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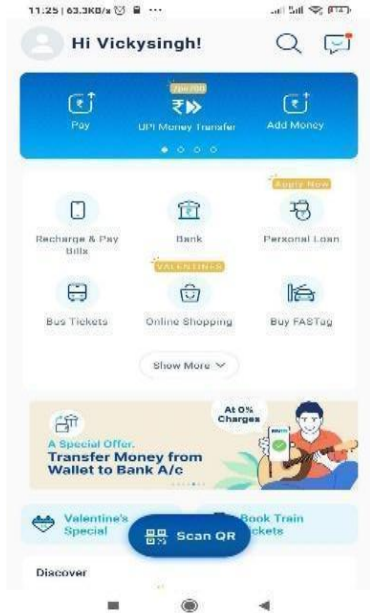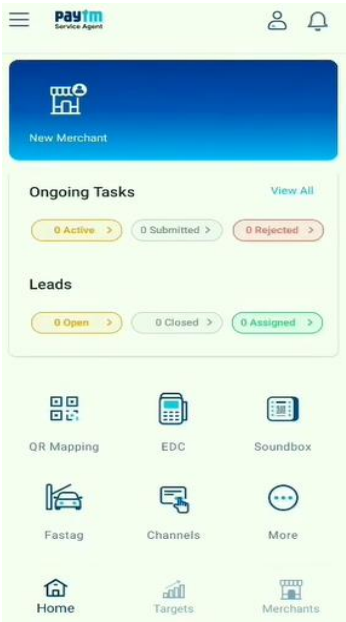
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PAYTM

"Paytm Karo"

Abstract

A study about Paytm a successful Fintech in India expanding exponentially with its smart features and a unique marketing model.

INTRODUCTION:

Paytm abbreviation as Pay through mobile is an Indian e-commerce payment system and financial technology company, based in Noida, Uttar Pradesh, India. Paytm is currently available in 11 Indian languages and offers online use-cases like mobile recharges, utility bill payments, travel, movies, and events bookings as well as in-store payments at grocery stores, fruits and vegetable shops, restaurants, parking, tolls, pharmacies and educational institutions with the Paytm QR code. Paytm has different Apps for customers, merchants and Paytm Agent.

Paytm Dashboard for customers:	Paytm Dashboard for Business:	Paytm Dashboard for Agent:

STORY OF PAYTM:

Launched in 2010 by One97 Communications Limited, Vijay Shekhar Sharma's brainchild, Paytm (earlier written as PayTM) began its journey as a recharge and bill payment platform which made its way into the e-commerce market in the year 2014. Extending continuous 24*7 care to the users, building trust, promising happiness and assuring them immediate money refund against any issue, the company over the years explored both the possible and impossible in the field of e-commerce and evolved as an e-wallet, a mall, a destination to book hotels, movie tickets, train, flight and bus tickets, alongside being a payment destination offering ease of quick utility bill payment, insurance, loan & education fee payment. In other words, it arranges for ease of payment on almost all possible needs of daily life ranging from daily/monthly essentials, utilities (electricity bill, metro card, gas, and water), entertainment, travel, mobile recharge, electronic gadgets, appliances, fashion and many more.

Paytm short for 'Pay Through Mobile' is an Indian electronic payment and e-commerce brand based out of Delhi NCR founded by Vijay Shekhar Sharma, the man who was ranked 18th by India Today in India's 50 Powerful People. He acquired 1567 rank in the World Billionaire's List by Forbes in the year 2017 becoming India's youngest man to be featured on the list. Being the pioneer of an idea that was once audacious, a believer in challenging the unknown, made the internet his playground and started experimenting with the three basics of internet: (i) content, (ii) advertising and (iii)commerce. His dedication towards eliminating plastic money and intelligent use of

innovative marketing strategies made Paytm reach where it is today. Paytm today is almost a verb now, synonymous with Digital Payments, and is also one of the defining pillars of the country's growth story. Paytm was the biggest beneficiary of Prime Minister Shri Narendra Modi's surprise demonetisation in the year 2016 and with over 200 million users, Paytm so far has the deepest penetration in India. The founder believes and lives by the mantra "Go Big or Go Home" which is also seen encrypted on the wall of the Noida Head Office.

Paytm launched Paytm wallet in the year 2014 as a digital tool to either transfer funds or to purchase something in its store, followed by recharge and other payment options. During March 2017 Paytm introduced an insurance cover, at no additional cost, to protect its users' wallet balance, against any fraudulent use. The company will insure all its customers up to a limit of ₹20,000 or their wallet balance, whichever is lower and with the cover, any amount lost due to fraudulent transactions as a result of theft, burglary, loss of device or unauthorised access of a user's Paytm wallet will now be refunded. This insurance came as a big relief to Paytm customers and merchants.

