

Name Of organization – Paytm

Name Of Student – Aditya Krushnarao Rajgure

Name Of Faculty – Mrs. Pooja Gavande



Founder of Paytm

Vijay Shekhar Sharma



Vision and Mission of Paytm

Vision – “Provide Meaningful Access For Mobile eco-system”

Mission – “To Most trusted Mobile commerce brand in the country”

Management Structure

Management Organisation Chart



Source: Company RHP

Paytm Financials

FINTRACKR

paytm



42% ↓

0.3% ↑

26.31% ↓

22.08% ↓



Operating Revenue

Total Expenses

Total Loss

Cashflow From Ops

1. Our Business Model: We offer a comprehensive suite of payments services to acquire consumers and merchants, as well as leverage our two-sided, consumer and merchant ecosystem and rich insights from our platform to cross-sell high-margin financial services and merchant services (commerce and cloud). UPI has emerged as one of the key low CAC customers and merchant acquisition channels for us.

Problem Faced during Covid-19

Paytm's failure to maintain or improve its technology infrastructure could harm our business and prospects.

The ongoing COVID-19 pandemic and measures intended to prevent its spread have had, and may continue to have, a material and adverse effect on its business and results of operations, Paytm said.

After Covid effect on Paytm

However, the closure of the companies and the lock-down resulted in lower average transaction volumes. In order to aid the recovery and contribute to the emerge of this new standard, it is imperative that the digital payments environment evolves rapidly and help from the Post-COVID period.

How Paytm handled their employ during covid?

COVID-19 has put all the companies on the edge and has impacted the world of work significantly. Millions of jobs are at risk and many businesses are on the verge of shutting shop. Amid all this chaos, many organizations are giving financial aids, organizing learning programs and also keeping a track of the mental wellbeing of their employees. at the time COVID-19, all these companies are standing with their employees, and they have got their back. These corporate giants are hiring, supporting their employees with financial aids, and working towards the safety of the employees. A company is only as good as its people. And the people represent the actual image of the company. In this time of crisis, companies around the world across multiple sectors are providing financial aid, giving bonuses, paid leaves, and leaders are stretching themselves by not drawing salaries for the coming months.

Government Policies

Subject to the Dispute Resolution section above, You agree that any claim or dispute You may have against Paytm must be resolved by a court having jurisdiction in New Delhi, India. You agree to submit to the personal jurisdiction of the courts located within New Delhi, India, for the purpose of litigating all such claims or disputes. This Agreement shall be governed by Indian law. This paragraph shall survive termination of this Agreement.

Sales of Paytm during COVID

Paytm founder Vijay Shekhar Sharma on Thursday said the company is witnessing up to 3.5X growth in transactions on its platform amid the COVID-19 pandemic and resultant lockdown as users turned to digital payments to make payments in a safe manner. Speaking at the Global Fintech Fest 2020, Sharma said the company has also seen a growth in the average number of transactions being conducted in a week.

Thank
You!

