

paytm



VIJAY SHEKHAR SHARMA

FOUNDER, PAYTM

Vijay Shekhar Sharma is the founder of financial technology company Paytm.

He was listed by Forbes, as India's youngest billionaire in 2017.

Sharma was also listed in the Time Magazine's 100 most influential people in 2017.

"If you don't give yourself a chance, who will? If you don't take a chance, who will? And I think you should take a chance on you."

CONTACT



www.paytm.com

ABOUT

- Paytm is India's biggest versatile installments, e-wallet, and business stage.
- It was founded by Vijay Shekhar Sharma, in 2010.
- Over time, Paytm has modified its business strategy to become a virtual bank model.
- The company has been backed up by Alibaba group and Ratan Tata.

ANALYTICS

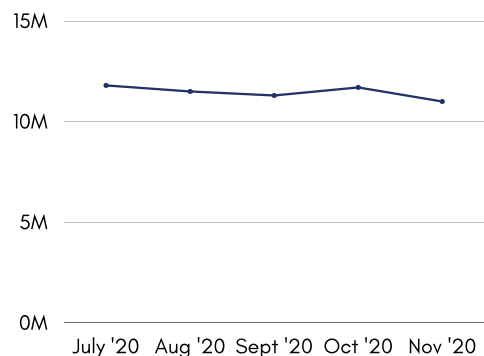
• Paytm website rankings:

- **Global** : 5269

- **India** : 278

- **Category (e-commerce & shopping)** : #8

• Paytm traffic overview:



- **Paytm traffic from search:** 42.74%
- **Paytm traffic from social media:** 1.35%
- **Paytm traffic from advertising:** 0.14%

PAYTM BUSINESS STRATEGY

Paytm is the acronym for "Pay through mobile. It started as India's largest e-wallet venture. With time, they changed their business strategy to suit the business model of a virtual commercial bank.

With the onset of demonetization in 2016, there was a clear push towards cashless economy. This is where, Paytm gained the most! It was the most popular digital financial app then. Not just that, it extended its services to Vegetable shops, retail stores, Saloons, and even Pan shops!

Today, it is a successful multi-functional financial portal. It has more than 100 million users now.

Paytm is lauded for its achievement as a new business model to gain huge engagements and partnerships in a very short amount of time.

PAYTM'S CHANNEL FOR BUSINESS

Paytm's very own website is the most used channel for business, which drives plenty of clicks.

Apart from that, they drive in traffic through their social media handles, referrals and display advertisements as well.

PAYTM AND COVID-19

With the global pandemic taking a grip on us, social distancing has become a thing. This ensures the growth in digital transactions as well.

The lockdown and social distancing norms made people turn to digital money as the form of financial survivor then.

As per the founder, Vijay Shekhar Sharma, transactions on their platform has grown 3.5 times.