



Setting You Up For A Successful Ecommerce Business —



With a Partnership to make it a **Complete Package!**



- Company name & tagline/logo (if any) : Lorem ipsum dolor sit amet, consectetur.
- Team & expertise : Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Services provided : Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Projects delivered/past clientele : Lorem ipsum dolor sit amet, consectetur.



Build your Ecommerce Business Seamlessly through **Razorpay** 😊

- Razorpay powers 32 of the 40 unicorns.
- 40,000+ Ecommerce / D2C Merchants like **Boat, Swiggy, Zomato & Mamaearth.**
- Recognised as the leading fintech player by Nasscom, Financial Express, & others.
- Preferred payment partner of choice for websites built on marketplaces.





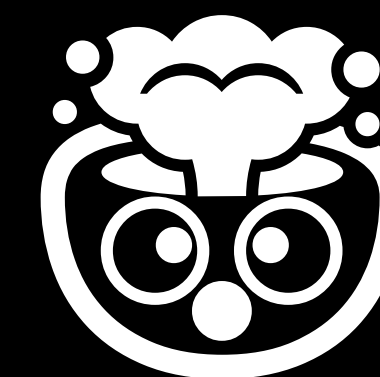
So, you want to go
LIVE with your —
Ecommerce Business!



But, Did you Know?

98%

Website/App visitors
do not make a purchase!



Imagine spending so much money & time
acquiring users, who do not convert!!!

Every **% drop** in conversion will hamper your **business growth**.



Low
Conversion



Lost Sales

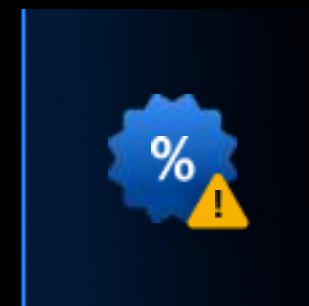


Higher Cost
of Acquisition

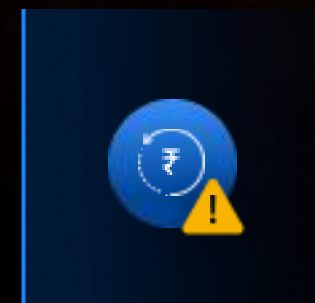
Possible Problems For Low Conversion



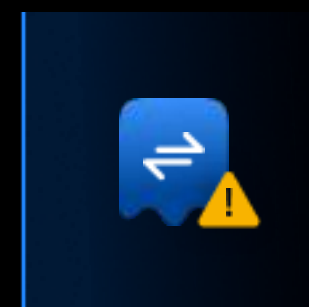
Lack of Customer's Preferred Payment Option



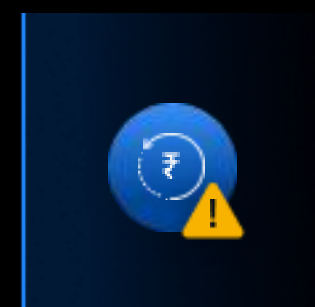
Unaffordability or Lack of Attractive Offers



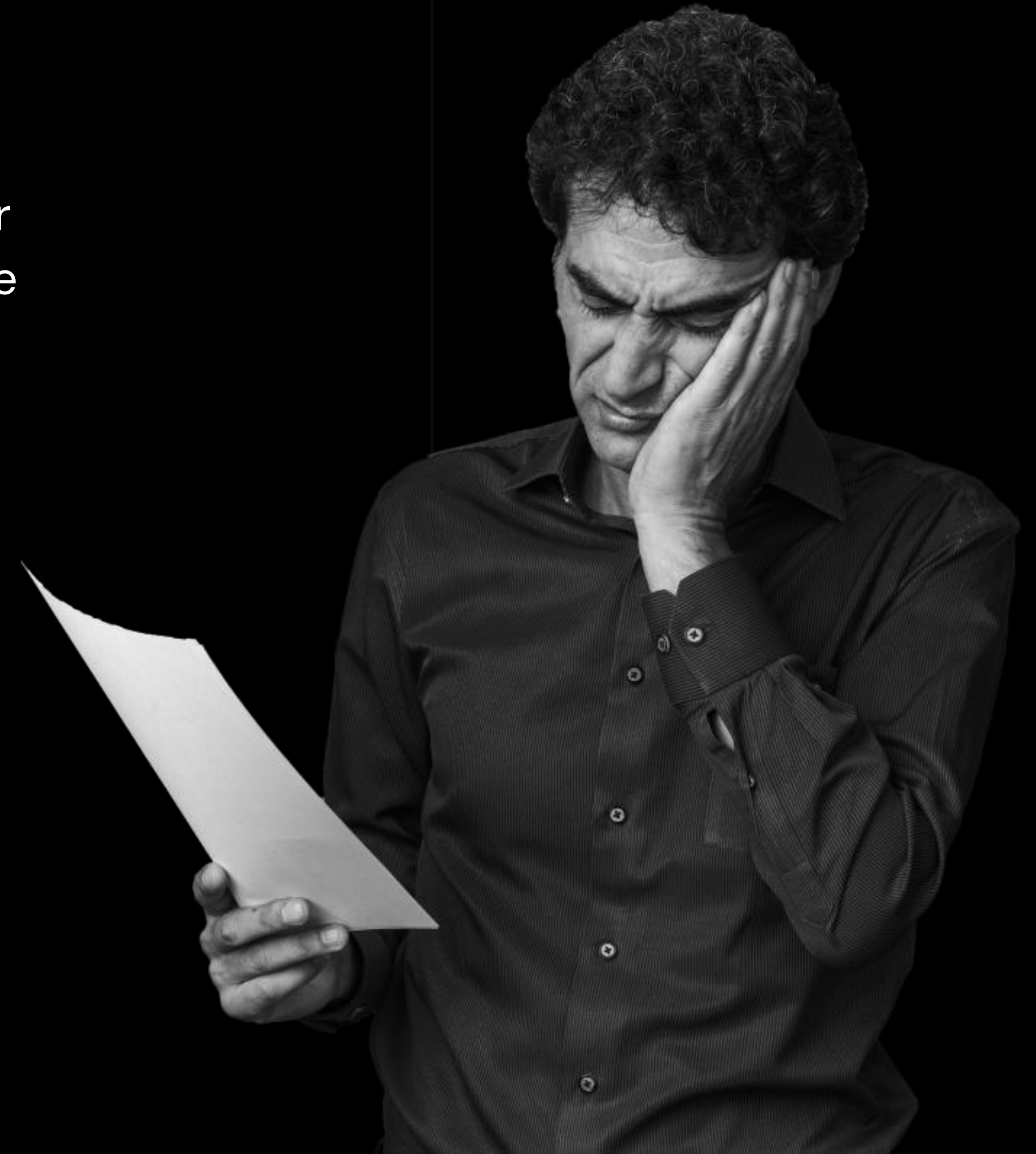
Lack of Refund Options



Transaction Failure



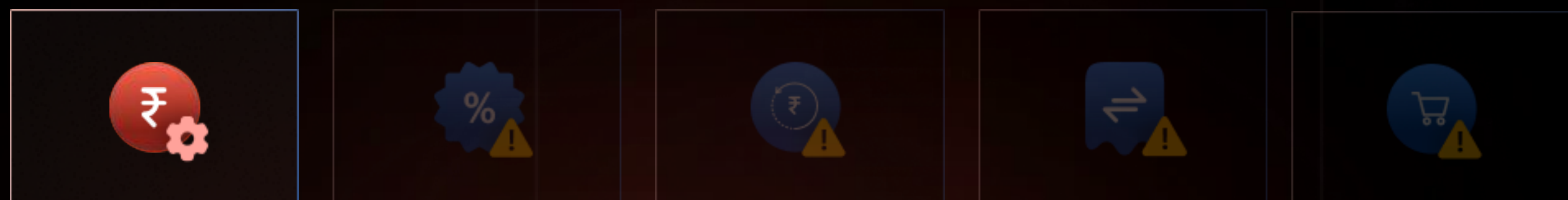
Lack of a smooth Checkout Process



WHAT WE CAN DO.