Paytm rolled out its payment services facility for offline merchants in 2015. Within a short span, it signed up almost 850,000 offline entities revolutionizing the digital payment system in the country. It received its biggest boost in November 2016 following the demonetisation fiasco. On November 14th, 2016, Paytm claimed to have registered a record of 5 million transactions a day and on 12th and 13th November, 2016 a 1000percent growth in the money added to Paytm Wallets.

Owing to the anticipated rise of online grocery shopping during 2018-19, Paytm made the necessary move by launching 'Paytm Zip', an e-grocery app to connect grocers with users in the year 2015. With people becoming comfortable buying even milk and bread online, industry spectators believe it has become bigger than electronics and fashion (the categories that currently dominate online purchases).

Paytm spread out its wings further to explore the e-commerce market by launching 'Paytm Mall', a shopping destination for its users, winning inspiration from the model of China's largest business-to-consumer (B2C) retail platform, TMall . This application aims to offer its users a combined benefit of malls and bazaar as sellers. In order to use the platform and qualify for selling at Paytm Mall, merchants/sellers must adhere to strict guidelines and suffice the company specified qualification criteria. To guarantee consumer trust, all products listed on the mall go through Paytm-certified warehouse and shipping channels. Following a similar strategy, as pursued by Alibaba's Tall platform in China, the company recently launched an online-to-offline (O2O) commerce platform based on QR codes for organised retail players, small merchants and brands to go online enabling them to showcase their catalogue to prospective customers. For ease of business, the O2O strategy is applicable for orders within a specific city so that logistics can be directly managed by the company's logistics partners or the merchants where the sellers will pay a fixed fee like that of online sellers on the Paytm marketplace. As of now, the feature focuses on merchants and brands dealing in mobiles, electrical appliances, fashion segments, and packaged fast moving consumer goods. Paytm gives the opportunity to Bargain and Shop. Like a local bazaar, before buying a product, customers can directly communicate with the seller and bargain to get a reduced price or heavy discount on the product. The application provides real "over the counter" human shopping experience using a text messenger.

In 2015, One97 Communications, acquired the title sponsorship rights for India's domestic and international cricket matches at home for a period of four years with a bid price of INR 203.28 crores.

Paytm Payments Bank

In 2015, Reserve Bank of India (RBI) awarded 'in-principle' approval to Vijay Shekhar Sharma to set up a Payments Bank which in January 2017 was given the final approval. The company declared to begin its operations from May 23, 2017 with Renu Satti as the CEO of the Paytm Payments Bank. According to the RBI's guidelines, payments banks can accept deposits of up to 1 lakh from each individual customer and issue services such as ATM cards, net banking and non-risk financial products such as mutual fund and insurance. Payments banks, however, are not eligible to offer loans or credit cards. During 2016, Paytm separated its wallet business from the horizontal e-commerce portal and they are named as Paytm Payments Bank and Paytm E-Commerce Pvt Ltd. respectively. 51 percent Paytm Payments Bank Limited (PPBL) is owned by Vijay Shekhar Sharma & 49 percent ownership is owned by One97 Communications Ltd.

Paytm Digital Gold

 A footstep towards Gold Bank Account Paytm launched Digital Gold in collaboration with accredited refinery MMTC-PAMP, which allows users to buy, sell and even store gold at no additional cost or transaction fee, barring a small amount that buyers pay as making and delivery charge. Paytm allows users to buy gold for as little as INR 1. Paytm aims to build a Gold Bank account, which will allow users not only to buy gold, and store it in digital form, but also to use the gold to buy other services on Paytm - from recharging to pay utility bills, or book movie tickets to buy shoes and clothes from Paytm Mall. Therefore, this Digital Gold is a footstep towards the main objective of building the Gold Bank Account. This initiative will increase the liquidity of gold that usually lies in the locker or staked away in form of jewellery, rarely taken out, except for some occasions. Sharma wants gold lovers to use gold as digital cash, use it for transactions even if it is for very small denominations. However, Sharma's strategy doesn't get limited here as once Paytm accumulates enough gold, which will be stored with MMTC, Paytm and MMTC aims to connect the buyer and the jeweller which will in a way be a win-win situation for three parties-Jeweller, Paytm and MMTC. According to the World Gold Council, Indians hold more than 24,000 tonnes of gold worth $900 billion as per the World Gold Council estimates.

The company launched two new wealth management products - Paytm Gold Savings Plan and Gold Gifting to simplify long-term savings.

