-30% (app share).
- Loan Product Finalization:**
  - Define initial loan offerings (e.g., personal loans).
  - Develop interest rates (10%-18%) based on borrower profiles.
- Budget Allocation:**
  - Projected Expenses:** ₹25-30 crore (employee hiring, legal costs, compliance setup).

#### Feature Development & Internal Testing (3-6 Months)



- Feature Development:**
  - Loan application and eligibility engine.
  - Loan calculator with custom repayment simulations.
  - Real-time credit scoring and risk-based pricing models.
- Partner API Integration:**
  - Connect APIs for loan disbursement and servicing.
- Testing:**
  - QA testing for disbursement, repayment, and transaction tracking.
- Budget Allocation:**
  - Projected Expenses:** ₹40-45 crore (IT infrastructure, software development).

#### Pilot Testing (6-9 Months)



- Pilot Launch:**
  - Offer loans to 200,000-300,000 users.
  - Start with a loan portfolio of ₹300 crore.
- Performance Tracking:**
  - Monitor loan disbursement and repayment rates.
  - Gather user feedback on the application process.
- Iterative Improvements:**
  - Refine risk models and eligibility criteria.
- Revenue Generation:**
  - Interest Revenue:** ₹300 crore × 12% = ₹36 crore.
    - App share (30% of interest): ₹36 crore × 30% = ₹10.8 crore.
  - Processing Fee:** ₹300 crore × 1.5% = ₹4.5 crore.
- Total Pilot Revenue:** ₹15.3 crore
- Budget Allocation:**
  - Projected Expenses:** ₹50 crore (marketing, pilot support).

#### Full Deployment (9-12 Months)



- Product Launch:**
  - Enable full access to 2 million users.
  - Increase loan disbursement target to ₹1,000 crore in the first year.
- Marketing:**
  - Launch digital marketing campaigns (target audience: 2.5 million users).
  - Offer early adopter promotions (e.g., 0.5% discount on processing fees).
- Scalability Enhancements:**
  - Scale infrastructure for peak traffic.
  - Automate credit scoring and fraud detection.
- Revenue Generation:**
  - Interest Revenue:** ₹1,000 crore × 12% = ₹120 crore.
    - App share (30% of interest): ₹120 crore × 30% = ₹36 crore.
  - Processing Fee:** ₹1,000 crore × 1.5% = ₹15 crore.
- Total Annual Revenue (Year 1): ₹51 crore**
- Budget Allocation:**
  - Projected Expenses:** ₹100 crore (scaling infrastructure, marketing).

## Deliverables

### Partnership agreements and compliance approvals.

## KPIs

- Partnership closures with 2-3 major banks or NBFCs.
- Regulatory approval within 3 months.

- Successful internal testing (error rate <5%).
- Partner API uptime >99.5%.
- Loan application response time <5 seconds.

### Launch of Minimum Viable Product (MVP). Testing reports and system readiness.

### Fully functioning loan platform. User feedback reports.

- Loan disbursement volume (₹300 crore).
- Repeat borrowing rate (target: 30%).
- Default rate (target: <5%).

### Full-scale product launch and marketing campaign.

- Loan disbursement volume: ₹1,000 crore.
- Active borrowers: 300,000 users.
- Processing fee revenue: ₹15 crore.
- Interest income: ₹36 crore.
- Loan approval rate >70%.

# Go-to-Market (GTM) Strategy

## Target Market & Segmentation

1

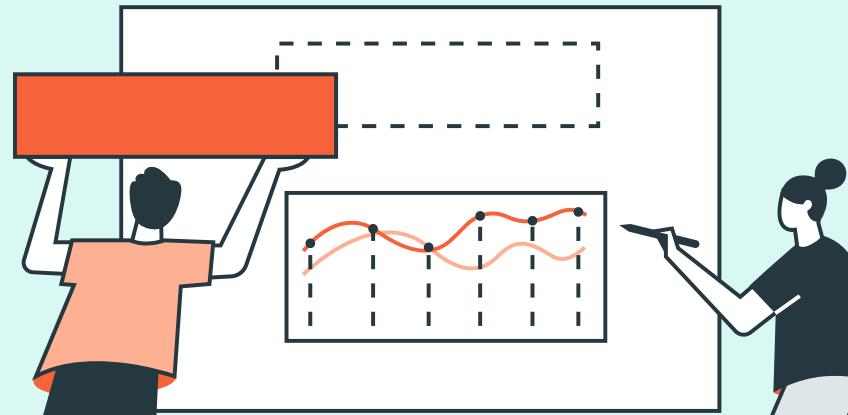
### Target Market:

#### Primary Audience:

- Young professionals (age 25-40) looking for personal loans, credit lines, or home loans.
- Middle-income groups with a need for short-term financial assistance and flexible repayment options.
- Investors using INDmoney for investments, who can use the loan to boost their investment capabilities.

### Segmentation:

- Income Level:** Middle to upper-middle-class individuals with moderate to good credit scores.
- Geographic Target:** Focus on urban areas (Tier 1 and Tier 2 cities) where financial apps and digital lending are more widely accepted.
- Behavioral Segmentation:**
  - Users who actively track their finances and investments on INDmoney.
  - Existing users who might need loans for investments, education, or emergency needs.



