KUNAL SHAH

FOUNDER

PERSONAL PROFILE

Kunal Shah is a Philosophy graduate from Wilson College, Mumbai. He founded Freecharge which was later acquired by Snapdeal.

He is also an active mentor and angel investor.

"If you fully accept the worst that can ever happen in your journey, fear won't ever be an obstacle in starting-up."

CONTACT INFO

✉ www.cred.com

CRED

ABOUT CRED:

- Founded in 2018, **CRED** is the 1st company in India to reward its users for paying their credit card bills.

- The main aim of the company is to build a community of India's most **creditworthy** & trustworthy people.

- **CRED** also enables the users to make all their credit card payments in one place.

- The best part is that it also gives reminders to the users regarding payments, bills, and credit card offers.

- **CRED** hit a milestone of around **$2.2 Bn** in just two years. It is the youngest Indian startup to achieve such target.
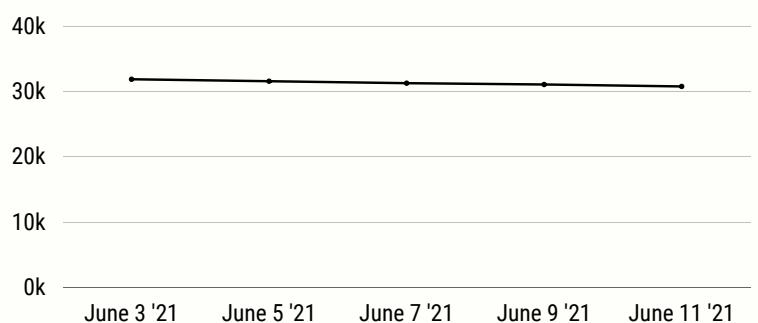
ANALYTICS:

- **CRED website rankings:**

  - **UK:** 11216
  - **Category (Finance) :** #377

- **CRED traffic overview:** [Source: www.similarweb.com]

FEATURES OF CRED:

- CRED pays you CRED coins on paying your credit card bills.

- Analyses expenditures, hidden charges, track credit limit.

- **CRED Protect**: Reads your emails and updates you about due dates, balance, bank charges, etc.

- **Smart Statement**: Streamline expenses using CRED statements.

- **CRED Powerplay**: 100% cashback on the bill, if it's paid within the first 6 overs. (Applicable during IPL).

CRED BUSINESS MODEL:

- Focused on expanding the customer base.

- Not everyone can use the **CRED** app. You need a credit score of 750 to be able to use it.

- Offer **CRED** coins as rewards which can be redeemed as cash from the companies/brands that one prefers.

- At present, **CRED** serves around 6 million customers.

- **CRED** works in compliance with **NPCI** (National Payments Corporation of India)

HOW CRED WORKS?

- Download the app and register with your Mobile Number.

- The credit card (registered with the contact number) is scanned, once the app is set up.

- If your credit score is less than 750, then you will go to the waiting list.

- Give access to your mail id, so that CRED can scan the credit related mails to update about due dates, bank charges etc.

- If you pay your bills on time, you earn CRED coins as rewards.

- One CRED coin = One rupee.

- You can redeem these coins as cash from brands that you prefer.

- You can also burn these coins to get direct cashback that is credited to your registered credit card.