In January 2018, Paytm entered a joint venture with Alibaba Group-owned gaming company AGTech Holdings to launch Gamepind, a mobile gaming platform. Gamepind was later rebranded as Paytm First Games in June 2019.

In March 2018, Paytm Money was setup with an investment of ₹9 crore to bring investment and wealth management products for Indians.

In March 2019, Paytm launched a subscription-based loyalty program called Paytm First.

In May 2019, Paytm partnered with Citibank to launch Paytm First credit card

In July 2020, Tata Starbucks partnered with Paytm allowing its customers to order food online during a coronavirus (COVID-19) pandemic.

FUNDING IN PAYTM:
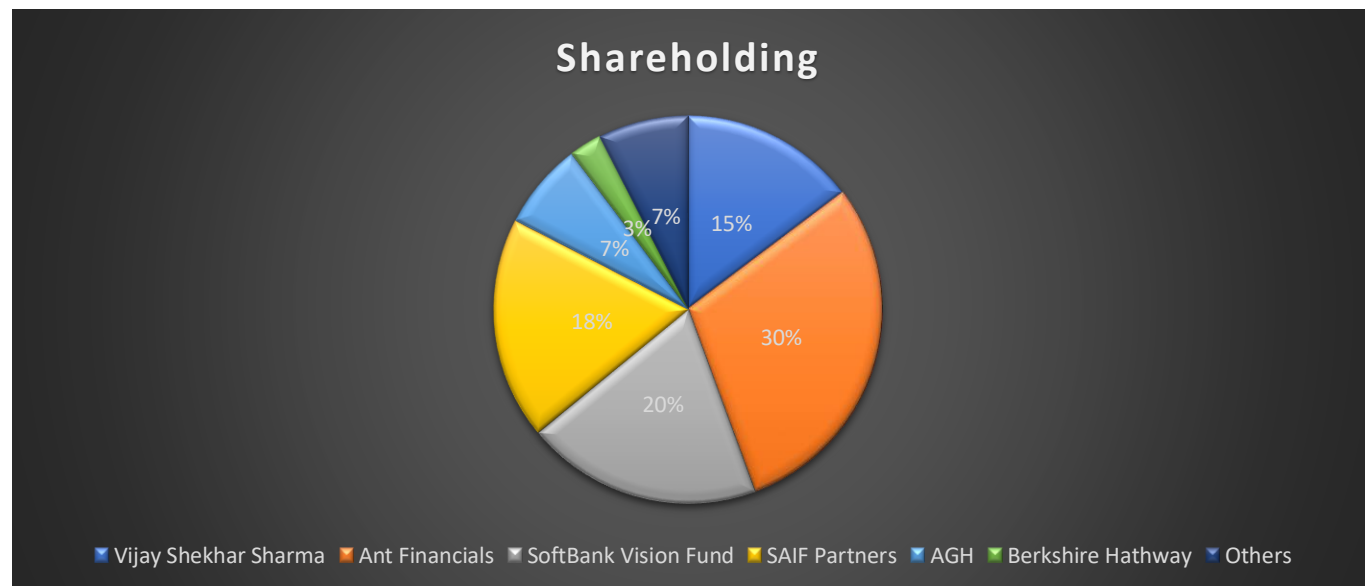
In 2007, Paytm's parent One97 Communications Ltd. got its first institutional investor, venture capital firm SAIF Partners.

In March 2015, Paytm received its funding from Chinese e-commerce company Alibaba Group based in Hangzhou, China , after Ant Financial Services Group, an Alibaba Group affiliate, took 25% stake in One97 as part of a strategic agreement. Soon after, it received backing from Ratan Tata, the MD of Tata sons.

It subsequently launched a 'Paytm for Business' app in 10 regional languages of India, allowing these merchants to track their payments and day-to-day settlements conveniently. In August 2015, the Reserve Bank of India granted 'in-principle' approval for Payments Bank to Paytm. In 2017, the company launched the Paytm Payments Bank with the aim to bring banking and financial services access to half-a-billion un-served and under-served Indians.

The same year, Paytm launched an app for Canadian mobile phone, cable, Internet, electricity and water bill payments. In 2018, it set up Paytm Money to build investment and wealth management offerings for its users. This business was expected to bring direct mutual funds and money-market funds to the Indian masses. In August 2016, Paytm raised funding from Mountain Capital, one of Taiwan-based MediaTek's investment funds at a valuation of over $5 billion.

In May 2017, Paytm received its biggest round of funding by a single investor – SoftBank which also has a large stake in Alibaba, thus bringing the company's valuation to an estimated $10 billion. In August 2018, Berkshire Hathaway invested $356 million for 3%- 4% stake in Paytm, although Berkshire Hathaway confirmed that Buffett was not involved in the transaction.