## Key Features to Promote in the GTM Strategy

2

### Seamless Integration:

- The lending product will be integrated into the INDmoney app to allow users to apply for loans, check their eligibility, and manage repayments all in one place.

### Personalized Loan Offers:

- Leverage user financial data (investment patterns, credit score, expenses) to offer tailored loan solutions at competitive rates.

### Flexible Repayment Options:

- Multiple repayment options with flexible tenures (EMIs), auto-debit features, and early repayment benefits.

### Low Processing Fees & Transparent Terms:

- Highlighting no hidden charges and low processing fees (1.5% per loan).

### D. Online Advertising & Affiliate Marketing:

- Utilize targeted ads on financial news platforms and personal finance blogs.
- Work with affiliate marketers who can generate leads through custom landing pages and referral links.

## Marketing Channels & Campaigns

3

### A. Digital Marketing Campaigns

#### Search Engine Optimization (SEO) and SEM:

- Run paid search campaigns (Google Ads, Bing Ads) targeted at keywords like "best personal loans", "instant credit line", and "easy loans".

#### Social Media Marketing:

- Platform: Facebook, Instagram, LinkedIn, and Twitter for targeted ads.
- Campaign Idea: "Take control of your finances with an instant loan from INDmoney" featuring real-life success stories from beta testers and influencers.

#### Content Marketing:

- Publish educational articles and blogs on loan management, personal finance tips, and how users can benefit from the new product.
- Use video tutorials and webinars explaining how the loan process works in INDmoney.

### B. Referral Program:

- Goal: Leverage current users to acquire new ones.
- Incentive: Provide users with a referral bonus (e.g., ₹500) when their friends or family sign up for a loan. Offer reduced interest rates or waived processing fees for both the referrer and the referred.

### C. Influencer & Financial Expert Partnerships:

- Collaborate with financial influencers, bloggers, and YouTube content creators to promote the product.
- They will review the product and share their experiences on social media or videos, offering a discount code for followers.

# Go-to-Market (GTM) Strategy

## Partnerships & Collaborations

4

### A. Banking & NBFC Partners:

- Leverage relationships with banks and NBFCs for co-lending and to generate trust among users.
- Use their platforms to reach potential customers who might not be active on digital lending apps.

### B. E-Commerce & Retail Partnerships:

- Tie-ups with retailers and online marketplaces for offering loans specifically for purchases.
- Example: "Get financing for your gadgets, home appliances, and more through INDmoney."

### C. Insurance & Investment Cross-Selling:

- Offer bundled products: For example, a loan + insurance package where users can avail of an insurance cover alongside a loan product at discounted rates.



## Education & User Awareness

5

### A. Financial Education Initiatives:

- Launch educational webinars, YouTube videos, and Instagram stories to educate users about responsible borrowing, managing EMIs, and the loan application process.

### B. In-App Notifications & Push Alerts:

- Send targeted in-app messages or push notifications to users highlighting the loan feature, eligibility, and benefits.
- Example: "You are eligible for a ₹1,00,000 loan. Apply now and get instant approval!"

### C. Loan Calculator & Pre-Qualification Tool

- Provide an easy-to-use loan calculator within the app, allowing users to check loan eligibility, calculate monthly payments, and understand the impact on their finances.
- Provide instant pre-qualification tools based on the user's financial data stored in the app.



## Key Metrics to Track Success

6

### Loan Application Volume:

- Target: 300,000 applications in the first 6 months post-launch.

### Loan Disbursement Volume:

- Target: ₹1,000 crore in loan disbursements by the end of the first year.

### Customer Acquisition Cost (CAC):

- Measure the total marketing spend divided by the number of new users acquired.

### Conversion Rate from Application to Loan Approval:

- Target: 70%+ loan approval rate

### Repeat Borrowing Rate:

- Target: 30%-40% of users who borrow again within 12 months.

### Loan Default Rate:

- Target: Keep the default rate below 5% through effective risk management.

# Challenges & Mitigation Strategies

<u>Risk Category</u>		<u>Mitigation Strategy</u>		<u>Key Performance Indicator</u>
Regulatory Compliance	Non-compliance with financial regulations	Continuous legal monitoring, Compliance audits, Regulatory approval		Regulatory approval, Audit completion
Data Privacy & Security	Data breaches, unauthorized data access, violation of privacy laws	Use AES-256 encryption, Regular security audits, Two-factor authentication, Data minimization		Encryption success rate, Security audit pass rate, Fraud incidents
Loan Default & Credit Risk	High loan defaults, inaccurate credit scoring models	Risk-based pricing, Improved credit scoring algorithms, Collateral-backed loans, Automated loan monitoring		Default rate <5%, Loan recovery rate
Customer Acquisition & Retention	High customer acquisition costs, poor retention rates	Referral programs, Data analytics for targeted marketing, Loyalty programs, Personalized financial tools		Customer acquisition cost (CAC), Repeat borrowing rate
Operational Challenges	Scaling issues with increasing users and transactions	Cloud infrastructure, Performance optimization, Load testing		Platform uptime, Transaction speed

# Thank You

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The Product Perspective  
(KRITI'25)