



Case Study – Payments in India

BookMyShow



Sujal Parekh, DGM – Finance, BookMyShow
Sudipta Jash, Head of Cross-border Sales, PayU India

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.



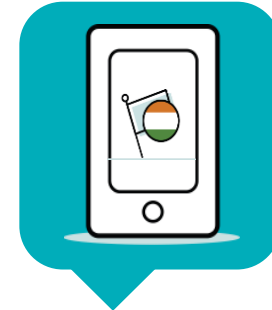
GDP GROWTH

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

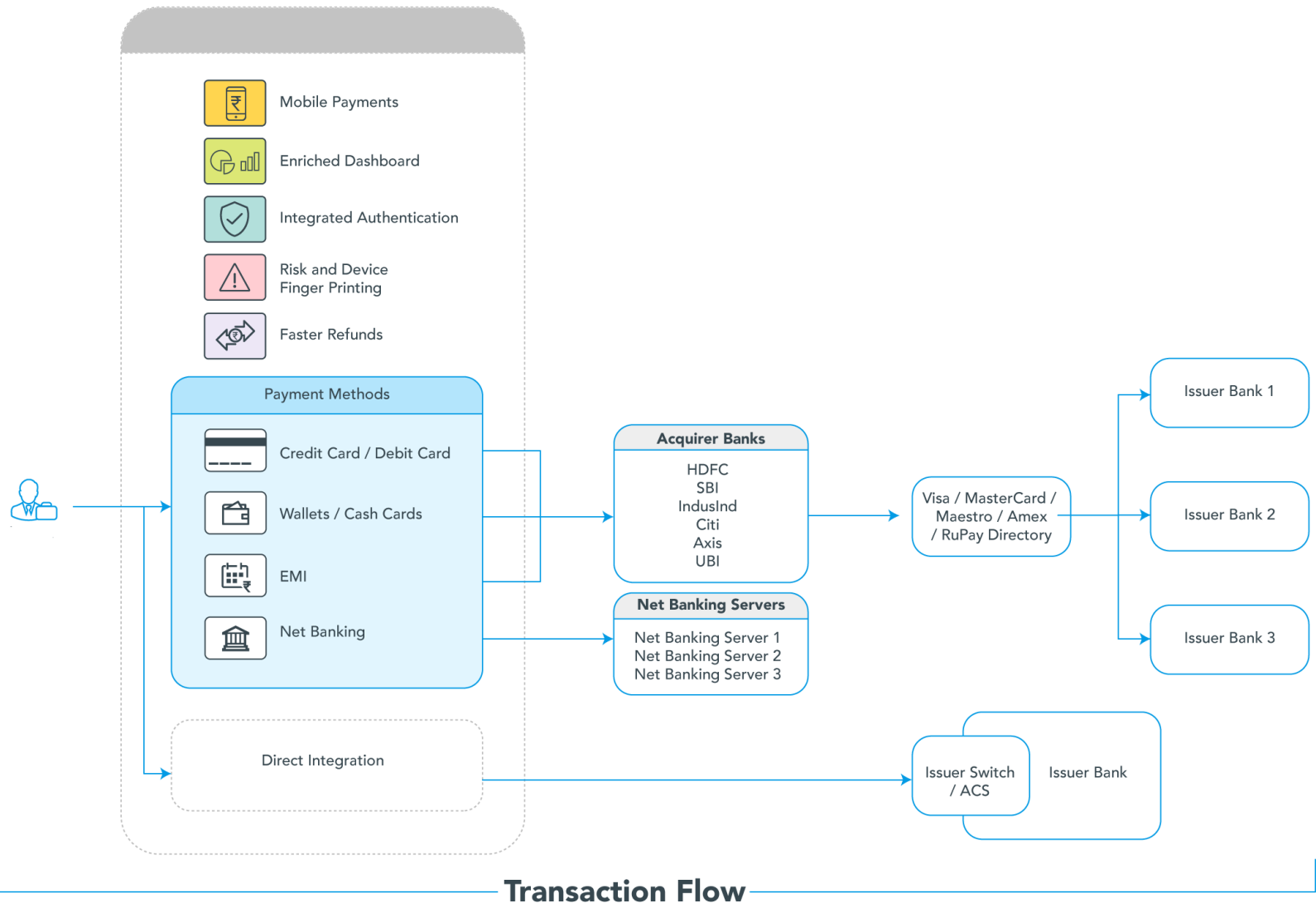
Payment methods in India

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

Innovations Continued

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



Case Study

A black and white photograph of a microphone in the foreground, with a blurred crowd of people in the background.