We Can Help You **Increase** Not
Just Attractiveness But Also
Conversion Of Your Business



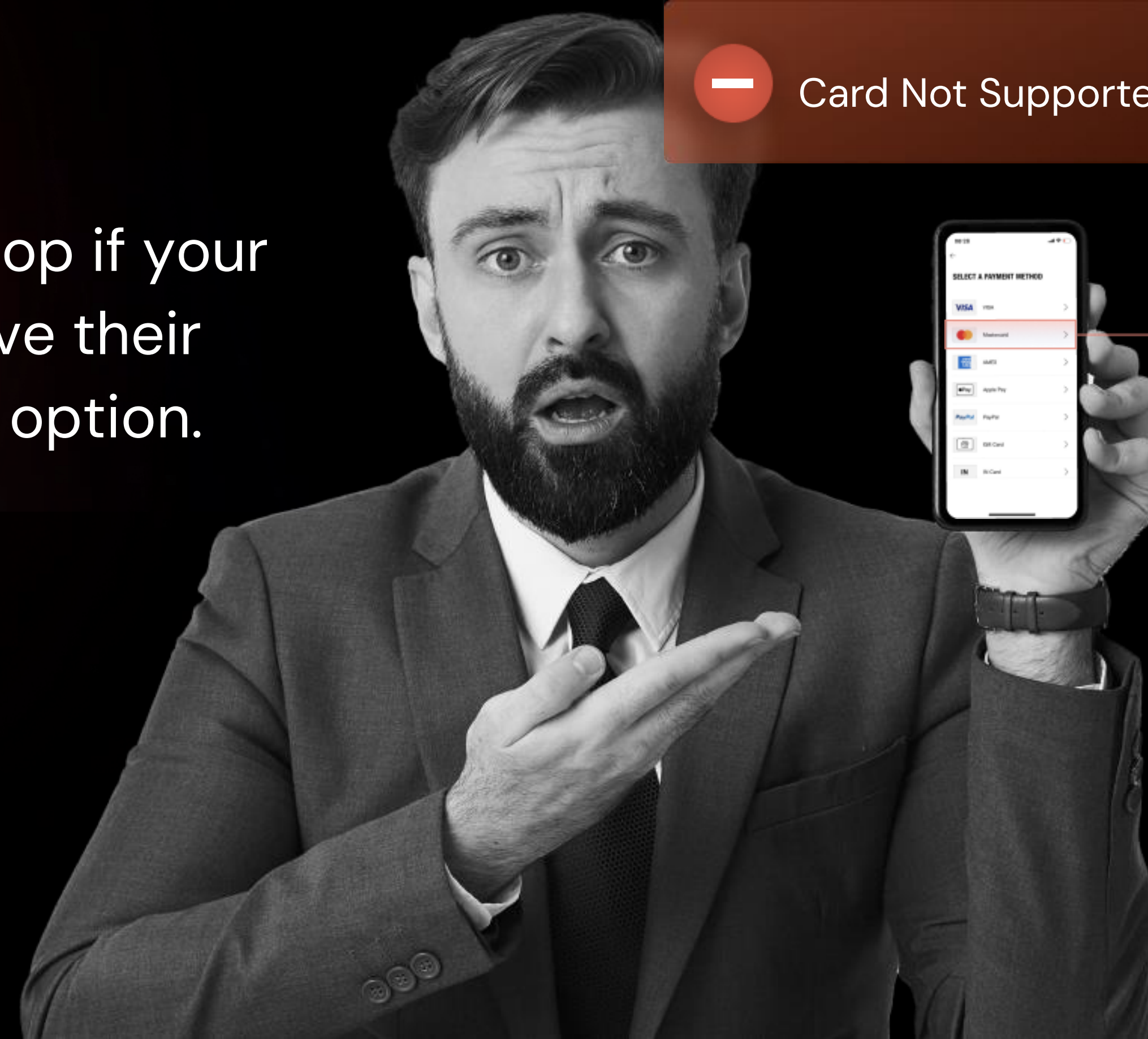
Lack of Preferred Payment Option

68%

customers don't shop if your website doesn't have their preferred payment option.

 Card Not Supported

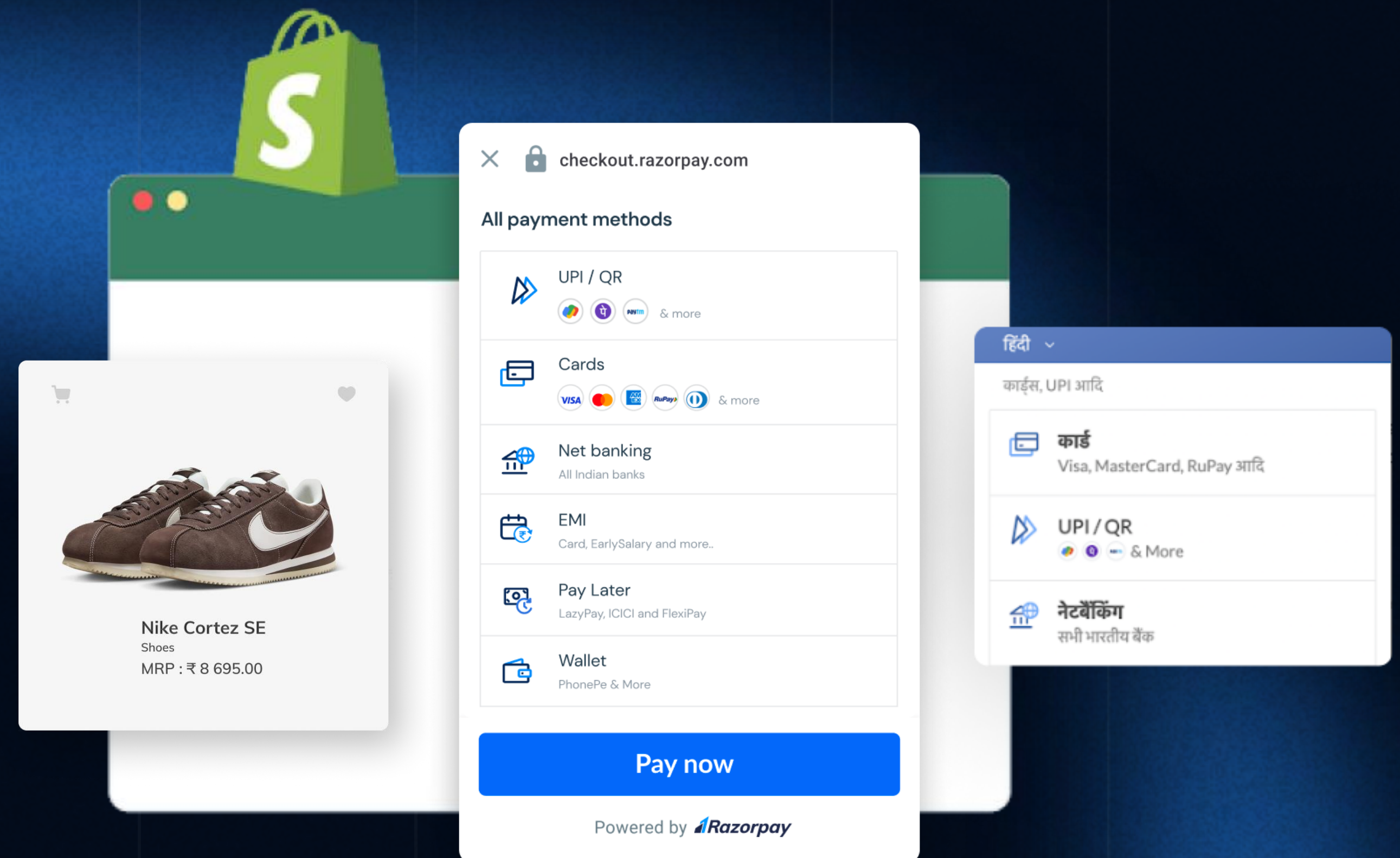
PROBLEM 1/5



Integrate Razorpay on your website/ app 😊

HERE'S HOW?

