



# Case Study – Payments in India

## BookMyShow



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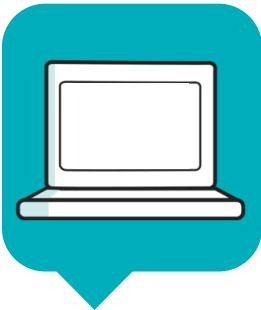
# Overview

1. Local Insights in India
  - a. Payment Landscape
  - b. Innovations
2. BookMyShow Case Study

# Local Insights: India



# Digital Commerce Opportunity in India



**RAPID INTERNET PENETRATION**  
500 million internet users by end of 2016. The next 15 years, India will see more people come online than any other country.



**GDP GROWTH**  
India is far outstripping Europe and US in GDP growth

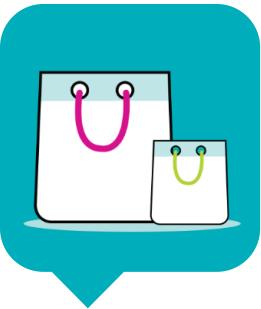


**HUGE ECOMMERCE MARKET**  
Ecommerce in India is expected to grow to \$100 billion by 2020;



**SMARTPHONE PENETRATION**  
Will be second largest smartphone market by end of 2016.  
65% of India's population <35 years has a smartphone

# Digital Commerce Opportunity in India



## INTEREST IN CROSS-BORDER PURCHASES

Indians interest in International products include clothing, footwear, accessories, consumer electronics and entertainment/ education software/products



## OPGSP REGULATION

The opportunity for international merchants selling goods and software became easier with the implementation of the new OPSG guideline