MAJOR INVESTORS IN PAYTM:

- The major investors in Paytm includes:
- Ant financial known as Alipay,
- Alibaba groups,
- Tata groups,
- SAIF partners,
- Silicon Valley Bank and
- Sapphire venture (Bailey & Chakravarty 2015).
- In March 2015, Paytm received an investment of US$ 575 million from Alibaba group a famous Chinese e-commerce company. Similarly, Indian industrialist Ratan Tata too made a huge personal investment in it. Furthermore, Paytm has also started working on Alibaba's financial services model which helps sellers and consumers to borrow small loans on their debit cards from the ecommerce firm.

MAJOR SOURCE OF REVENUE:

- Paytm's revenues are generated from multiple sources. This includes:
- Interest (ranging 4-6%) received from escrow account maintained in a nationalized bank,
- Advertisements on its websites,
- Commission from utility payments and recharges,
- Commission of 2% for transferring money from merchant e-wallets to their bank accounts.
- Commission of 2% adding money from Credit card to e-wallets.
- Commission of 4% transferring money from Credit card to Bank accounts.
- The total revenue during 2015-16 was 3360 million which was higher than 2100 million in the

previous year. However, in 2015-16 it showed a loss of 3370 million.

Revenue Model of Paytm: A Revenue model is a framework for generating revenues. It identifies which revenue source to pursue, what value to offer, how to price the value and who pays for the value. Paytm Revenue model is divided into:

- **Advertising Revenue Model:** In this model Paytm allows sellers to show their advertisements on Paytm websites and charges some amount for their advertisement.
- **Subscription Model:** In this, Paytm allows different sellers to list their products on their websites and charges some annual subscription fees from the seller which generates revenue.
- **Advance Payment Model:** In this model, Paytm receives the interest on the payment of the customer until they do not transfer the money in the seller account.
- **Commission Revenue Model:** Through this model, Paytm charges commission from the seller for their listed product in Paytm websites.

PAYTM MARKETING STRATEGIES:

Marketing Mix of Paytm analyses the brand/company which covers 7Ps (Product, Price, Place, Promotion, People, Process and Physical evidence) and explains the Paytm marketing strategy.
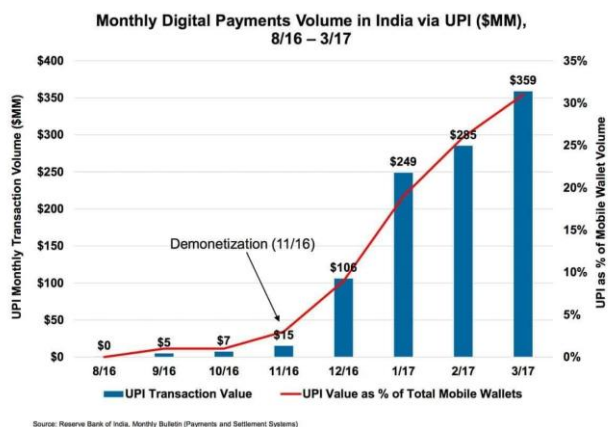
Marketing Mix

Marketing Mix	About
Product	Paytm is a leading online payment company and an ecommerce portal based out of India. Paytm offers various products & services in its marketing mix like e wallet, online shopping etc. The name Paytm is a short form for pay through mobile. Customers can access the portal on computers and apps on their smartphones for making online payments like mobile recharge, bills, shopping etc
Price	Paytm is a free to use service as it is a medium through which customers can make payments for the other services which they avail. The foundation of payment was because of series of investments they received. Indian business tycoon had invested in Paytm as a personal investment in the brand.
Place	Paytm, like any other app or website, is accessible everywhere through a smartphone or laptop having internet connectivity. The Paytm office is headquartered in Noida, India. The service is currently serving the Indian consumers and is available throughout the country for making payments and shopping.
Promotion	Paytm has been aggressively advertising itself as a part of its marketing mix. Ad campaigns of Paytm are being showcased through TV commercials, online ad banners, billboards, print media like newspapers, magazines etc. These have enabled Paytm to become a household name, with a catchy phrase of "Paytm karo".

People	Paytm, being a service brand, gives importance to its people i.e. its customers as well as its employees. More than 13000 people are employed with Paytm as a part of its strong people strategy in its marketing mix.
Process	Paytm has several business interfaces and customer friendly processes for the ease of doing transactions.
Physical Evidence	Paytm's physical evidence is the presence of the brand with customers and merchants. The app installed in smartphones is the biggest physical evidence for Paytm as the app interface is the most critical moment of truth for the customer for making payments and vendor for receiving the payments.

