



POWERFUL

PAYTM

BRANDING MOBILE PAYMENTS

Paytm is India's largest mobile commerce platform. Paytm started by offering mobile recharge and utility bill payments and today it offers a full marketplace to consumers on its mobile apps. They have over 100mn registered users. In a short span of time Paytm has scaled to more than 60 Million orders per month. Paytm is the consumer brand of India's leading mobile internet company One97 Communications. One97 investors include Ant Financial (AliPay), SAIF

Partners, Sapphire Venture and Silicon Valley Bank. They strive to maintain an open culture where everyone is a hands-on contributor and feels comfortable sharing ideas and opinions. The team spends hours designing each new feature and obsesses about the smallest of details. The approach is simple – to design something we'd LOVE to use ourselves. Therefore they listen and take the time to understand the users and take their reactions most seriously.

Mobile wallet and e-commerce firm Paytm, run by One97 Communication Ltd, will spend Rs.600 crore on branding and marketing in 2016-17, the company said on Monday. It had spent more than Rs.500 crore in 2015-16.

"In today's e-commerce scenario it is not just about brand building, I think people want to look at return on investment. Probably in the first two-three years there was a need to acquire customers and build brand. A lot of e-commerce companies were paying premium for that. Today you would expect the e-commerce companies to



be more prudent about their advertising rupee," he said.

NEW LAUNCHES

Last year, Paytm had bagged the title sponsorship rights for Indian cricket for four years. The deal, which covers 84 matches to be played in India under the aegis of Board of Control for Cricket in India, cost Paytm Rs.203.28 crore. The company last year had also launched multiple other business support campaigns across different divisions such as electricity bill payment, bus ticketing and offline payments vertical.

As part of its latest campaign, Paytm has launched a television commercial that showcases a range of categories where Paytm users can make payments. It shows instances wherein users can





pay auto fares, grocery bills and make payments at petrol pumps through the app. It also shows them sending money to relatives, booking movie tickets and paying for utilities like electricity bills.

The company is one of the 11 recipients which has received payments bank licence. It plans to start the bank with an initial capital of Rs.300 crore and will launch the business before November, Mint reported last month.

GOING STRONG

Paytm currently has close to 130 million wallets.

According to the data released by advertising and media research company TAM Media Research Pvt. Ltd in October, India's top 50 e-commerce firms spent Rs.1,200 crore on television advertising in the three months ended 30 September 2015, a 46.3% increase over the same period in the previous year.

While Paytm's core business is mobile payments and mobile recharges, it has aggressively built its e-commerce marketplace over the past 18 months, selling apparel, footwear, smartphones, laptops and other products. The company is expected to spin off its marketplace business into a separate mobile app in the next three months.

In September last year, China's e-commerce giant Alibaba Group and its affiliate Ant Financial together committed to put an undisclosed amount in Paytm. Ant Financial had committed another \$575 million in February 2015.



QUANTUM LEAPS

- One97/ Paytm won the Most Innovative Company of the Year 2014 Award at Business Standard Awards
- Paytm won the Disruptive Digital Innovator Award at NDTV Digitizing India Awards