RAISING THE BAR WITH JIO FINANCE...

Jio | FC

LYF ❤ Jio

PREPARED BY

DIVISION 3
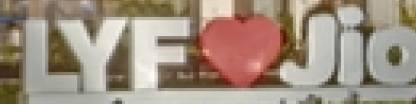
INCREASING USER BASE AND TRANSACTION VOLUME WITH INNOVATIVE SOLUTIONS!

Key Question

How can Jio Finance increase customer loyalty, retain its users and carve out a niche to gain a sustainble competitive advantage?

Situation

As a company offering a one stop solution with a diverse range of services, the company struggles to find a niche.

Although the company has gained early traction, it struggles to retain its users.

Being a low cost option in the market, its product positioning is weak.

Solution

Integrating their ecosystem with jiopay will allow the company to target the merchants market

Providing a cutback on commision will give incentive for users to process transactions through both JIoPay and JIoFin

Using Artifical Intelligence to provide tailored investment oppourtunities and personalized recommendations

Impact

Using these solutions, Jio Finance can add to its user base by converting 40,000 merchants of their own customer base, increase their per day transaction volume by 500K+ and increase their retention rate by a signifcant amount.

Executive Summary   Company Analysis   Competetive Analysis   Suggested Strategies   Conclusion

KEY STATISTICS AND RURAL MARKET OPPORTUNITY

Projected FinTech Market Size (2029)

$481 Bn.

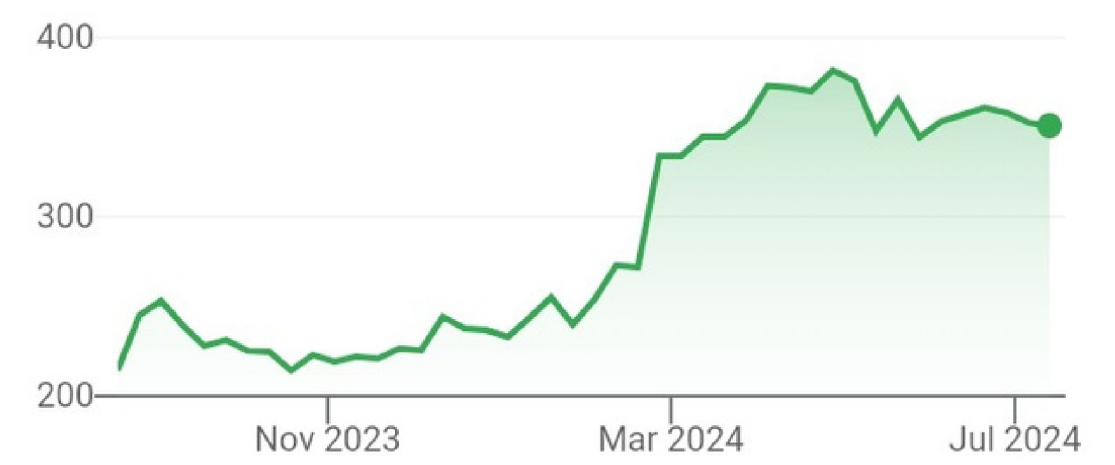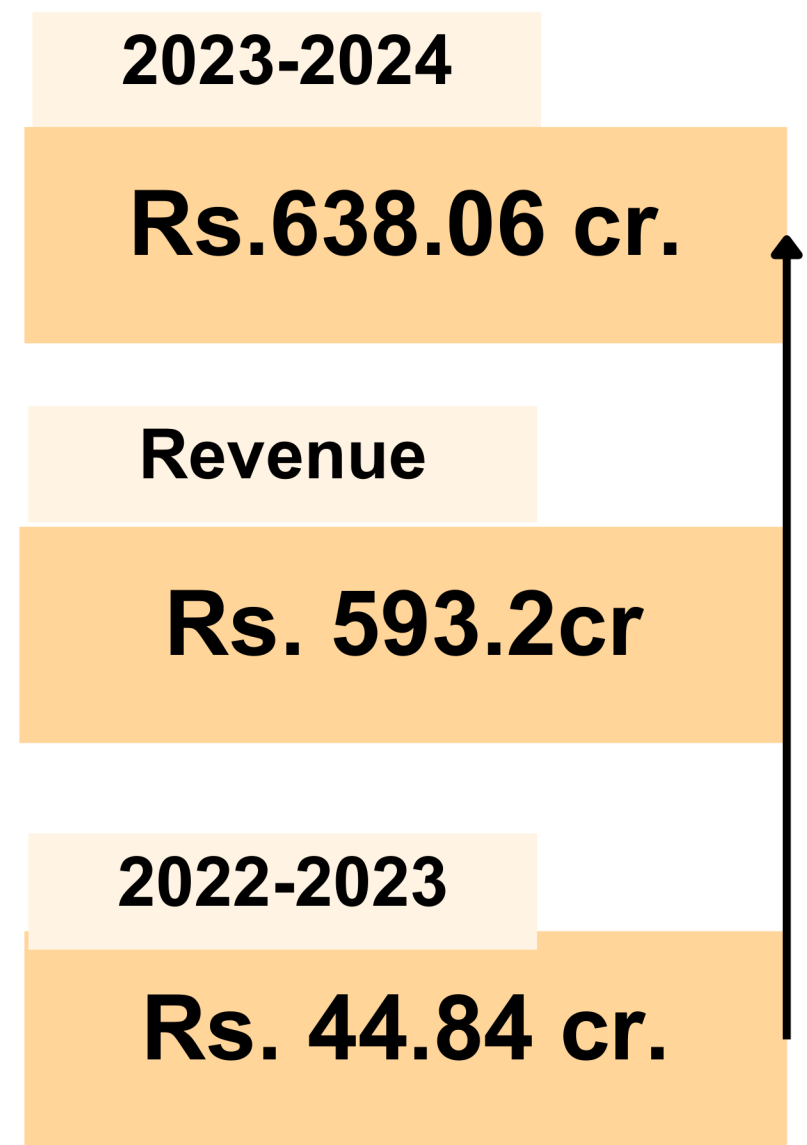**Market CAGR (2024-2029)**

