

## Competitor Analysis



### PROs

Keeping user on the current payment status.  
Supports credit/debit cards/ gift cards, loyalty cards and passes.  
In-store, in-apps, online purchases.  
Protects user data.  
Send and Request Money.  
Allows you to pay your utility bills, recharge your phone, and shop online.

### CONs

Not accepted at all stores.  
Not supported by all banks.  
Need eligible devices to work.  
Can send money to gpay users only  
Support center is not able to assist you.  
It doesn't work with some credit cards.



### PROs

Free.  
Imports contact directly from the cell phone's address book.  
You don't need to know any bank details or even the upi handle of the recipient. If the recipient is on WhatsApp pay he will get the money.  
Very friendly interface. Sending money is as simple then sending an attachment on whatsapp.

### CONs

Need for constant updating  
Requires a whatsapp phone number  
Sending money to a non-whatsapp user is a bit complicated and only possible in android.  
The app does not have the scan and pay feature yet.



### PROs

Quick and Easy Recharge. You can recharge your Mobile, DTH, Data Card etc.  
Hassle-free Payment to Merchant.  
Easy Bill Payment Along with Autopay.  
UPI Fund Transfer.  
Single app for many services.  
App supports both English and Hindi languages as well as Marathi, Tamil, and Bengali.

### CONs

Less Secure (It does not ask PIN or password to open)  
Delay in Payment  
Non-Credit of Money to the merchant  
Refund of Cancelled Tickets is Tricky



### PROs

Supports Almost Every Bank.  
No Required to Have Internet.  
Backed by Government.  
3 Level of Security - The first layer is the Device ID that you are using, the second layer is that of the bank that you have an account with and the third security layer is the UPI Code which is mandatory to make a transaction.  
Send Money Using Aadhaar.

### CONs

The maximum transaction limits rs. 10,000 per transaction.  
Necessary to Have Mobile Number Linked  
No Cashback