Provide **100+** payment options
to your customers in **7+ local**
languages.



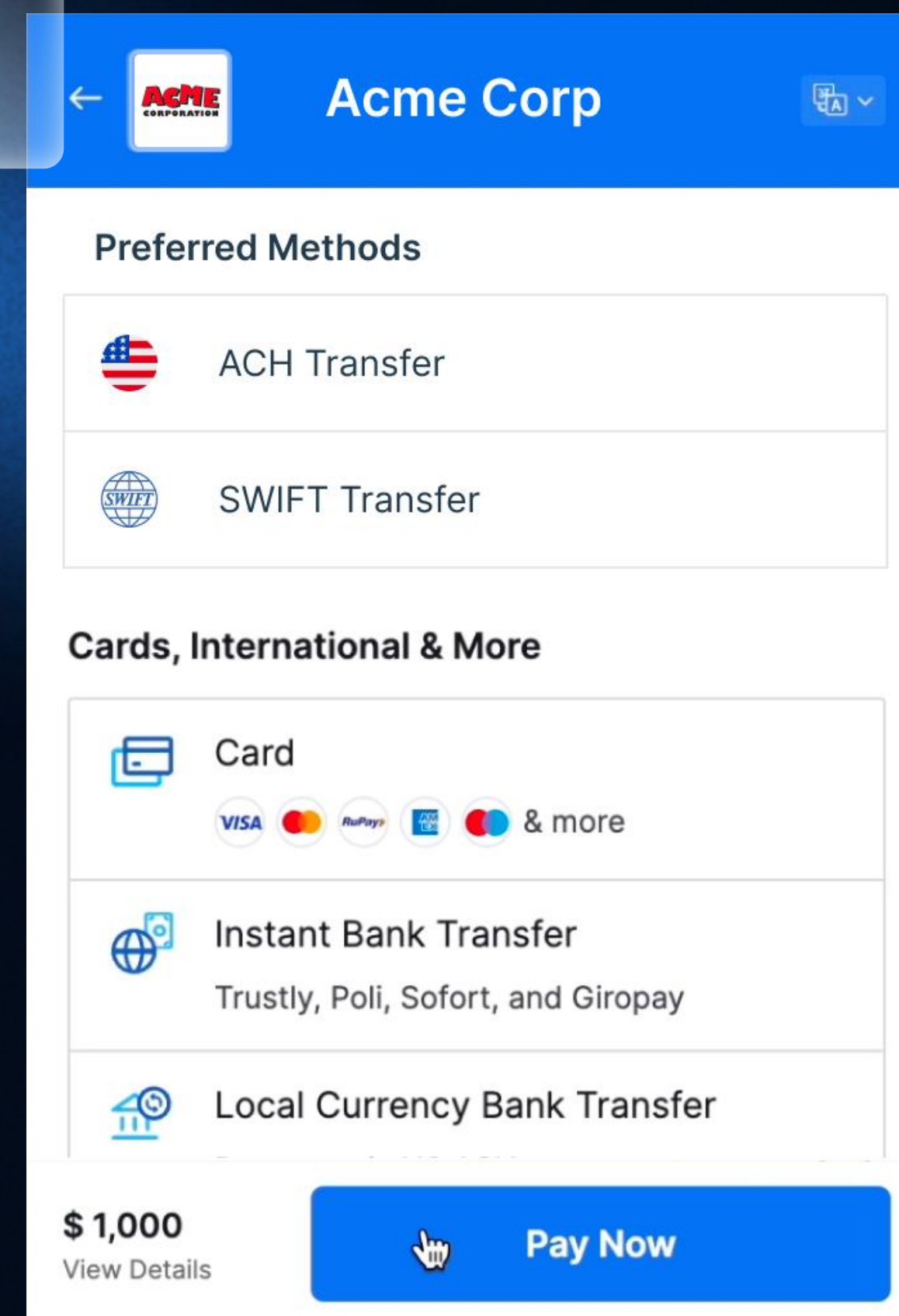
Not just India but serve customers in 90+ countries with

Razorpay's International Payments

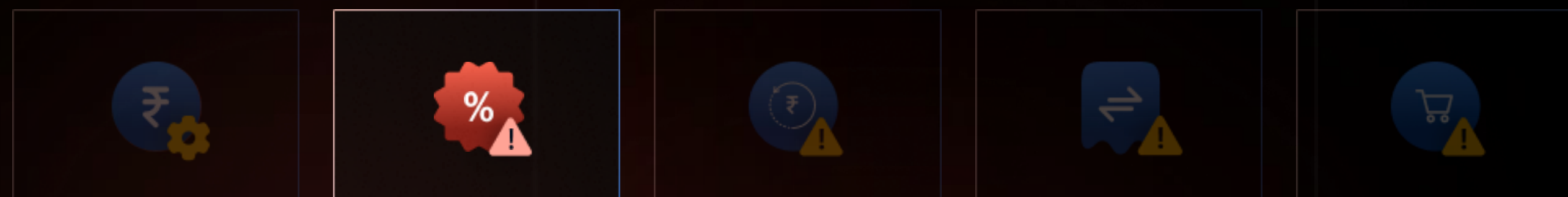


HERE'S HOW?

- Avail benefits under export related schemes by leveraging the Digital FIRS directly from the Razorpay dashboard.
- Whether you sell to customers in US or Japan, your settlements happen in INR



The screenshot shows the Razorpay payment interface for 'Acme Corp'. The header includes a back arrow, the 'Acme Corp' name, and a dropdown menu. The main content is divided into two sections: 'Preferred Methods' and 'Cards, International & More'. The 'Preferred Methods' section lists 'ACH Transfer' (with a US flag icon) and 'SWIFT Transfer' (with a SWIFT logo icon). The 'Cards, International & More' section lists 'Card' (with a card icon and logos for VISA, Mastercard, RuPay, and others), 'Instant Bank Transfer' (with a globe icon and text 'Trustly, Poli, Sofort, and Giropay'), and 'Local Currency Bank Transfer' (with a bank icon). At the bottom, there is a summary bar showing '\$ 1,000' with a 'View Details' link and a large blue 'Pay Now' button with a hand cursor icon.

