Paytm’s Growth in India as A Digital Payment Platform

Dr. Shahla Rahman Khan
Department of Commerce, DAV (P.G) Dehradun, Uttrakhand.

Abstract

With Internet user base in India reaching 354 million by the end of year and Internet and mobile Association of India (IMAI) reporting that the users in India will grow more within coming up time, the emergence and future growths of E-commerce and M-commerce is a foregone conclusion. This is evident from the billion dollar valuation that the top 7 Indian E-commerce companies include in Paytm’s have reached in the early years of their inception. Although also with respect to both global E-commerce as well as no. of users transacting online are encouraging, yet the strategic framework in the online sphere still emerging. The present study portrays the leading company in the E-Payment domain: Paytm.

Key words: Paytm, Digital India, Net Banking, Digital Payment.

Introduction

Paytm is an Indian Payment and E-commerce company west out of Delhi NCR, India launched in August 2010, it is the consumer brand of parent 97 communication. The name is an Acronym “pay through to mobile”. VIJAY SHEKHAR SHARMA is the founder of Indian E-Commerce giant Paytm. Being bone into a middle class family in Uttar Pradesh. After launching paytm’s online wallet services in 2013. The company ventured into enabling online payment transactions for over million users. In year (2016) the company had received licenses from Reserve Bank of India to launched the Country’s first ever payment bank.

After launching successful online ventures and obtaining licenses from RBI, paytm platform scripted massive success, with company now worth over billion dollars. It examines various facts associated with their strategic and operational plans and poses a questions, what is the real mantra behind paytm use success in such short period of time.

Paytm’s growth

In March 2015, Indian Industrialist Ratan Tata made a personal Investment in the form. The same Month, the company received a $575 million Investment from Alibaba Group of China, after And Financial services Group. An Alibaba Group affiliate took 25% stake in one 97 communication as a part of strategic agreement. Paytm Borrowed 300 crore from ICICI bank in March 2016 as working Capital.
Paytm Wallet
The Paytm wallet application enables users to book air tickets and taxes, mobile recharge and payment of broadband and electricity bills among others. Money transfer feature does not available in desktop users and its only available for mobile users. Users can also pay for fuel at India Oil Petrol pumps and by movie tickets at PVR cinemas the ought the Wallet.

Paytm Payment Bank
In 2015 Paytm received a license from Reserve Bank of India to start one of India’s first payments banks. At the time bank intended to use Paytm’s exiting user base son offering new services, including debit cards, saving a/c online booking and transfer to enable a cashless economy. The payments bank would be a separate entity in which the founder Vijay Sahker Sharma will hold 51%, one 97% communications will hold 39% and 10% will be Hal a by a Subsidiary of one 97 and Sharma paytm is also approved as on operating unit for integrated bill payment system Bharti Bill payment system allowing multiple payment modes for consumers.

Recent Best services offered By paytm
India’s largest mobile commerce platform, Paytm has introduced the immediate payment services (IMPS) on its platform.

Paytm users can now use then mobile wallets to transfer money into any bank account. Two company has also announced plans to open about 50,000 retail outlets, where over 25 million paytm users will be able to load cash in then mobile wallets.

Paytm Expansion
Paytm further expanded its availability to users who don’t have access to smart phones. The issue of local languages has also become crucial internet of reaching the rural and semi-urban areas.

Therefore, Paytm recently launched a multilingual interface into languages to ones come language barriers, enabling people to shop and pay in regional language.

Conclusion
After period of Demonetization in Indian paytm straight way reached to its zenith. Paytm has improved financial performance in the E-payment sector in India.

To sum up, it would not be out of way to mention here that the Paytm has given special inputs on “Financial system” and “merchant banking”. In pursuance of the instructions and guidelines issued by the Reserve Bank of India, Paytm with the objective of deepening financial inclusion has kicked of an era of differentiated banking and PBs (payment banks) to start services thus constituting in the economic growth of India.

References
1. What is Paytm and how to use it? By SA’PRASAD (December 2016 Edition)
2. Book by Usha Rani Das and Debdatta Das