# Indian Payment Industry landscape

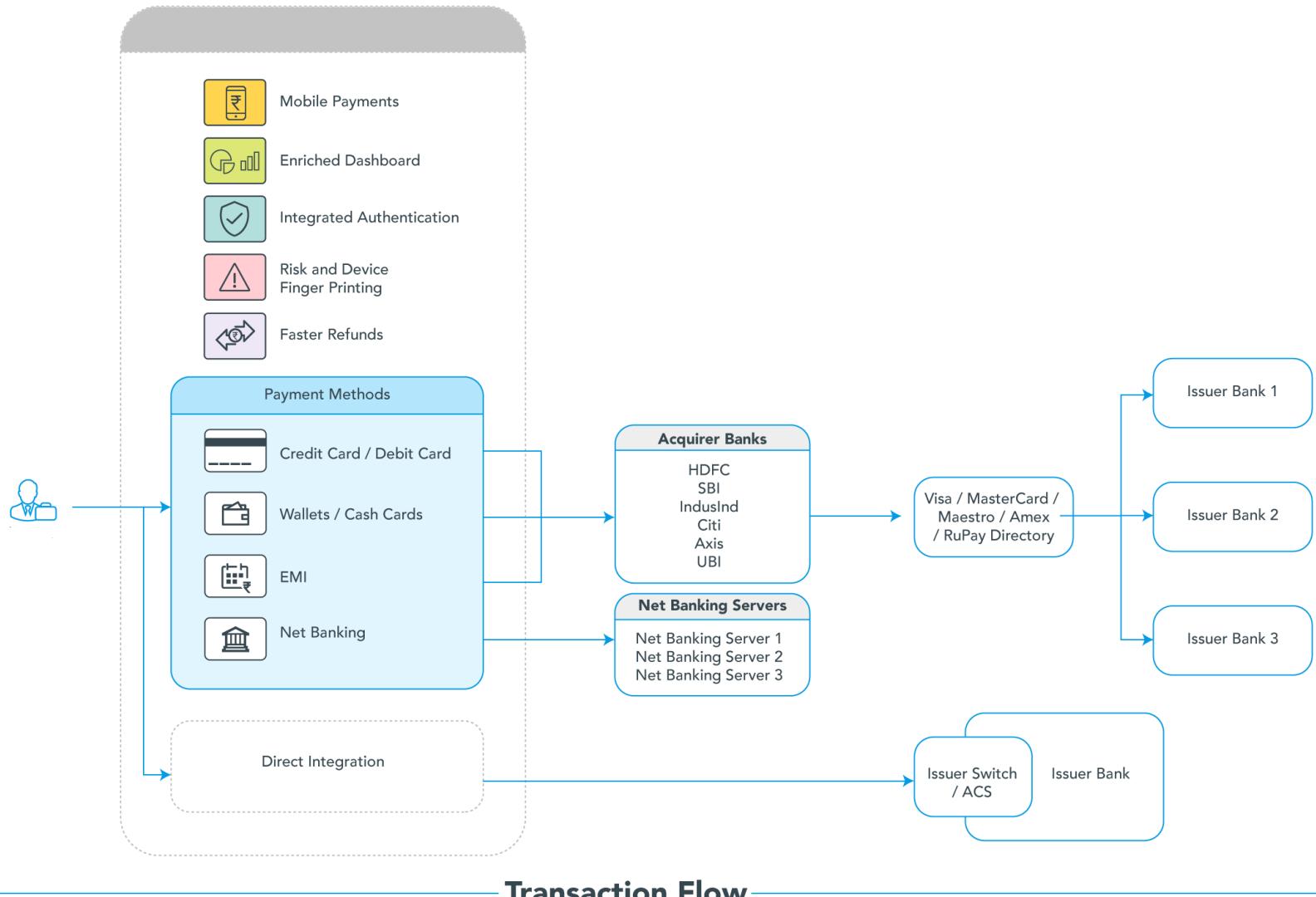
# Payment methods in India

Payment Method	Percentage
Credit and debit cards	20%
Netbanking	30%
Cash on Delivery	45%
Wallets/Other	5%

Some of the payment methods in India



# Payment Landscape



# Key features and challenges



## MULTIPLE STAKEHOLDERS

involved in India in a typical payment flow ecosystem between the customer and the merchant including PSP/TSP, acquirer payment gateway, processor, issuing bank, merchant bank, associations

**Resulting in Slow payment experience**



## NEW REGULATIONS

- 2FA- In 2009 all web based transactions mandated for 2FA In 2011 all web based transactions included
- Chip- Since 2015 , banks to issue only chip-based and PIN enabled debit and credit cards.
- UPI- looks to change the way Indians carry out transactions, and aims to move to a largely cashless economy at the retail level



## MOBILE PAYMENT CHALLENGES

More customers want to pay on mobile, but Mobile payment experience is not good.

**6-9% higher failures rate because of network drops**



## SUCCESS RATES

A big apprehension merchants have with payment gateways is the low success rates. Numbers in the range of 50-60% are very common and merchants are in urgent need of better solutions.

# Innovations adopted by the Indian Payment Industry

# Innovations

Innovation	Description
 onetappayment™	<b>Stored Card ; No CVV ; Auto OTP</b>
 Magic Retry	<b>Simple retry button preventing all drops related to network issues</b>
 Custom Browser	<b>Features include - Auto-OTP sense, Auto-zoom, Magic Retry</b>
 Direct Integration	<b>Direct connection to the Issuing Bank Switch directly leading higher conversion rates</b>

# Innovations Continued

Innovation	Description
 <b>Dynamic Switching</b>	<b>Auto-detection of the health of different acquiring gateways</b>
 <b>Intuitive Integration</b>	<b>Full stack payment platform for developers</b>
 <b>Point of Sale</b>	<b>Compact, Wireless and Mobile device</b>
<b>Risk framework solutions</b>	<b>Risk Framework solutions</b> <ul style="list-style-type: none"><li>• <b>Device Fingerprinting</b></li><li>• <b>Risk Rules</b></li></ul>
<b>Merchant Panel-Dashboard</b>	<b>Comprehensive dashboard. All features leveraged through APIs including Success rate, failure rate, downtime analytics</b>



## Case Study



A **BIT** ABOUT US...



# INDIA'S **LARGEST** **ENTERTAINMENT** **TICKETING PORTAL**



# TICKETS

**MOVIES, EVENTS, PLAYS, SPORTS & CONCERTS**



30 M+

MOBILE APP DOWNLOADS



**10 M+**  
**MONTHLY TICKETS**



100 M+

MONTHLY VISITS

A black and white photograph of a large crowd at a concert. The people are silhouetted against a bright stage with multiple spotlights. Many hands are raised in the air, some pointing towards the stage. The scene is energetic and filled with light.

**3500 +**  
**CINEMA SCREENS**

A black and white photograph of a cheering crowd from behind, with bright stage lights creating radial patterns of light and shadow.