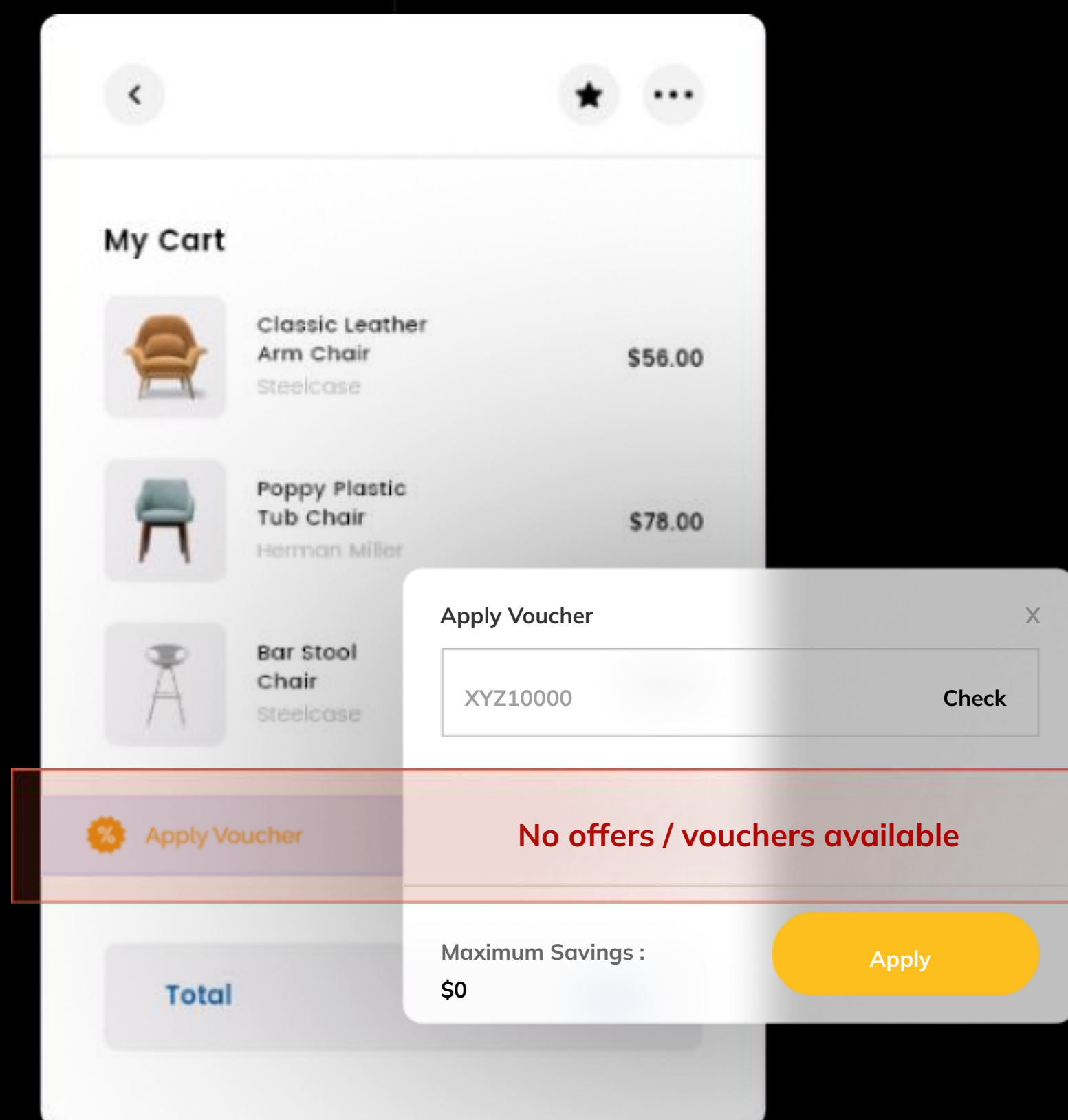


Unaffordability or Lack of Attractive Offers

56%

customers don't shop without the availability of attractive offers.

PROBLEM 2/5

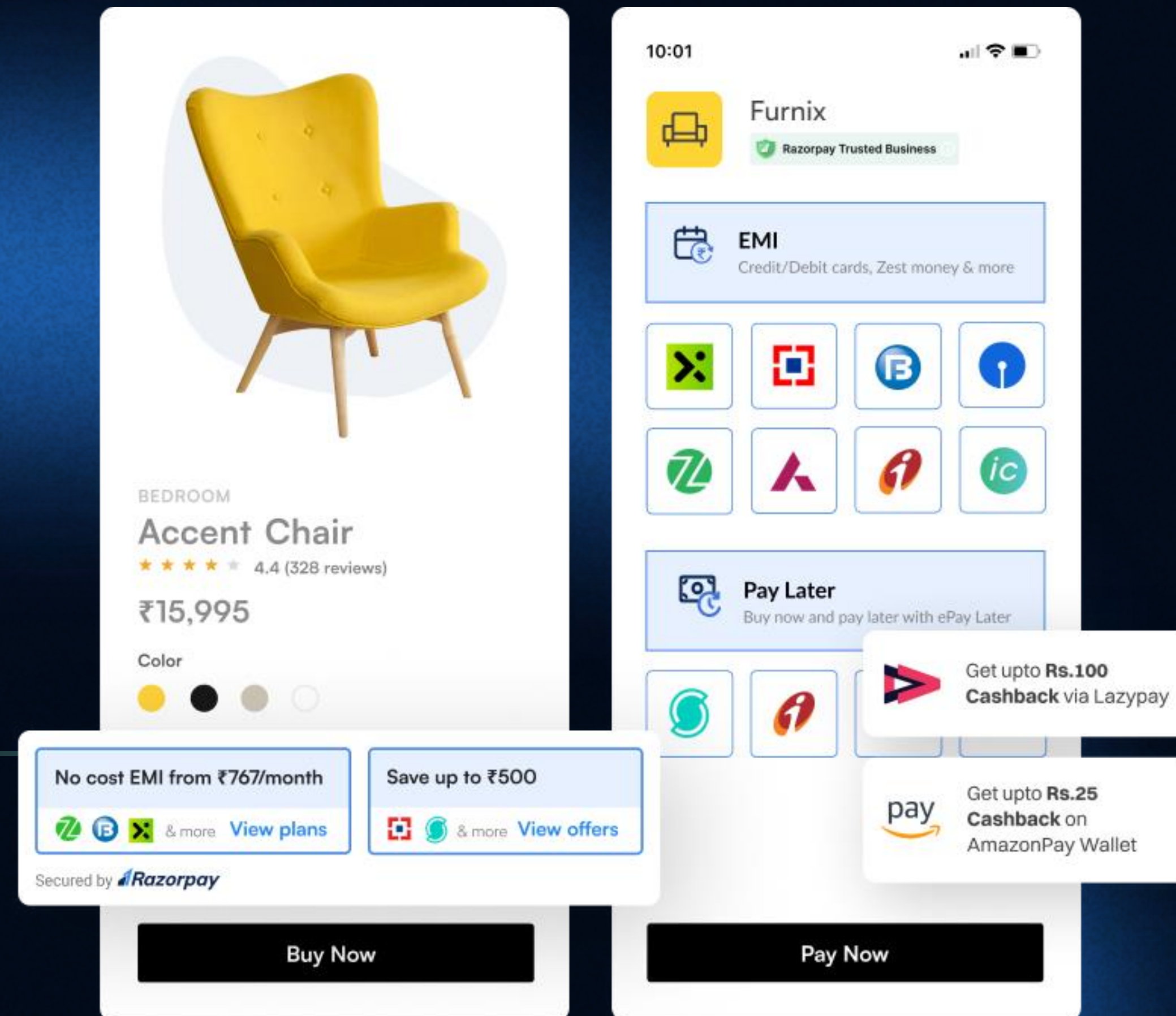


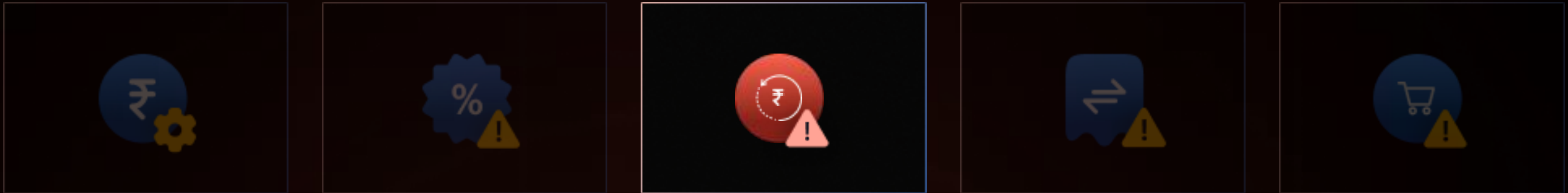
Boost customers' spending power by 47% with Razorpay Affordability Widget 😊

HERE'S HOW?

- Create and showcase promotional offers on your checkout
- EMIs (including No Cost)
- PayLater Options & More

Embed the widget on product listing pages, cart page and relevant screens to highlight EMIs, Offers and BNPL options.




