



KAIZEN

THE COMMERCE DEPARTMENT

2024 - 25



ABOUT Paytring

Paytring is an Indian fintech company specializing in **payment orchestration**, offering a **no-code platform** that simplifies and streamlines both domestic and international digital transactions for businesses of all sizes.

Founded by **Keshav Munjal (CEO)** and **Debal Chakraborty (CTO)**, Paytring draws on 20+ years of fintech experience to make financial transactions more accessible for individuals and businesses globally.

Paytring **simplifies digital payments** with no-code integration, a **unified dashboard**, and **smart transaction routing** to reduce costs and boost success rates. It offers automated reconciliation, secure subscription billing, AI-powered fraud detection, and real-time analytics to enhance efficiency and decision-making for businesses.



PROJECT OVERVIEW

- Conducted comprehensive **market research** and **competitor analysis** to guide Paytring's international expansion strategy.
- Analyzed market segments in **Europe** and the **US** to identify high-potential regions for Paytring's growth.
- Evaluated **year-on-year demand growth** and quantified market opportunities in USD.
- Performed **TAM** (Total Addressable Market), **SAM** (Serviceable Available Market), and **SOM** (Serviceable Obtainable Market) analysis to support long-term market positioning through 2030.
- Researched and identified optimal **user acquisition channels** to enhance platform onboarding and retention.
- Developed a **business development strategy** and curated partnership proposals to align with Paytring's growth objectives.



PLAN OF ACTION

- Delivered insights on **10 industries** across the **USA and Europe**, analyzing transaction volumes, business trends, and growth rates.
- Developed a **dynamic dashboard** to showcase demand trends and key metrics in the paytech sector.
- Conducted a detailed **SWOT analysis** of Paytring's strengths, weaknesses, opportunities, and threats.
- Benchmarked **10 companies** on services, technology, pricing, partnerships, and financials to assess market positioning.
- Analyzed the **digital payments landscape** by geography, industry, business size, and behavioral trends to identify growth opportunities.
- Mapped potential **fintech and banking partnerships** to align Paytring's services with prospective partner needs.



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