400+

CITIES & TOWNS PRESENCE



5

COUNTRIES  
**INDIA, INDONESIA, NEW ZEALAND, DUBAI, SRI LANKA**



# Payment Options

## ▼ Payment Options

QuikPay

Credit/ Debit Card

Net Banking

American Express ezeClick

Other Wallets & Cash Card

Gift Voucher

Redeem Points

Credit Voucher

### Enter your Card details

Card Number

ENTER YOUR CARD NUMBER

NAME ON THE CARD

Expiry

MM

YY

CVV

CVV



QUIKPAY

*Save this card information to my BookMyShow account and make faster payments.*

MAKE PAYMENT

By clicking "Make Payment" you agree to the terms and conditions

## Pay using by Wallets &amp; Cash Card

Credit/ Debit Card

Net Banking

American Express ezeClick

Other Wallets &amp; Cash Card

Gift Voucher

Redeem Points

Credit Voucher



MobiKwik 10 %  
Cashback upto INR 60



5% Cashback upto INR  
100



10% cashback upto INR  
50



## Payment Options

QuikPay

Credit/ Debit Card

Net Banking

American Express ezeClick

Other Wallets & Cash Card

Gift Voucher

Redeem Points

Credit Voucher

### Pay using Net Banking



ALL BANKS

Yes Bank



QUIKPAY

Save this netbanking option to my BookMyShow account and make faster payments.

MAKE PAYMENT

By clicking "Make Payment" you agree to the terms and conditions

# BookMyShow Wallet

## SELECT A FLICK PAY WITH A CLICK

With BookMyShow's MyWallet, paying for your movie and event tickets online is going to be insanely easy. Like, one-click easy.



ONE-CLICK  
PAYMENT



INSTANT  
REFUNDS



100%  
SAFE & SECURE



QUICKER THAN  
THIRD PARTY  
WALLETS

ADD CASH



# Tailwinds

- Risk Management System
- Auto population of One Time Password (OTP)
- Pay- later - On Credit by NBFC backed Cos
- RBI - Regularising MDR for Debit Cards
- RuPay - India's Debit Card
- White Paper - No OTP for Transactions up to certain limit

# Headwinds

- Infrastructure Development
- 2Factor Authentication
- Cash On Delivery

# Innovations

- Unified Payment Interface is introduced as product by National Payment Corporation of India
- QR code for Wallets at all Point of Sale outlets
- Offline EDC machines for poor connectivity venues

# Statistics - March 2016

24.5M Credit Cards

661.8M Debit cards

# Credit Card

Total Number of Cards Added Per Month



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# Debit Card

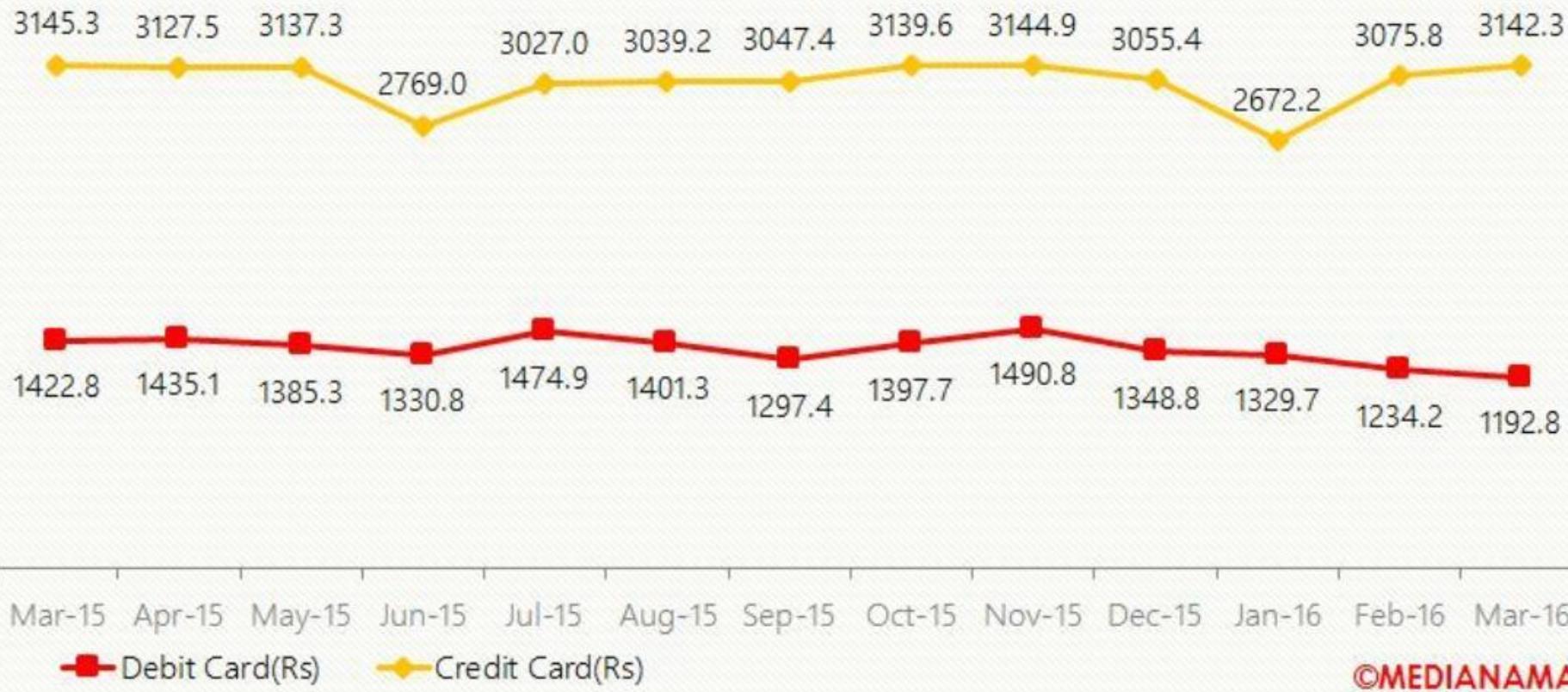
Total Number of Cards Added Per Month(Mn)