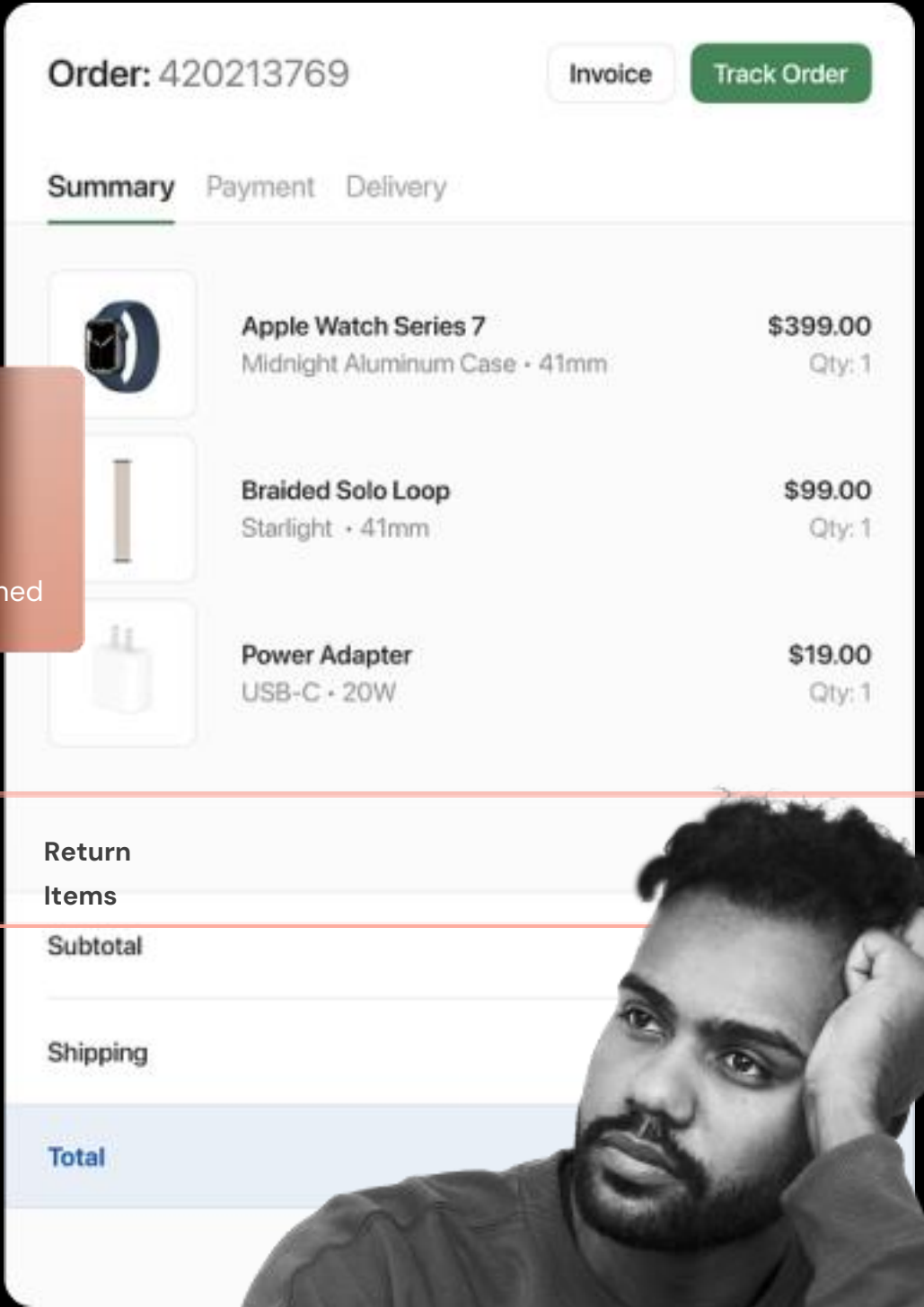


Lack of Refund Options

92%

customers don't buy from websites without return policies



No Return Policy
These products cannot be returned



Delight Your Customers With Hassle-free Refunds

Initiate Refund payments hasslefree using Razorpay Dashboard

- **Normal Refund** - Amount is refunded within 5-7 working days.
- **Instant Refund** - Amount is refunded almost immediately.
- **Batch Refund** - Issue refunds in bulk using an XLSX or CSV file.




Refund Payment ×

Refund Amount *

₹ 2,00,000

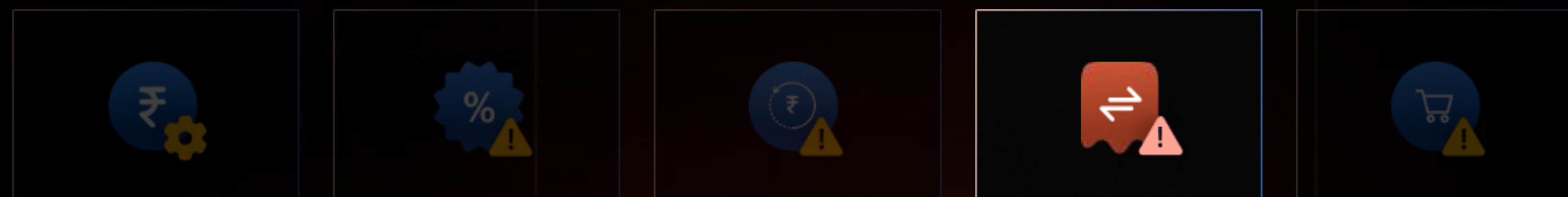
This will be a full-refund. Change amount for a partial refund.

 Refund Instantly ?

[+ Add Comments\(Optional\)](#)

Issue Full refund

You can choose between normal vs instant, full vs partial refund basis your business requirement