30.55%

Rural India Market Size

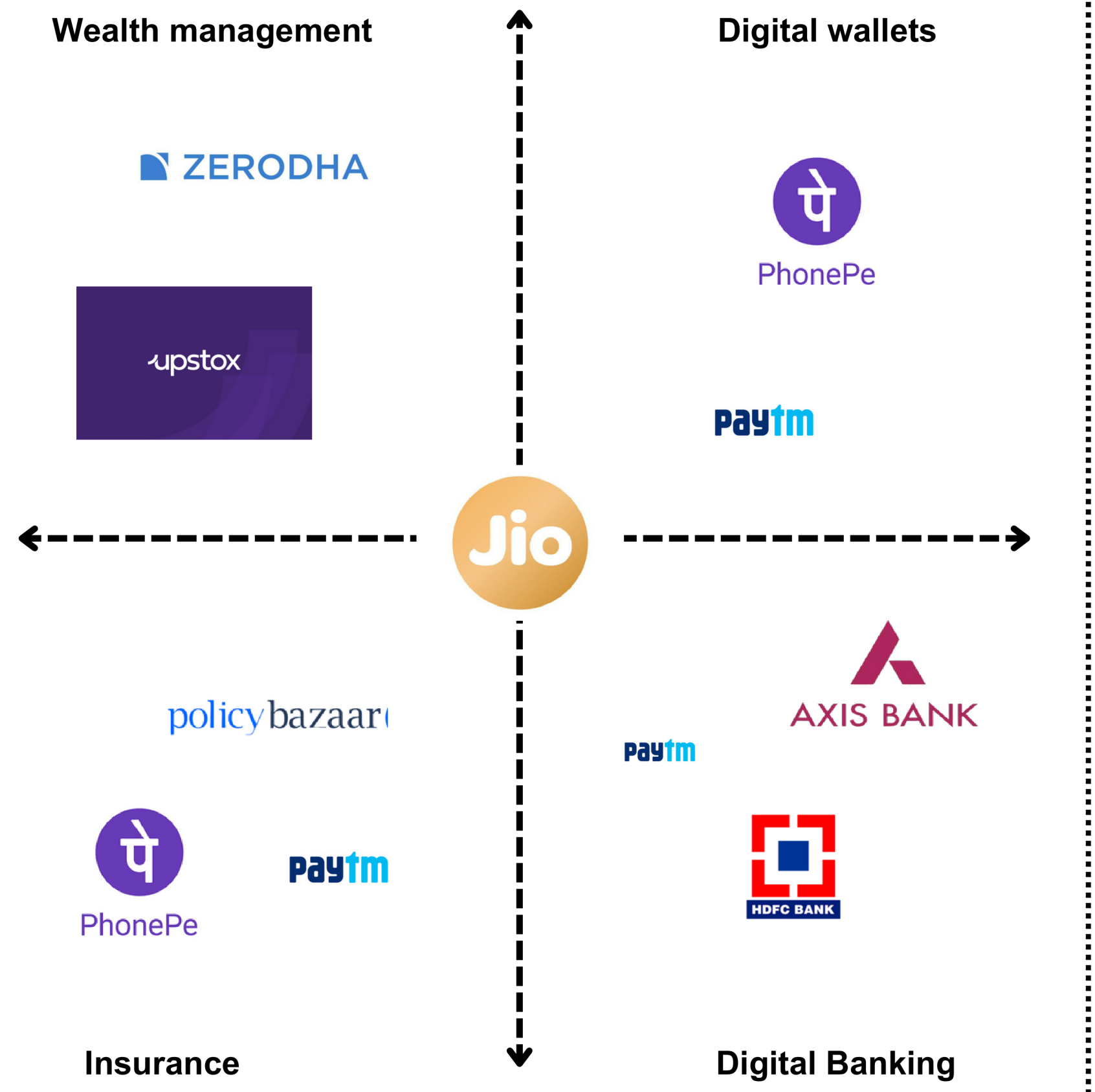|	
Rural Population	910 Mn.
Access to bank accounts (Rural India)	79%, 719Mn
Rural Access to Internet	52%, 373 Mn..

Assuming a Conservative Fintech Adoption Rate in Rural India to be **40%**

Total Market Size-	148Mn.Users

2023-2024

Rs.638.06 cr.

Revenue

Rs. 593.2cr

2022-2023

Rs. 44.84 cr.

400

300

200

Nov 2023   Mar 2024   Jul 2024

Executive Summary   **Company Analysis**   Competitive Analysis   Suggested Strategies   Appendix

COMPETITIVE LANDSCAPE AND SUSTAINABLE ADVANTAGES

Wealth management

ZERODHA

upstox

Digital wallets

PhonePe

Paytm

policybazaar

AXIS BANK

Paytm

PhonePe

Paytm

HDFC BANK

Insurance

Digital Banking

(0-10)	JFS Ltd.	One 97 Comm.	PhonePe Pvt Ltd.	Bajaj FinServ Ltd.
Payments Bank	10	6	0	0
Insurance Banking	10	10	10	10
Loans on Mutual Funds	6	0	0	10
Asset Management	10	0	0	6
UPI Payments	10	10	10	5
Stock Broking	10	8	8	8
Score	**56**	**32**	**32**	**39**

Executive Summary · Company Analysis · **Competiive Analysis** · Strategies · Appendix
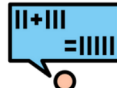
Integration of Jio Pay Business with Jio Finance

PROJECT SCOPE

While offering such a diverse range of services, Jio may struggle to carve out a market niche and gain a sustainable advantage.