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



3500 +
CINEMA SCREENS



400+

CITIES & TOWNS PRESENCE



5

COUNTIRES
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](#)

QuikPay

Credit/ Debit Card

Net Banking

American Express ezeClick

Other Wallets & Cash Card

Gift Voucher

Redeem Points

Credit Voucher

Pay using by Wallets & Cash Card



paytm



freecharge



PayU^{money}



MobiKwik

MobiKwik 10 %
Cashback upto INR 60



!dea MONEY

5% Cashback upto INR
100



OLA MONEY
powered by ZipCash

10% cashback upto INR
50



oxigen.



**airtel
money**

15% cashback upto
Rs.75



Jio Money



**CITIBUS
WALLET**



ICASH



IMPS
IMMEDIATE PAYMENT SERVICE



Itz Cash
The power of money



Smart Paisa



vodafone m-pesa



YPAYCASH
Let your mobile



zipcash
mobile money



Buddy

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



©MEDIANAMA

Debit Card

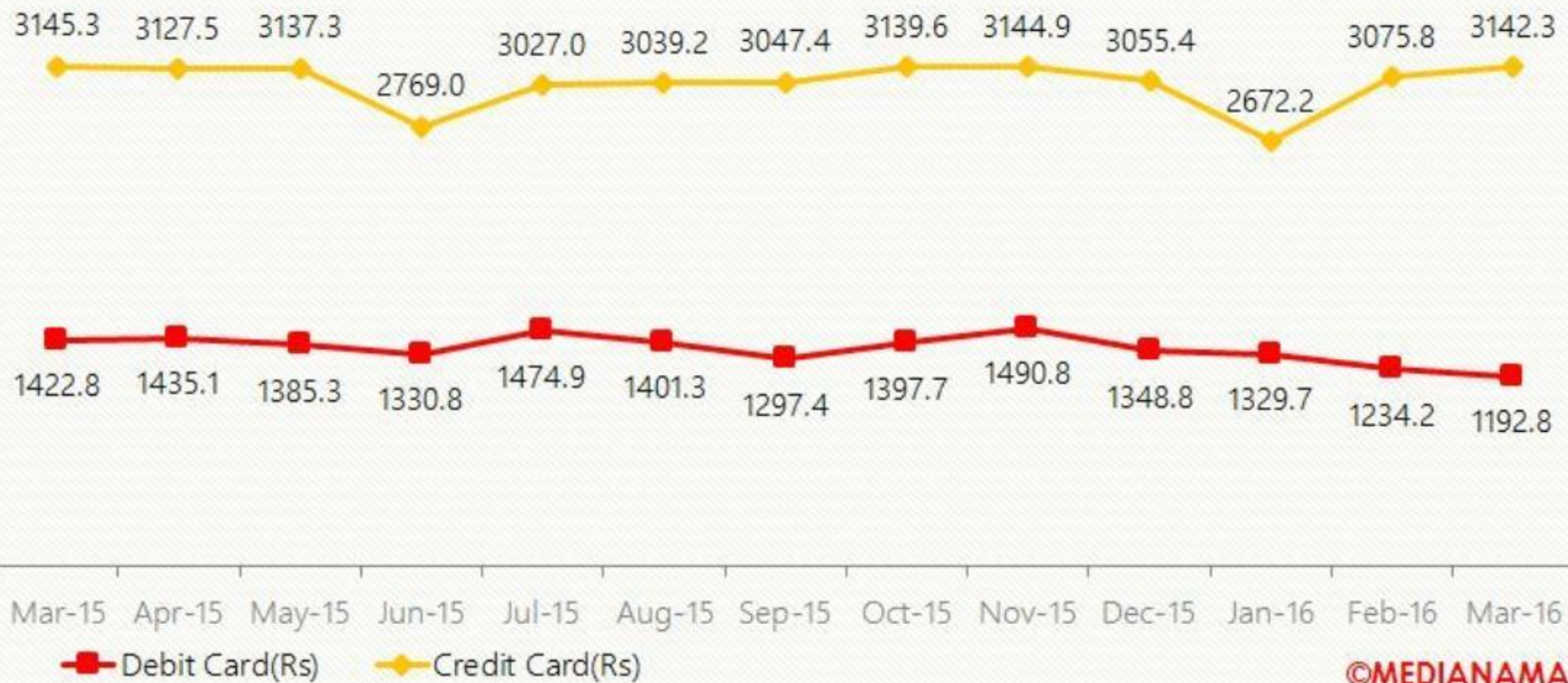
Total Number of Cards Added Per Month(Mn)



