



CASE STUDY BY

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Topic : Success story of student enterpreneur

Vijay shekhar sharma

Vijay shekhar sharma is an indian billionaire businessman.

From being a small town boy to the founder of india's most trusted technology brands **VIJAY SHEKHAR** has come a long way.

VIJAY SHEKHAR was born in **Aligarh** (Uttarpradesh) in a lower middle class family. His father was a school teacher and mother was house wife . At a young age of 14 he completed his higher secondary schooling . Then he went to delhi and took admission in **DELHI COLLEGE OF ENGINEERING STUDEIS** . Though **VIJAY** was a bright student but by the time his grades began to decline & afterwards he completely stopped going to college , because he could'NY understand the lecturres of his professors which are completely in english . He had been loosing interest in engineering and this led him to spend more time in the computer room and from there the journey of entrepreneurship started.

- **PROBLEM IDENTIFICATION AND SOLUTION :**

- The first problem **MR.VIJAY** faced was his poor english proficiency . because of language barrier he could'nt appear for IIT and other entrance exams , but in graduation time he tackled this problem by reading two books one in hindi and the other in english so that he could understand the concept .
- He built his first company "**XS-COMMUNICATIONS**" which was college based startup . And then he deigned content management system which was used by several publications including indian express.
- In 2001 when he started a company "**ONE 97**" with his two friends it was used by mobile users to send mobile content such a SMS, jokes ,ringtones etc. But after some time he faced funding problem because he took loan from bank on the high interest. This problem became worst when the terrorist attacked on the amarica in 9/11 , and the situation continued for 2 years and due to this disappointment his partners also ran away .

- **FUNDING SUPPORT:**

- **Mr.VIJAY** started doing jobs of lecturer and computer teacher ,to raise fund for his company & tried to revive his companiy **ONE97's** fund position.
- When the situation stabilized **VIJAY** started paytm in noida (utterpradesh) with initial investment of \$2 million by himself.
- After that in 2011 fund of \$10 million from sapphire ventures was given to one97 communication limited.
- Then in 2015 the huge stake from chinese e-commerce company Alibaba group.

- From mountain capital 5 billion dollars and from softbank \$10 billion , then berkshire hathaway invested \$356 million . as he got funding supports.

❖ **BUSINESS DEVELOPMENT STRATEGY :**

- Paytm is available in 11 indian languages
- **Advertisements:** As the name is abbreviation of pay-t-m (pay through mobile). it provides cashless transaction . its advertised as “cash nahi paytm karo” it introduced wallet in the mobile .and also it attracted the consumers by cashback offers and other schemes, and QR code scanning method.
- At the time of demonitization the paytm was grown as it was providing the services of mobile recharges, billing , and others.
- In january 2018 paytm is valued at \$10 billion , As per the company . over 7 million merchants across india use QR code to accept payments directly into their bank account.

• **ACHIEVEMENTS :**

- Paytm is india’s most trusted digital bank. It ibecame india’s leading financial service company.
- 78 million orders comes in paytm . paytm has 10 million subscribers and 35 million regular users per month.
- In 2012, the company was awarded with most innovative startup of the year by **franchise India.**
- paytm was the winner of Indian IT award 2014.
- Paytm got best digital award at **IAMAI India digital award in delhi.**
- The company was gold winner at the MMA smaerties under the category of mobile app in 2014.
- **MR.VIJAY** won IMPACT person of the year award 2016.
- Paytm won **ET BRAND EQUITY MOST TRUSTED BRAND** of the year award 2016.
- Paytm also won **FT FUTURE OF FINTECH** year award 2016.
- Paytm got the outstanding startup of the year award at **forbes leadership awards** 2016 as well.



- **REFERENCE:**
- [Paytm.com](https://www.paytm.com)
- [wikipedia](https://en.wikipedia.org/wiki/Paytm)