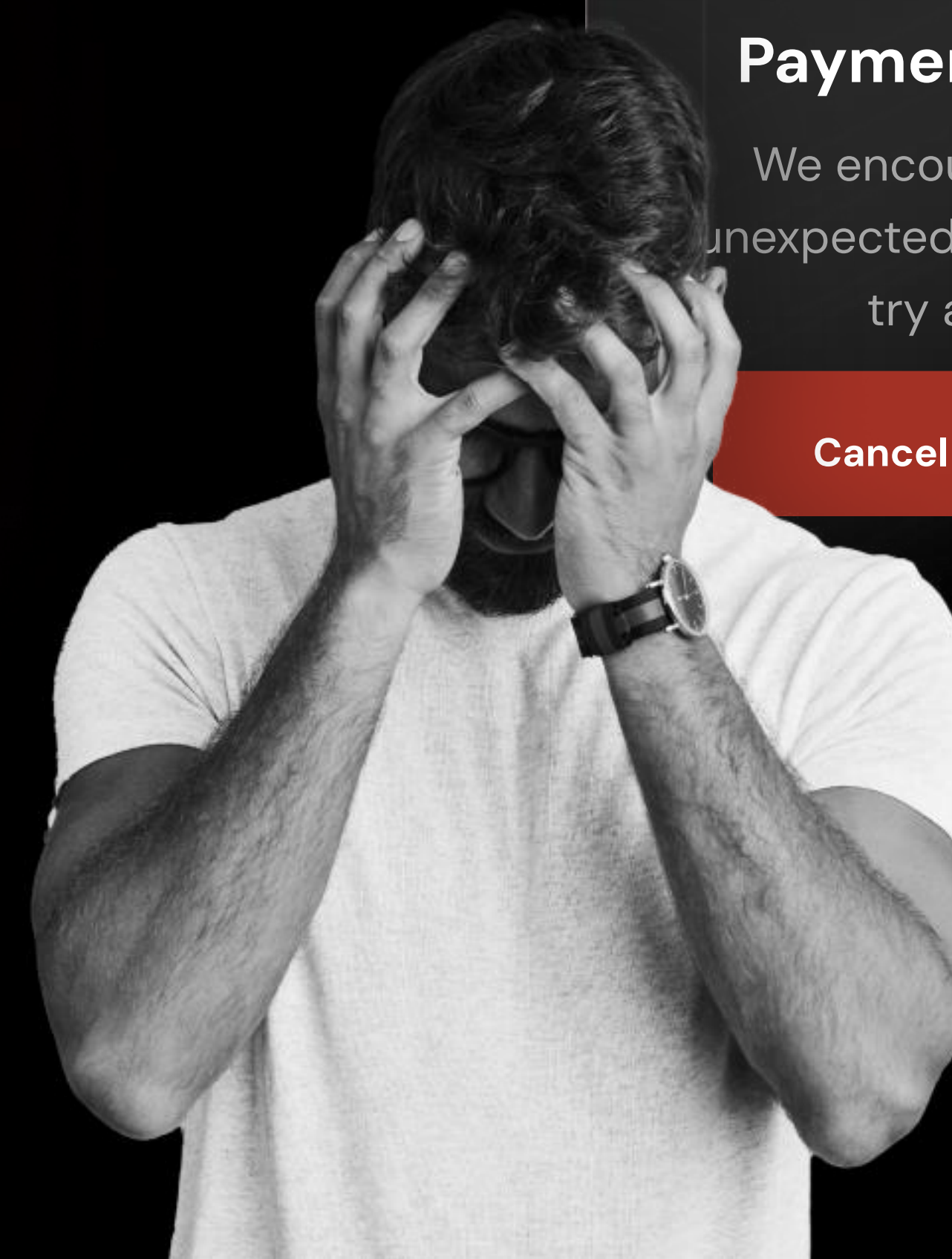
Transaction Failures

70%

customers drop
out of carts*

Losing a customer at the last step is any retailer's worst nightmare

PROBLEM 4/5



Payment Failed

We encountered an
unexpected error. Please
try again.

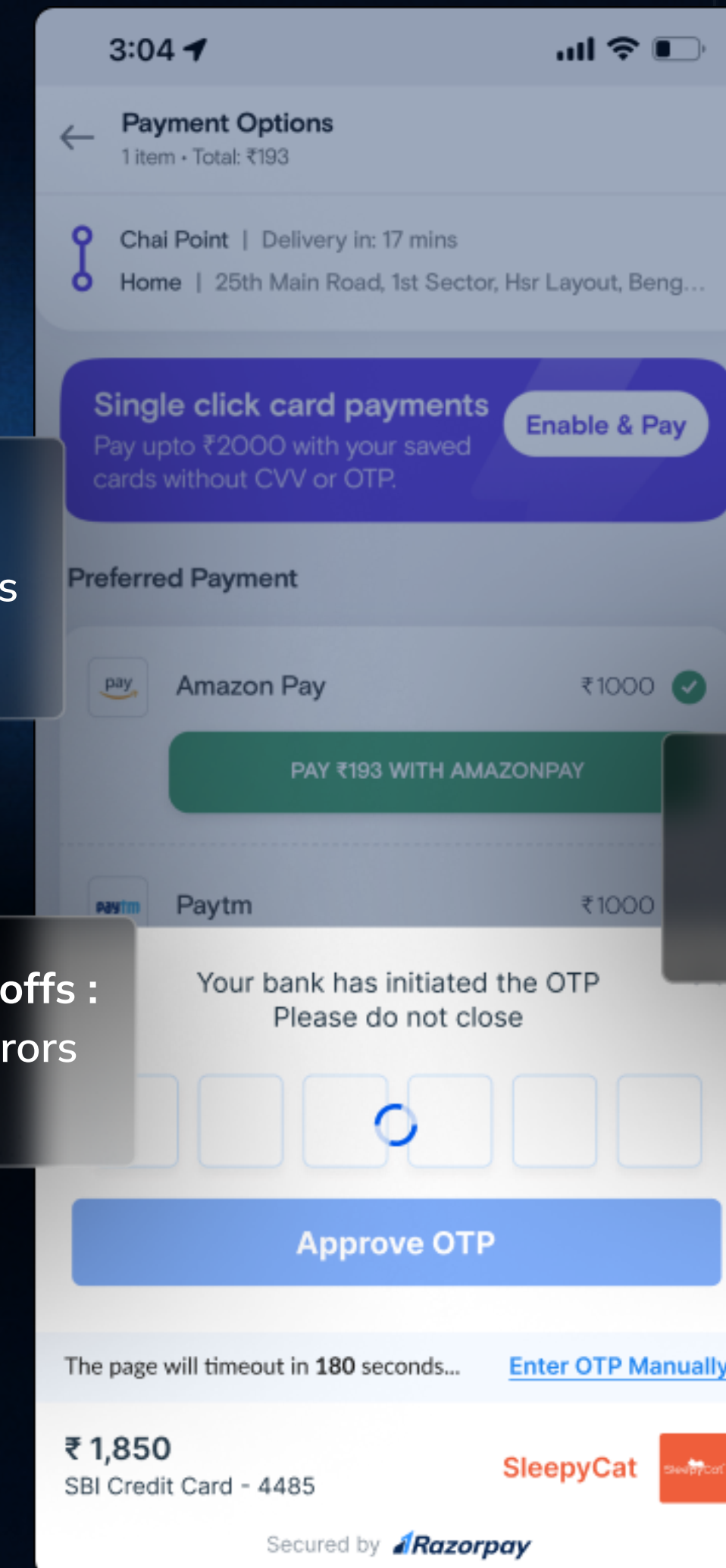
Cancel Payment

Highest transaction success rate with Razorpay 😎

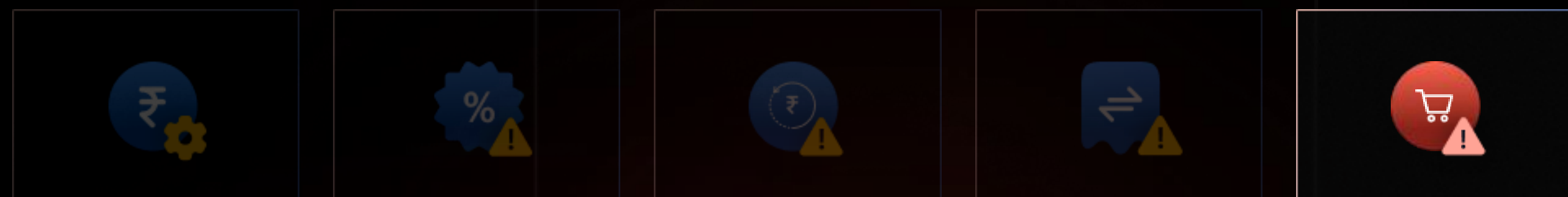
Recover failed payments with payment link : In case of payment failure, auto-trigger payment links for easy completion without customer reinitiation.

Native OTP to prevent drop offs : Auto-read OTP to prevent errors and payment failures.

Industry best Success Rates ensure no payment failures.