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# Average Amount Transacted Per Transaction

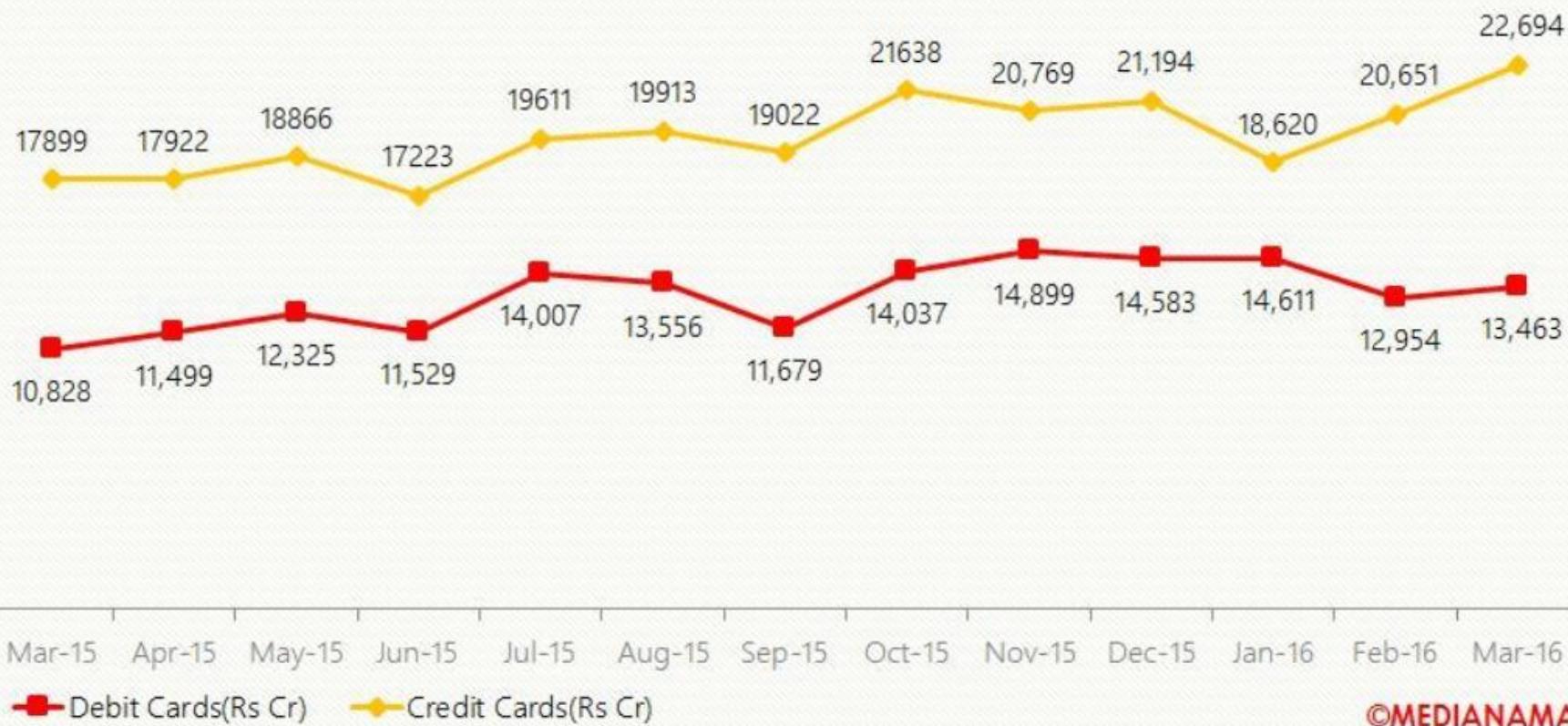
March 2015-March 2016



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# Amount Transacted Through Credit Cards and Debit Cards