Initiatives

Paytm received around 4,00,000 orders per day which is the second highest number of Internet transactions in the country after IRCTC. However, with intense competition prevailing in the e-commerce market where competitors with huge funding are playing a last-man-standing game, a niche player like Paytm has to try use marketing strategies as innovatively and intelligently as possible in order to position itself as a brand based on consumer insight, differentiate itself from the plethora of e-commerce players and sustain in the congested e-commerce market. Recently, the company started 23 setting up awareness camps in every district to help the country go cashless. The Paytm team started conducting sessions and workshops across schools, colleges, village panchayats and trade bodies to

serve the dual purpose of informing customers about the benefits of digital payments and tap into the widest set of merchants across the country.

Monthly Digital Payments Volume in India via UPI ($MM), 8/16 – 3/17

AN ANALYSIS OF PAYTM'S MARKETING STRATEGY DURING DEMONETISATION

Paytm suffered huge losses amounting to about INR 1,549 for the financial year 2015-16 compared to INR 372 crore in the previous financial year. However, November 8, 2016 changed the fate of Paytm as demonetization came into effect. Paytm may not have come up with an 'out of the box solution' in particular but they were quick to respond to this exigency within few minutes of the announcement

being made public. Some of the notable initiatives taken up by Paytm during demonetization have been discussed:

Twitter campaigns assuring a fitting solution to the cash crunch problem:
With ATMs running out of cash and the lead time being too long for the new denomination currency notes of INR 2000 to reach the ATMs, there was immense panic as to the long waiting lines at the banks and the useless 500- and 1000-rupee notes in hand. As a solution to this, *Paytm* came up with a series of tweets; one being *"We have got two words for you: Paytm Karo"* followed by the other **"Ab ATM nahin Paytm Karo"** which were retweeted several times to ensure a wide reach and educate individuals about going cashless.

Aggressive advertising across print media
November 9, 2016, the very next day of the announcement going public, *Paytm* came up with full page ads in every leading newspaper of the country advocating their support in favour of Modiji's bold move aimed at transforming the nation into a cashless economy. Their ad campaigns were supported by a trendy hashtag saying *#Ab ATM nai Paytm Karo* !

Targeting the non-internet user base:
Paytm could sense that in India internet connectivity is quite an issue and hence emerged the campaign "Every *Indian, with or without internet #PaytmKaro".* Non-internet users were provided with an option to make a missed call to a given toll free number in the ad to process their transactions in a hassle-free manner in just three steps. The purpose was to reach every corner of the nation; rich or poor, urban or rural, with or without a smart phone.

Addressing day-to-day problems faced during the cash crisis:
It was quite impractical and tough to transact in INR 2000 denominations for daily needs items. To address this issue, *Paytm* came up with a television commercial **"Chutte Ki Chinta mat Karo, Paytm Karo"** depicting how people were in a cash-strapped situation finding it difficult to purchase their daily groceries and making other miscellaneous payments. The advertisement convinced the consumers that *Paytm* would relieve them of this hassle by making direct money transfer possible through their respective *Paytm* accounts. Another campaign **"Shadi ka shagun cash nai, Paytm karo"** gained popularity as demonetization was declared during the wedding season .

The QR Code Scanner facility at the bottom of the pyramid:

Payment companies blanketing India with QR codes
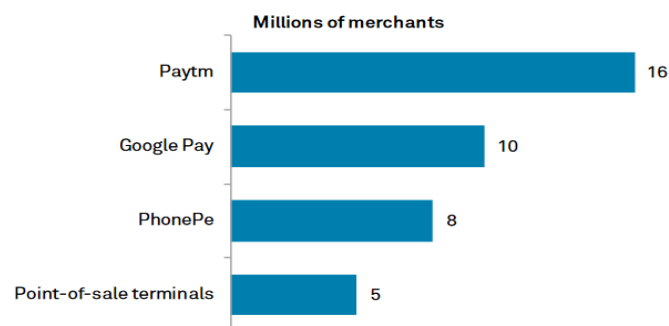
On account of its massive advertising campaigns, *Paytm* became very popular among small merchants as well. The method of registering themselves and conducting transactions was quite simple. One could find **Puchkawalas, Chaiwalas, Paanwalas and the local *kirana* stores** employing this mode of transacting money. You would just have to scan the unique QR code offered to each retailer for making a payment successful or you could transfer to

the registered *Paytm* number instead. On the back of demonetization one could find a 300 percent growth at offline retail stores in just 6 days.