Project Objective
- Creation of a unified interface
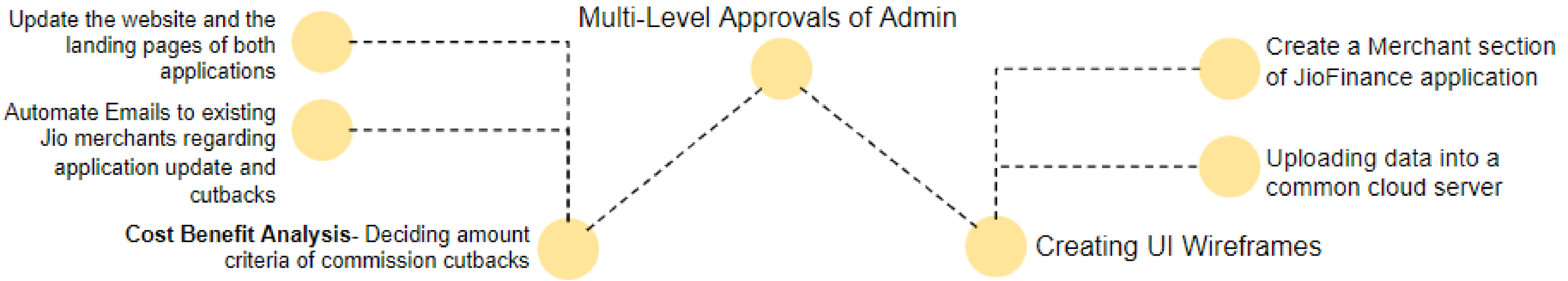- Integrating with its payment gateway Jio Pay
- Summarized KPI reports

Project Justification
- Integrate their ecosystem
- Acquire users from their JioPay business customer base

User Benefits
Grant the payer and payee incentive as JioPay lowering its commission uptill 1% based on transaction amount

In-Scope

Update the website and the landing pages of both applications

Automate Emails to existing Jio merchants regarding application update and cutbacks