©MEDIANAMA

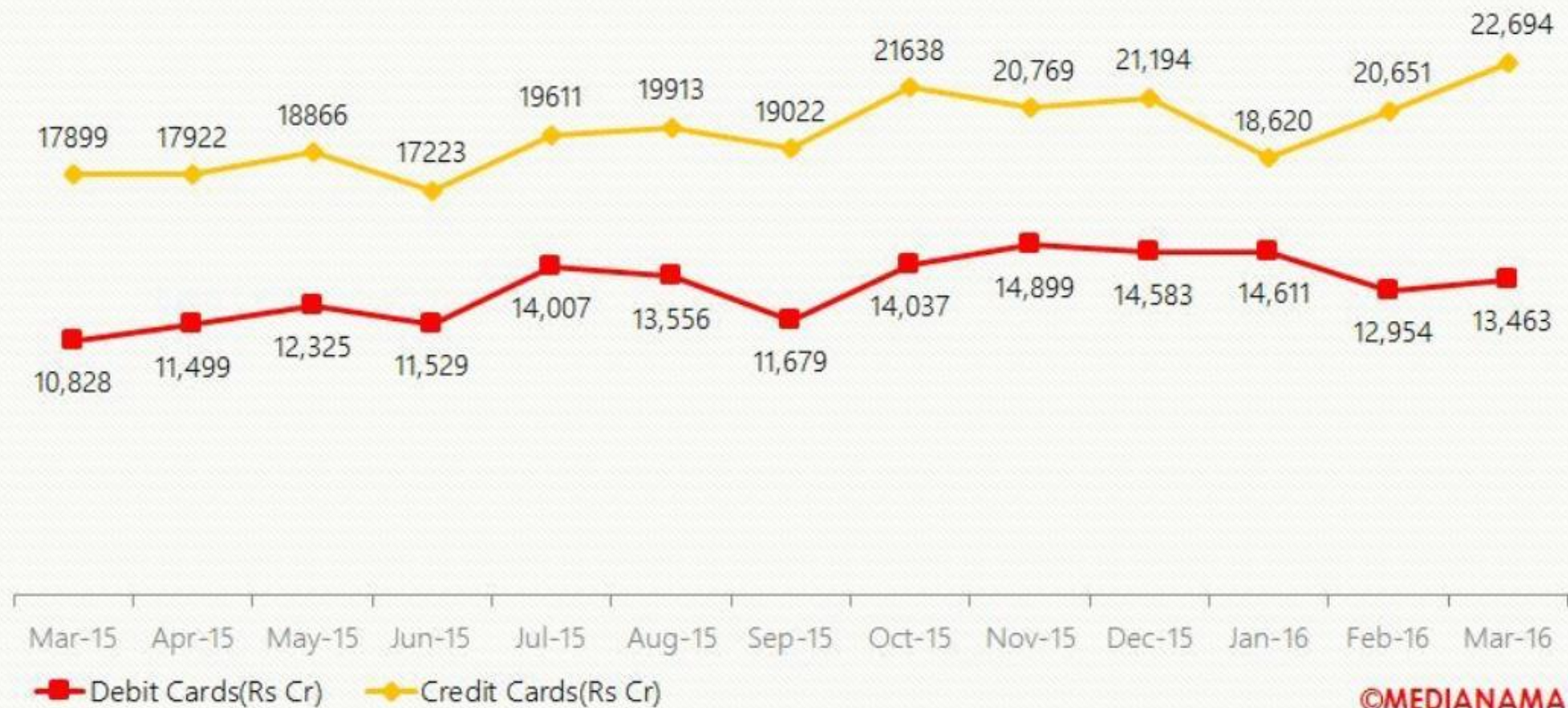
Average Amount Transacted Per Transaction