March 2015-March 2016

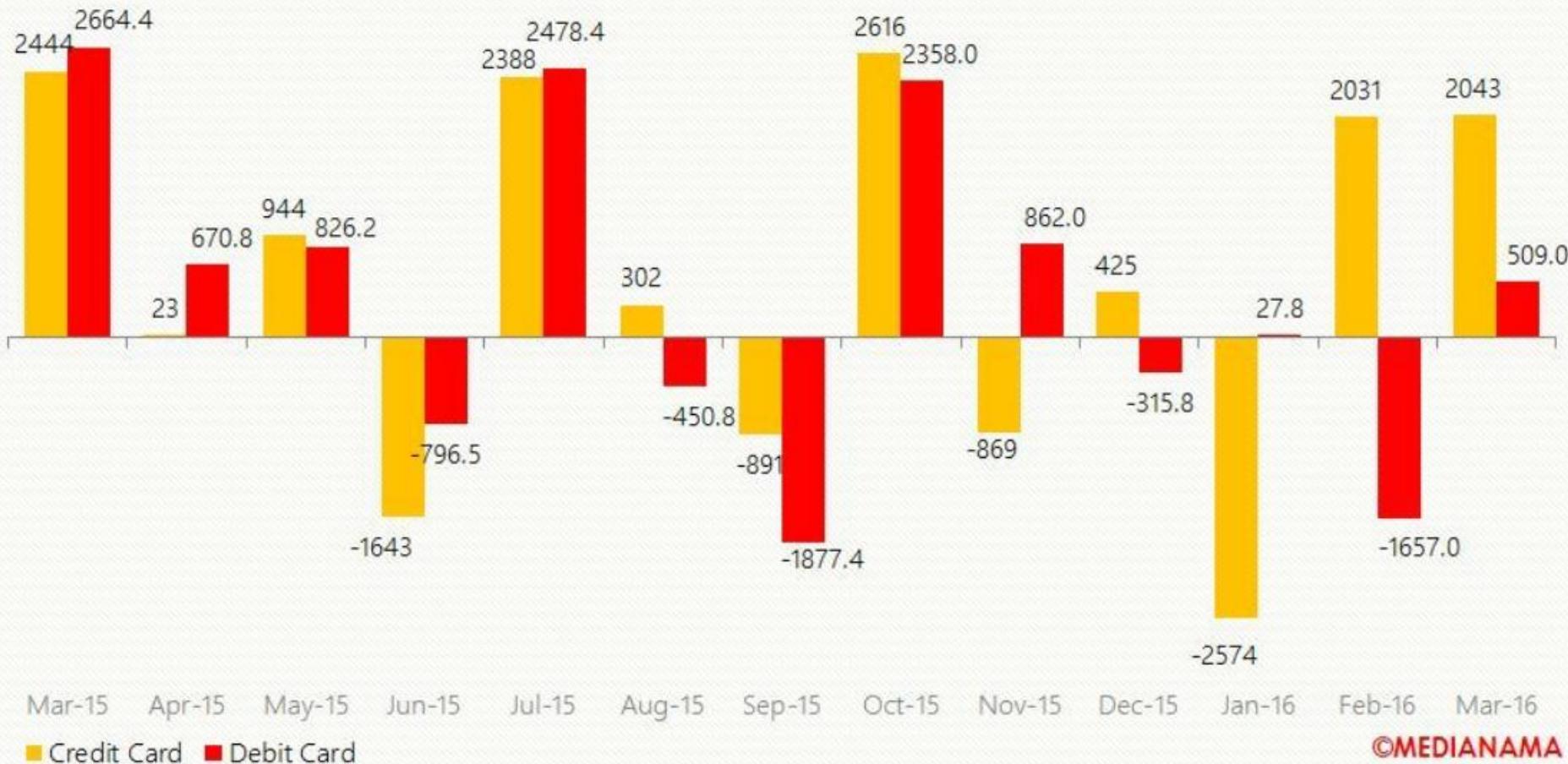


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## Monthly change in Amount Transacted

March 2015-March 2016

(In Rs Cr)



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# Q&A



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If you have any questions about the presentation, go to our LinkedIn Group (the [Payments Education Forum](#)) and request an invitation (this is a closed group specifically for the payments industry).