Cost Benefit Analysis- Deciding amount criteria of commission cutbacks

Multi-Level Approvals of Admin

Creating UI Wireframes

Create a Merchant section of JioFinance application

Uploading data into a common cloud server
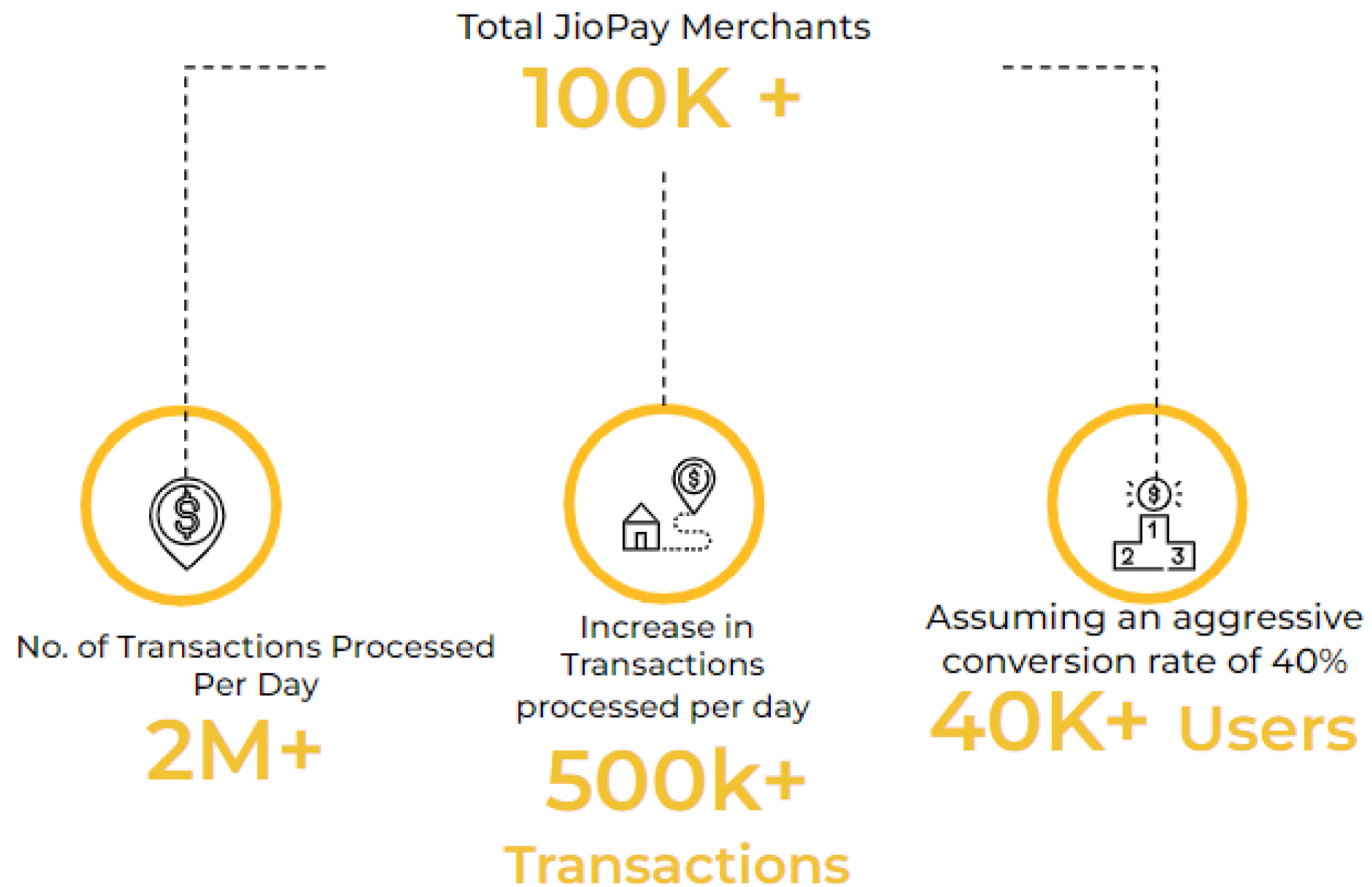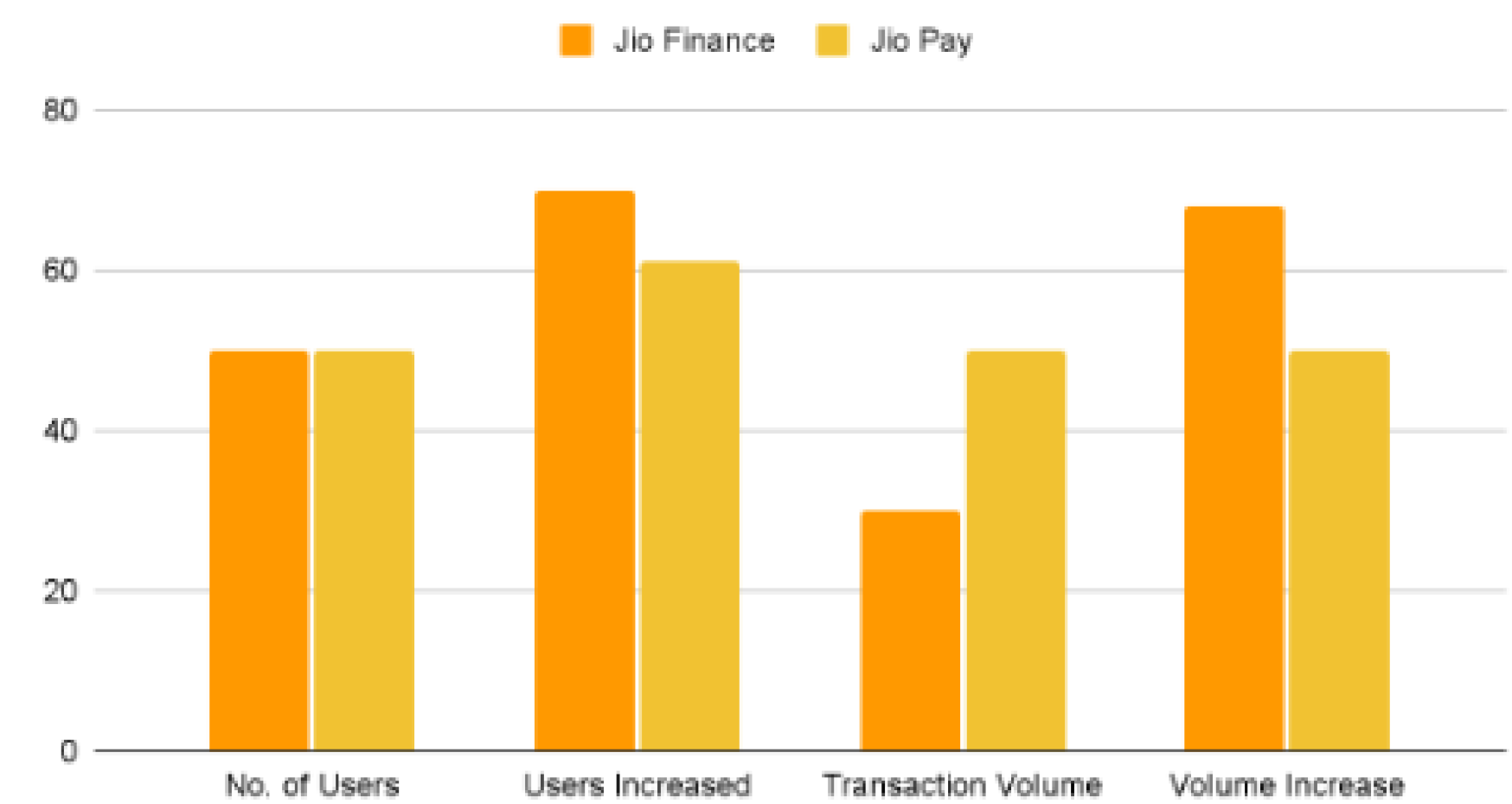
CONSTRAINTS