SOLUTION

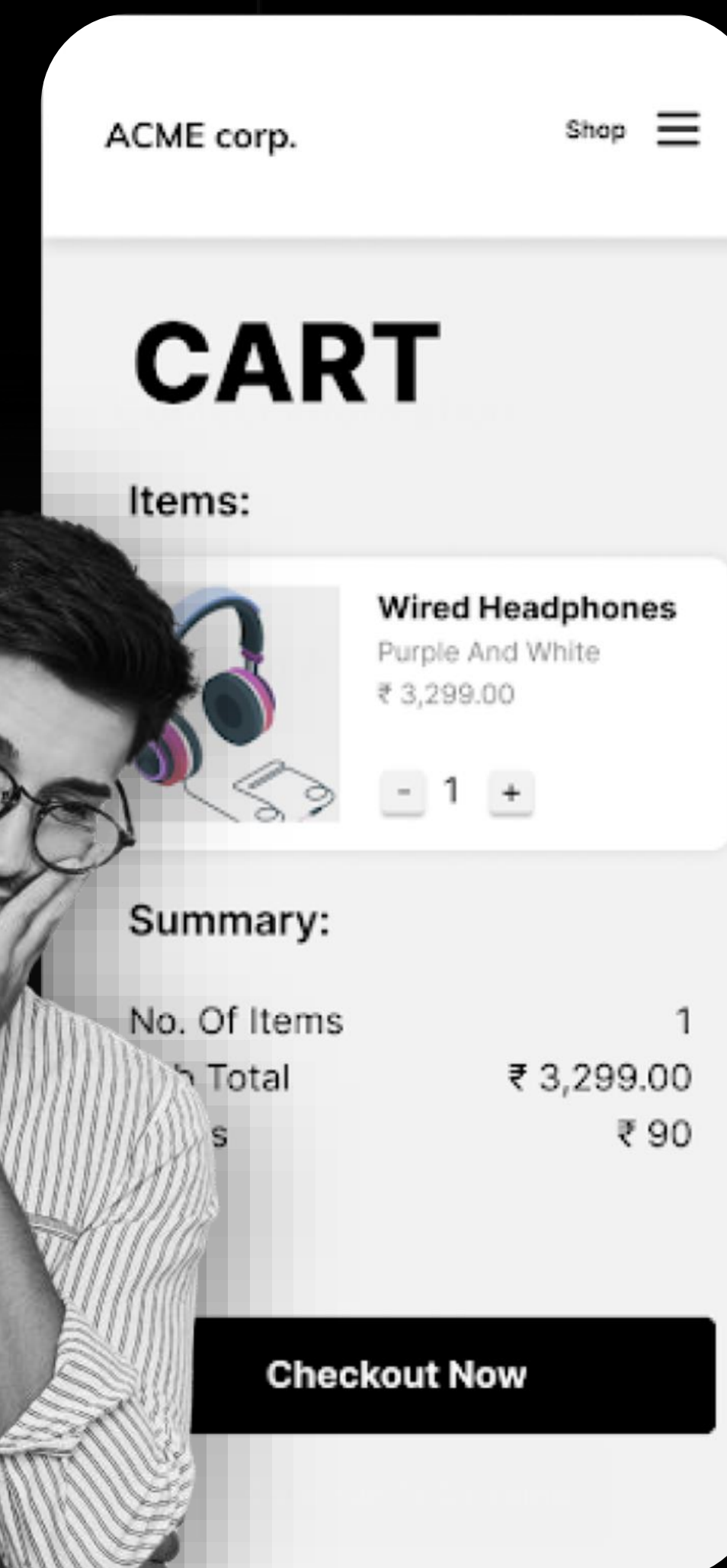


Lack of a Smooth Checkout Process

18%

customers don't complete purchases due to long check out processes

PROBLEM 5/5




Your current checkout experience 🙄

Checkout initiation

ACME corp. Shop

CART

Items:



Wired Headphones
Purple And White
₹ 3,299.00

- 1 +

Summary:

No. Of Items	1
Sub Total	₹ 3,299.00
Taxes	₹ 90

Checkout Now

Details to fill

ACME corp. Shop

PAY NOW AND GET 5% OFF

Contact Information

Email

Shipping Address

India

Pincode

First Name

Last Name

Address

Apartment, Suite, Etc

Continue To Shipping

Details filled

ACME corp. Shop

PAY NOW AND GET 5% OFF

Contact Information

test@gmail.com

Shipping Address

India

680121

Rahul

Girish

Test

B307

Continue To Shipping

Shipping Method

ACME corp. Shop

Show order summary ₹3,299.00

Information > Shipping > Payment

Contact
test@gmail.com Change

Ship to
test, test, 680121 test KL, India Change

Shipping method

☒ Express Delivery (Prepaid Orders) Free

Continue To Payment

Payment initiate

ACME corp. Shop

All transactions are secure and encrypted.

Razorpay Cards, UPI, Wallets, Paypal, Netbanking
VISA Mastercard AMEX RuPay and more...

After clicking "Complete order", you will be redirected to Razorpay (Cards, UPI, NetBanking, Wallets, Paypal) to complete your purchase securely.

☐ Cash on Delivery (COD)

Billing address
Select the address that matches your card or payment method.

☒ Same as shipping address

Continue To Shipping

Payment initiate

Acme Crop. Wired Headphones ₹ 3299

English

< Back +919876543210

+91 9999999999 | saumya.db@gmail..

FREQUENTLY USED METHODS

☒ Pay using Card All Card Supported

☐ Wallet - Amazon Pay

ALL PAYMENT METHODS

☒ UPI / QR GooglePay, PhonePe, & more

☐ Net Banking All Indian banks

☐ EMI Card, EarlySalary and more..

☐ Wallet PhonePe & More

☐ Pay Later ICICI Bank PayLater and Simpl

The current checkout experience is lengthy and has multiple avenues for a drop-off to happen


The usual checkout experience 🤖

Checkout initiation

ACME corp. Shop

CART

Items:



Wired Headphones
 Purple And White
 ₹ 3,299.00

- 1 +

Summary:

No. Of Items	1
Sub Total	₹ 3,299.00
Taxes	₹ 90

Checkout Now

Details to fill

ACME corp. Shop

PAY NOW AND GET 5% OFF

Contact Information

Email

Shipping Address

India

Pincode

First Name

Last Name

Address

Apartment, Suite, Etc

Continue To Shipping

Details filled

ACME corp. Shop

PAY NOW AND GET 5% OFF

Contact Information

test@gmail.com

Shipping Address

India

680121

Rahul

Girish

Test

B307

Continue To Shipping

Shipping Method

ACME corp. Shop

Show order summary ₹3,299.00

Information > Shipping > Payment

Contact test@gmail.com Change

Ship to test, test, 680121 test KL, India Change

Shipping method


☒ Express Delivery (Prepaid Orders) Free


Continue To Payment

Payment initiate

ACME corp. Shop

All transactions are secure and encrypted.