Tie-ups with big names:
Some of the big names were Uber, Bookmyshow, Dominos, Jabong and many more. *Paytm* partnered with IRCTC as well. Consumers preferred *Paytm* over card payments as it offered coupon discounts and cashbacks. With a strong base of 60 million wallet users and partnering up with major companies *Paytm* gained a winning edge over its competitors during the cash crisis.

Choice of media:
Paytm used a mix of major media vehicles like TV, radio, digital and print media for their mass campaigns. Social media was the first and most influential platform for *Paytm* for immediate outreach. Paytm released campaigns in 11 different regional languages during this period.

Enormous advertising budget:
Paytm shot up its advertising budget by 300 percent (50 crore a month) during November 2017. About INR 600 crore was only set aside for advertisement expenditure for the financial year 2016-17 for customer acquisition. *Paytm* was the most aggressive amongst all its competitors trying to skim the cream as early as possible. Since the first day of demonetization, about 60000 users (a 700 percent
increase in overall traffic) registered with the app every day. The amount of money transferred to *Paytm* wallets increased by 1000 percent in just two days. All this indicates that the string of marketing campaigns undertaken by *Paytm* were quite a success.

PAYTM COMPARATIVE:

India's digital payments industry is a $200 billion market that has been increasingly gaining world's attention. According to Credit Suisse, the market is expected to grow fivefold and reach $1 trillion by 2023. First mover, Alibaba-backed Paytm is the leader in the industry with a total of 350 million users, however it is facing threats from Walmart's payments venture PhonePe, WhatsApp Pay, and Google Pay, which leads in the payments via new UPI technology. As competitors are looking for different strategies to start making profits and secure market share, the competition is getting only fiercer.

Major Competitors in the Market:

1) **Freecharge**
2) **Mobikwik**
3) **Google pay**
4) **Amazon pay**
5) **Phone pay**
6) **Airtel Bank**
7) **Jio Money**
8) **Ola Money**
9) **RazorPay**
10) **MI Pay**
11) **Samsung Pay**
12) **Apply Pay**
13) **BHIM**
14) **PayPal**
15) **Alipay**

Total Market Shares and Monthly Active users :

Monthly active user base (millions)
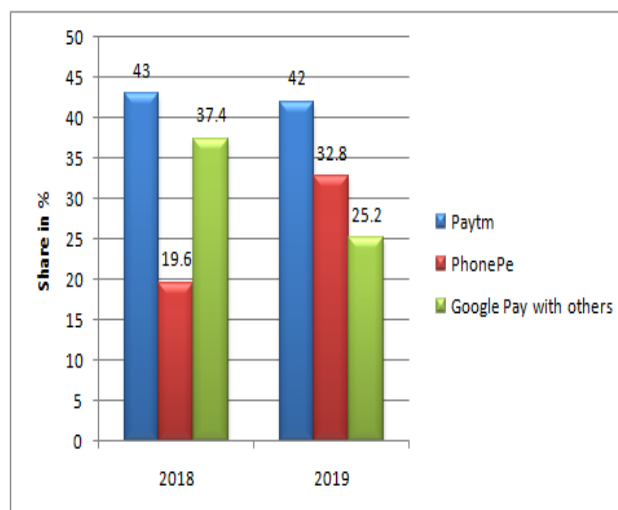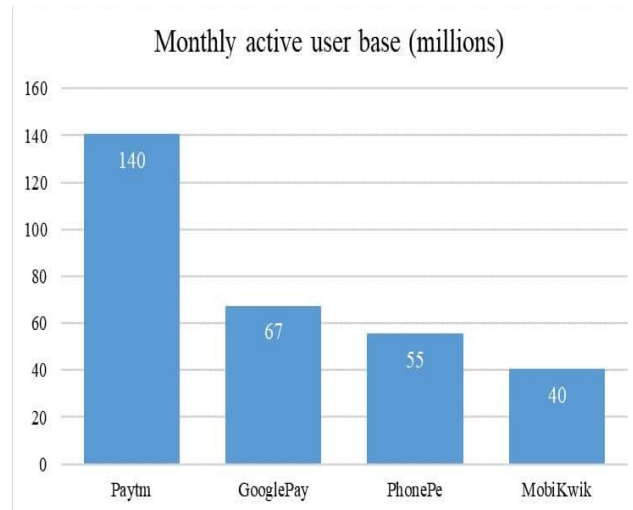
PAYTM Vs FREECHARGE Vs MOBIKWIK