To increase transactions through both JioPay and JioFinance, commission amount has to be lowered **until 50% for transactions above a certain amount i.e 1000Rs**

Executive Summary · Company Analysis · Competiive Analysis · **Strategies** · Appendix

Jio Finance can increase its users by 100,000 and No. of transactions per day by 2,000,000!

Total JioPay Merchants
100K +

No. of Transactions Processed Per Day
2M+

Increase in Transactions processed per day
500k+
Transactions

Assuming an aggressive conversion rate of 40%
40K+ Users

Quantified Value Proposition

Legend: Jio Finance, Jio Pay

X-axis: No. of Users, Users Increased, Transaction Volume, Volume Increase

JioFinance

JioPay

Increase in Transaction Volume and Number of Users

Integrating AI to provide

PROJECT SCOPE

Improved experience with more insights and data when interacting with capital markets

Intelligent trading algorithms, intelligent portfolio management tools and interactive customer support services

Personalized investment opportunities based on the customer's past trading history, risk appetite, and proprietary insights

Project objective: Using AI to enhance the user experience in the front-end of capital market

User Benefits: Intelligent portfolio management tools, interactive customer support, intelligent trading algorithms

Leveraging Jio's partnership with Nvidia to harness AI technology and 5G capabilities to reduce costs

Reducing Costs

Integrating AI and 5G to achieve operational efficiency, scalability, and innovation, setting a new standard for the financial industry."

Executive Summary — Company Analysis — Competitive Analysis — **Strategies** — Appendix

Appendix

- Fintech Adoption Rate in Urban India- 87%: InvestIndia
- Rural Internet Access(2013)- 52%: FortuneIndia
- Rural Financial Institution Access(2017)- 79%: Statista
- Rural Population in India: MacroTrends
- Projected Fintech market size in India and CAGR based on 2023 performance : Mordor Intelligence
- Jio Finance Services Revenue- MoneyControl
- JioPay Users and Transactions- JioPay Website