 Cards, UPI, Wallets, Paypal, Netbanking
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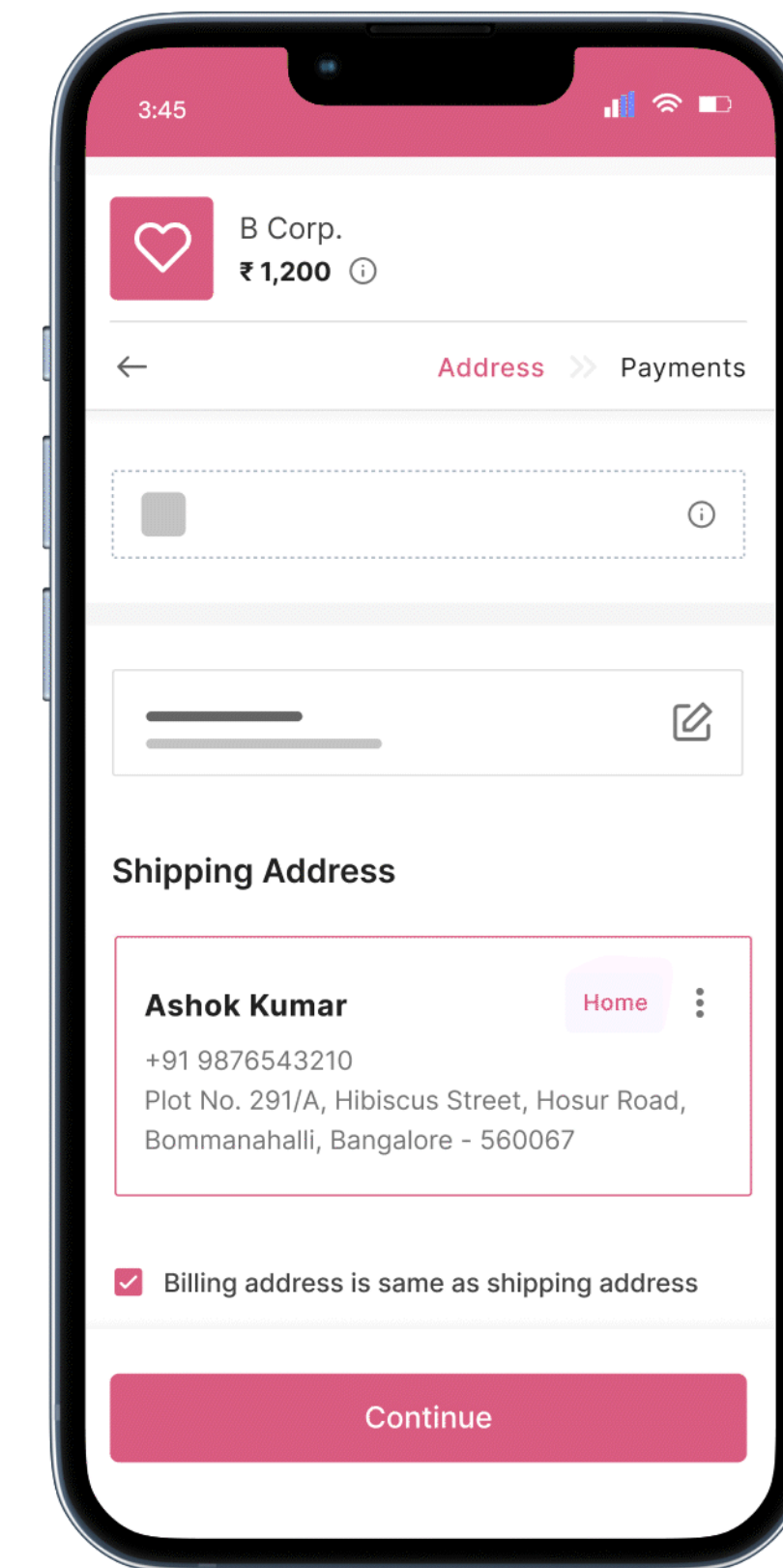
The current checkout experience is lengthy and has multiple avenues for a drop-off to happen

Get 5X Faster, 1 Click Checkout, with Magic Checkout



The simplest, fastest and the most frictionless checkout experience built EVER!

Reduce the steps in your check-out process & give first time shoppers a repeat like experience to increase order conversion rate by 40%



WHAT IF

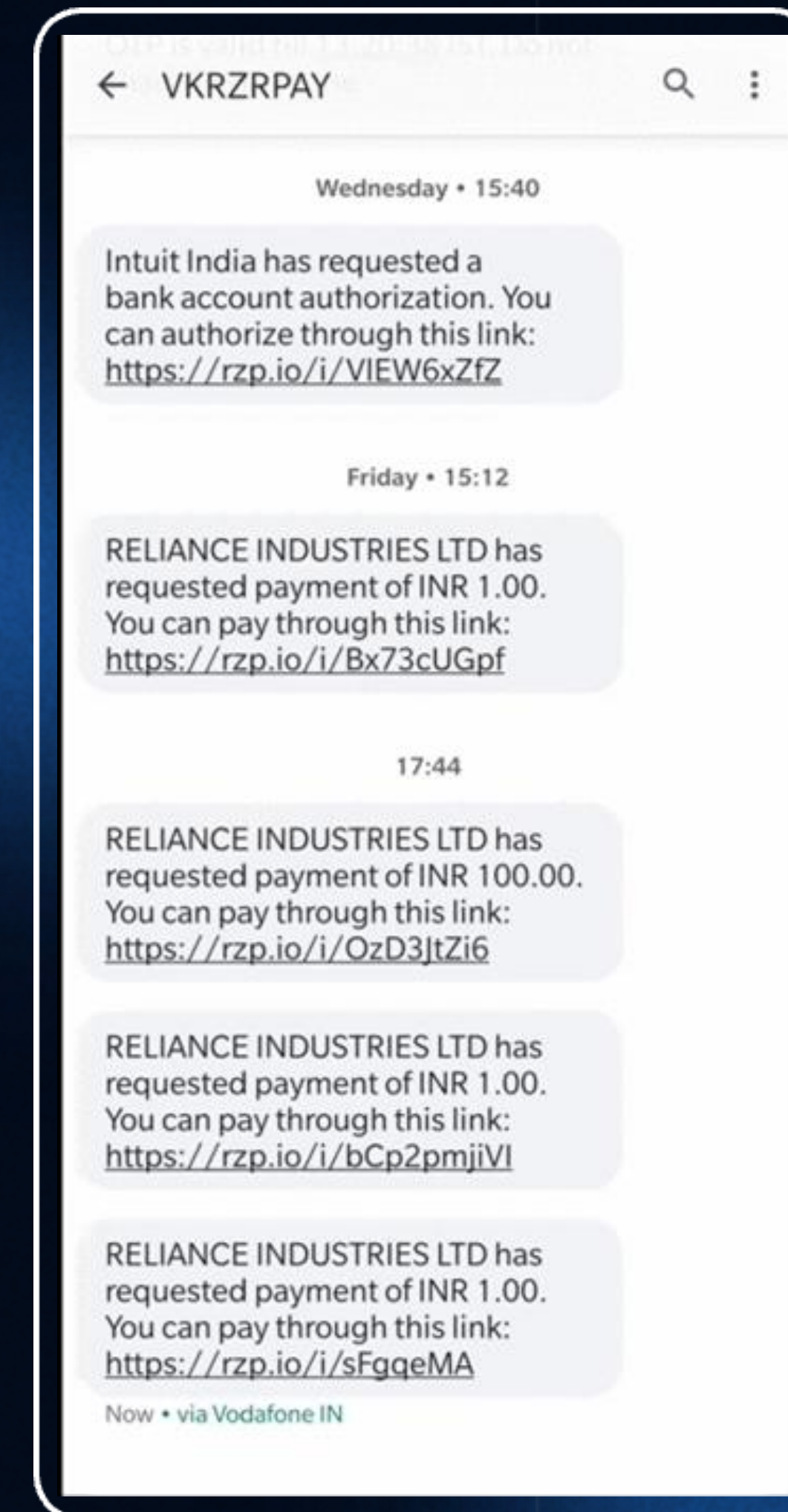


Customer still abandons the cart?

Recover abandoned carts with Payment Links 🧐






HERE'S HOW?

- Create payment links and share via email, SMS, WhatsApp etc.
- Automate reminders and forget about it.



Let's Summarise

Razorpay solution for E-commerce

-  **Online Domestic Payments** ✓
Collect payments via 100+ options with **Payment Gateway** with **highest transaction success rate** in the industry
-  **International Payments** ✓
Collect payments via 100+ options with **Payment Gateway**
-  **Affordable Payments** ✓
Provide payment options like EMI, Paylater and bank offers with **Affordability Suite**
-  **Frictionless Checkout and Reduced RTO** ✓
Provide one click checkout and COD risk detection for the customers with **Magic checkout**
-  **Recover abandoned carts** ✓
Collect payments instantly with **Payment Links**

Ecommerce giants powered by Razorpay

Flipkart 

Reliance RETAIL 

 snapdeal

THE **Arvind** STORE


 **udaan**

zomato

 **SWIGGY**

 **cure.fit**

Licious™
BORN TO MEAT

 cleartrip

goibibo.com

yatra

IndiGo 

 treebo

 Urban Company

 rentomojo!

NEST AWAY 

paisabazaar.com

What sets us apart?



Experience a seamless journey with a **Razorpay partner** 😍



Unlock better **support and exclusive resources** to enhance your journey by working with us



Leave the **KYC process** to us, we'll complete it on your behalf.



We help you quickly **kickstart your business journey** with a seamless integration



With our fintech experience we can ensure that you **always stay ahead** of competition!



Level up your
business growth with