The Reserve Bank of India (RBI) has reported a shooting growth of digital payment companies like Paytm, Mobiwik & FreeCharge invigorated by demonetization witnessing PPI payments worth a whopping INR 13 billion in value across 59 million transactions in November 2016. To pave its way to marketing success, it was necessary for Paytm to stand strong amid the pressing challenge imposed by the demonetizations drive. With competitors waiting for the right opportunity to take the leap, Paytm was quick enough to gain the first-mover advantage in this regard. So, what is it that Paytm managed to do what m-wallet players like FreeCharge and Mobiwik couldn't? Paytm was heavily rewarded with immediate growth post demonetization owing to a 300 percent rise in app downloads, a growth of about 6 times in the number of transactions per user per week over a three-week period and posted 1000 percent growth in money added to its m-wallet. Paytm has registered over 5 million users with a total user base of 150 million since demonetization was announced on November 8, 2017. The government's support for digital wallets has given impetus to these m-wallet players to a large extent. Similarly, Mobiwik released in a statement on November 22, 2016 reflecting a 40 percent growth in app downloads. Currently, Mobiwik has over 35 million registered customers. Mobiwik's target for its total value of transactions increased by 10 times to $10 billion for 2017. So far as FreeCharge was concerned, the Snapdeal owned m-wallet giant revealed that they are getting a new
merchant every 30 seconds and aims to reach over 1 million merchants over a period of 12 months. It can be found from the above data that all of these three major m-wallet competitors, i.e., Paytm, Freecharge and Mobiwik have seen a remarkable growth in their total value but somehow Paytm has managed to be the leading player in the market not only because of its aggressive advertising campaigns at the nick of time but also the attractive offers that came as part and parcel of its promotional campaigns.

PAYTM CUSTOMERS:

Paytm customers can pay, receive and shop with just a smartphone at zero extra cost. Users can simply scan the recipient's QR code or enter their mobile number in the 'Pay' option in the Paytm app to instantly pay virtually anyone with a smartphone and the Paytm app. Accepting money using Paytm is easy. You are not required to open an account with Paytm Payments Bank to use the wallet.

It started with mobile recharge and utility bill payments and today it has become a full marketplace and has around 100 million registered users.

Features:

- Merchant Payment
- Fund Transfer
- Mobile Recharge
- Bill Payment
- Digital Gold
- Financial Investment
- Movie Tickets
- Travel Tickets
- Payment Bank
- Play Games
- Paytm History
- Credit card to Account Transfer
- Paytm Mall (online shopping)
- Paytm chat (for chatting with people)
- Personal Loan
- Credit cards
- Free credit score
- Insurance (All Types of Insurance)
- Online shopping with nearest stores
- FasTag for Toll Tax payment
- Order Food
- Searching free Wi-Fi nearby
- E news Papers & Popular Magazine.

PAYTM MERCHANTS (PAYTM FOR BUSINESS):

Paytm for Business is an app to help you to start accepting payments digitally and instantly view you transactions without the need to wait for a confirmation SMS or e-mail. The app also allows you to check the details of every transaction, download daily or weekly reports and gain access to critical information like estimated time of bank settlement, among other things.

Features:

- Payments Tab: Using the payments tab feature, you can easily track payments received and even download statements.
- Settlements: Instant Settlement feature allows you to manually transfer money to your bank accounts at any point of time.
- Request Payment: Request payment with payment link to Customer
- Khata Entry (Ledger): Manage books by helping them track the money owed to them through the means of digital Ledger.
- GST Invoice: You can see all Tax Invoice.
- Reports
- Payment Report: You can view your Payment received date wise.
- Refund Report: You can view your Refund amount initiated.
- Settlement Report: You can view the Settled payment amount and pending for settlement amount.
- Khata Report: You can view the pending payment and received payment of all customers in one report daily, monthly, quarterly and yearly basis.

PAYTM AGENT:

Paytm provides an earning opportunity by creating a Service agent, the agent will have an option of: On-boarding shopkeepers for Paytm by placing a QR code at their shop.

Below are the means in which a service agent in Paytm can earn a revenue:

- Activate Paytm All – In – One QR Code
- Sell Paytm QR Sound Box
- Sell Paytm EDC Card Machine
- Bus Ticket Booking: 5%
- Utility Bill Payment: Earn & Keep
- Flight Booking: 2%*
- Recharge: 0.20%
- Movies & Event Booking: 2%*
- Hotel Booking: 10
- New UPI User – Rs.10 Per User

SWOT ANALYSIS OF PAYTM:

In addition to the portal the company also owns the Paytm payment gateway and the Paytm Wallet. Paytm achieved a major landmark by securing funding from the Chinese e-commerce kingpin Alibaba after it raised over $625 million at a valuation of $1.5 billion. Currently, Alibaba Group holds the highest stakes in the owner company of Paytm, One97 Communication.

