



# MARKETING STRATEGIES OF PAYTM POSTPAID

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## ABSTRACT:

Paytm postpaid is a popular buy now, pay later (BNPL) services offered by Paytm, paytm postpaid on creating awareness about the services and highlighting its benefits providing huge cash backs to the users and focus on the high income peoples particularly youngsters who spends more. Paytm postpaid gives good platform to repay the amount and also there is no interest for amount your using in paytm postpaid. Increasing the credit limit based on the usages, you no need to enter UPI password to pay amount from the postpaid during money transfer it's save your time helps to increase CBIL score

**KEY WORDS :** *Paytm postpaid ,buy now pay later, focusing youngsters, cashbacks, easy repayments, no need UPI password, increase credit limit, no interest, CBIL score,*

## INTRODUCTION

### PAYTM

Paytm is an Indian mobile app and online service which is used to make payments using e-wallet and e-money. Paytm was formed in 2010 and its parent company is One97. Vijay Shekhar Sharma is the CEO of the company. Paytm has received several rounds of funding from well known investors like Alibaba Group, Ratan Tata, Mountain Capital etc. Paytm got a huge boost in business momentum because of the nation-wide demonetization of currency notes of 500 & 1000 in India in November 2016.

### PAYTM POSTPAID

Paytm Postpaid is a Buy Now, Pay Later facility offered by Paytm's NBFC partners (Aditya Birla Finance Limited and Fullerton India Credit Company Limited). This facility is available in the form of line of credit (small on-demand loans) that can be used to make online/offline purchases on 1crore + websites & merchants.

Users can get an instant credit of up to Rs. 60,000 for up to 30 days interest free period.

They can use this credit to make purchases, bill payments, recharges, and ticket bookings, among other things.

### FOCUSING ON YOUNGESTERS

Youngsters are active on social media platforms such as Face book, Instagram, Twitter, and etc... Paytm postpaid can use these platforms to promote its services by creating engaging content such as short videos, memes, and infographics.

Collaborating with popular social media influencers can help Paytm postpaid reach a wider audience of youngsters. Influencers can create content that showcases the benefits of Paytm postpaid and encourages their followers to sign up.

Particularly the college students who doesn't have regular income they are the target for paytm postpaid, the students start to spend postpaid from recharge their mobiles, spending some moneys for projects etc...,

## **CASHBACKS**

Paytm offers various cash back schemes and discounts to its Paytm postpaid customers. For example, customers can avail of cash back on their purchases when they use Paytm postpaid as a payment option. These cash back offers are prominently displayed on the Paytm app and website, attracting customers to avail of the credit facility.

Paytm has collaborated with various brands to offer cash back offers and discounts to Paytm postpaid customers. For example, customers can avail of cash back on their purchases from Big Bazaar, OYO Rooms, and other popular brands when they use Paytm postpaid as a payment option. These collaborations help to attract customers to the Paytm postpaid facility. Overall, Paytm has implemented a multi-faceted marketing strategy to promote its Paytm postpaid facility, with a particular focus on cash back offers. These strategies have helped to attract new customers and retain existing ones, making Paytm postpaid a popular credit facility among Indian consumers.

## **EASY REPAYMENTS**

Paytm postpaid which allows users to make purchases and pay for them later in easy instalments. Here are some marketing strategies that Paytm postpaid can use to promote its easy repayment options:

Highlight the flexibility of repayment: Paytm postpaid can emphasize the flexibility of repayment options that it offers. This can include the ability to choose the repayment tenure and the number of instalments, as well as the convenience of making repayments through the Paytm app.

Emphasize the low interest rates: Paytm postpaid can market its service by highlighting the low-interest rates that...

Overall, by promoting the flexibility, affordability, and convenience of its repayment options, Paytm postpaid can attract more customers and increase its market share in the BNPL space.

## **INCREASING CREDIT LIMIT**

Paytm postpaid is a Buy Now Pay Later (BNPL) service offered by Paytm, which allows users to make purchases and pay for them later in easy instalments. Here are some marketing strategies that Paytm postpaid can use to promote its offer of increasing credit limits for regular users:

Paytm postpaid can market the benefits of a higher credit limit to its users, such as the ability to make bigger purchases and the increased flexibility to manage their finances. This can be particularly attractive to users who need to make larger purchases but may not have the funds available upfront.

Paytm postpaid can use personalized marketing to target users who have already used the service regularly. This can be done through targeted emails, push notifications, and SMS messages that highlight the increased credit limit offer and encourage users to take advantage of it.

Paytm postpaid can provide transparency and clarity around the criteria used to determine credit limit increases. This can help build trust and confidence with users, and ensure that they understand what they need to do to qualify for a credit limit increase.

Paytm postpaid can offer rewards and incentives to users who consistently use the service and meet certain criteria for credit limit increases. This can be in the form

of cash back offers, discounts, or other exclusive deals that incentivize users to continue using the service.

Paytm postpaid can leverage social media to promote the offer of increasing credit limits for regular users. This can be done through targeted social media advertising and influencer partnerships that highlight the benefits of using Paytm postpaid and encourage users to try it out.

Overall, by promoting the benefits of a higher credit limit, using personalized marketing, providing transparency and clarity, offering rewards and incentives, and leveraging social media, Paytm postpaid can attract more users and encourage them to use the service regularly, ultimately

## CIBIL SCORE.

Paytm postpaid can highlight the importance of having a good credit score and the benefits it can provide, such as better interest rates and loan offers. This can help encourage users to check their CIBIL score through Paytm postpaid and take steps to improve it.

Paytm postpaid can offer personalized recommendations to users based on their CIBIL score. This can include suggesting ways to improve their score, as well as offering targeted offers and deals that are tailored to their creditworthiness. Paytm postpaid can provide educational resources to help users understand how their credit score works and how to improve it. This can include blog posts, videos, and other informative content that helps users make informed decisions about their finances.

Paytm postpaid can leverage social media to promote the importance of checking one's credit score through CIBIL. This can be done through targeted social media advertising and influencer partnerships that highlight the benefits of maintaining a good credit score.

Paytm postpaid can collaborate with financial institutions to promote its CIBIL score checking feature. This can include partnering with banks and other lenders to offer joint promotions and deals that encourage users to check their credit score and use Paytm postpaid for their financial needs.

Overall, by highlighting the importance of a good credit score, offering personalized recommendations, providing educational resources, leveraging social media, and collaborating with financial institutions, Paytm postpaid can attract more users and build its reputation as a trusted BNPL service that helps users manage their finances effectively.

## NO NEED UPI PASSWORD

The convenience factor Paytm postpaid can highlight the convenience factor of being able to transfer money from Paytm postpaid without the need for a UPI password. This can be particularly attractive to users who may find it cumbersome to remember multiple passwords or those who want to make quick transfers without the need for extra steps.

## CONCLUSION

Paytm Postpaid has introduced a range of innovative marketing strategies that have helped it establish a strong presence in the market. By focusing on the needs of the youth, Paytm Postpaid has been able to attract a large and loyal customer base. The easy repayment options and increase in credit limit have made it convenient for customers to use the service for their day-to-day transactions. Moreover, the unique feature of not requiring a UPI password has added an extra layer of convenience and security to the service. The integration of CIBIL score has also helped customers build their creditworthiness. All these marketing strategies have contributed to the success of Paytm Postpaid and helped it become one of the most popular digital credit services in the country.

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