March 2015-March 2016



Amount Transacted Through Credit Cards and Debit Cards

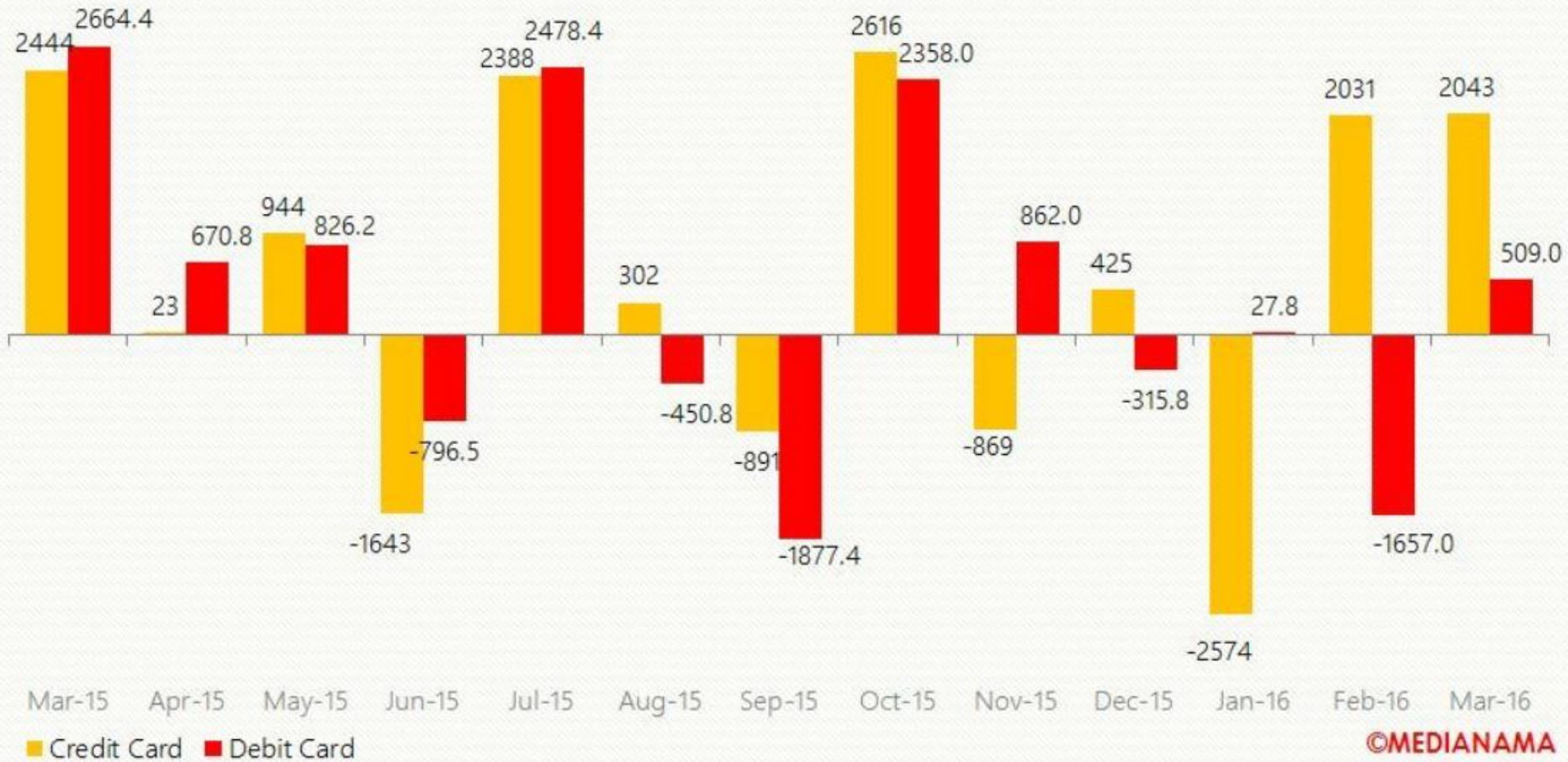
March 2015-March 2016



Monthly change in Amount Transacted

March 2015-March 2016

(In Rs Cr)



Q&A



Sudipta Jash– Head of Cross-Border Sales, India
sudipta.jash@payu.in

Sujal Parekh, DGM – Finance, BookMyShow
sujal.parekh@bookmyshow.com

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).