Strengths: Strengths are defined as what each business does best in its gamut of operations which can give it an upper hand over its competitors. The following are the strengths of Paytm:

- **First mover advantage**: Paytm was the first online payment company to set up operations in India. Their timing was perfect since they started operations at around the same time when smartphones started becoming popular.
- **Convenience options**: Paytm is an epitome of convenience since it is operational round the clock and facilitates easy payment or transfer of funds anytime, anywhere. This makes it increasingly accepted by an urban population who rely on online shopping for even daily use items.
- **Tie-ups with merchants**: Paytm can be used to transact with more than 3 million merchants across India and the number is said to be growing every day. This makes Paytm an easy shopping option for most customers irrespective of their economic background or education.
- **Bucket of services:** Most of what one desires to do online can be done through Paytm. In addition to the Paytm Wallet, today the brand has online reservation facilities, online retail, and online recharge and there is also no need to go through payment gateways of you are using Paytm.
- **Offers:** Paytm has been able to grab and hold the attention of customers primarily because of the never-ending offer stream it has been announcing. These are custom designed with the Indian mindset in the frame and thus works like magic for zooming sales.

Weaknesses: Weaknesses are used to refer to areas where the business or the brand needs improvement. Some of the key weaknesses of Paytm are:

- **Need for IT infrastructure**: If Paytm functions have to be robust there has to be good bandwidth and speed. This may be there in most cities in India but may not be the case in remote locations or even tier 2 towns.
- **Lack of awareness amongst users:** Most users are unaware of what Paytm can do for them and confused about how the app needs to be used. The level of awareness of technology tools and the inherent fear of making erroneous transactions is making things worse.
- **Fear of going cashless:** Most Indians are used to transacting via cash and are yet to get used to cashless transactions. However, with digitization and demonetization, things are expected to pick up and this will help online wallet services.
- **Poor customer care:** One criticism leveled against Paytm is its poor customer service. The app and the portal cater to a wide variety of customers whose concerns may be minor.It is alleged that the call center executives are often rude and unable to handle many of the queries,

Opportunities: Opportunities refer to those avenues in the environment that surrounds the business on which it can capitalize to increase its returns. Some of the opportunities include:

- **Growing demand for aggregators**: Aggregators and middlemen are in demand everywhere today. With growing technology usage people prefer to make most payments from the convenience of their homes. This has increased the role of payment aggregators in India.
- **Demonetisation:** One of the services that benefited heavily from the Indian government's demonetization drive was online payment services and Paytm was one of the biggest beneficiaries. In a move to digitize the country, such services will have more opportunities coming their way.
- **The surge in the number of working professionals:** The number of working professionals are increasing profusely. This means that for most couple's time is scarce making them rely more on home delivery services for their sustenance. When the demand for online shopping increases there will be a corresponding increase in the payment portals as well.

Threats: Threats are those factors in the environment which can be detrimental to the growth of the business. Some of the threats include:

- **Competition:** With lowered barriers to entry, every new entrepreneur is looking at aggregating services. There are a lot of online portals like Paycharge, mobikwik etc and even telecom service providers like Airtel and Vodafone are providing online payment gateways.
- **Growing concerns about safety:** Today there is negative imagery of information security and tracking of shopping habits. There are also growing concerns about how safe the information submitted to payment portals are and the level to which such portals or payments made through them are monitored.

POSSIBLE PAYTM DIVERSIFICATION:
- Paytm can start targeting the global market.
- Paytm can start concentrating on trading on sophisticated trading like the global stock market.
- Paytm unlike TransferWise can provide a gateway to enable conversion of money globally and also for the ease transaction can enable Paytm credit, debit and other visa cards.
- Paytm with the help of the government of India can be a service provider to the metro card recharges and ticket transactions.
- The Paytm Payment Bank was launched in May 2017. A 5-member board committee has been formed to expand the physical presence of the Payment Banks.
- Paytm is also planning to give WhatsApp a run for their money by launching a chat app with more sophisticated features. Paytm acquired Shifu and Near.in to improve and strengthen its offline and online platform and enhance customer experience.

CONCLUSION:

Paytm is a growing enterprise that has made its mark in the Indian financial and service sector. The fact that it went from a start-up company to a gigantic company at a fast pace underscores the success of India's capitalist system and how innovation is being utilized appropriately in the country. Paytm has an opportunity to capture maximum population. Due to several innovative initiatives, Paytm has witnessed a tremendous growth. Paytm has been ranked the 5th best fintech company globally in the payment's category with 100 million digital wallet users. Paytm had also said it plans to invest around ₹10,000 crore (USD 1.4 billion) over the next three years to expand financial services. The last round of fundraising had valued the company at about USD 16 billion. Going forward with the new technology and emerging global market Paytm will capture a whole new market and set a new trend in the fintech industry.