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## CRED: - How Credit Card Payments Rewarding and Effective

*Mohith Kumar S<sup>1</sup>, Prof. Arvind N L<sup>2</sup>*

<sup>1</sup>Student, <sup>2</sup>Guide

MBA Department,

PES University, Bangalore, Karnataka

PH: +91 81975 60304 [mohithkumars26@gmail.com](mailto:mohithkumars26@gmail.com)



**Tagline:** “Suraksha Aur Bharose Dono”

Startup Name	Cred
Headquarters	Bengaluru, Karnataka, India
Sector	Financial Services
Founder	Kunal Shah
Founded	2018
Website	cred. club

### ABSTRACT

CRED, a Bengaluru-located fintech company, offers a particular program that allows customers to pay Credit card bills while unlocking exclusionary rewards and benefits. Founded in 2018 by Kunal Shah, CRED prioritizes trust and safety in its transactions, distinguishing itself as a TrustTech business. Through creative features like CRED Mint, Rent Pay, and CRED Cash, the floor caters to customers with fair credit scores. Its earnings model revolves around filing expenses and leveraging customer economic info. With important financing and extraordinary earnings, CRED has qualified for fast improvement, suitable for a unicorn in 2021. It competes with settled participants like Paytm, PhonePe, and Google Pay in India's fintech field

### Introduction

“CRED is a fintech company headquartered in Bengaluru”, that allows its customers to earn Credit card payments over its app and receive limited offers and more benefits networked. In addition, CRED has introduced residence rent **amount benefits, Rent Pay; adaptable Credit it lines, CRED Cash; and CRED Mint**, with which the lenders can extend their ineffective payment to borrowers who exhibit acceptable Credit scores at shares of about 9% every twelve months.

### About CRED

CRED accepts to pay bills over the program and benefits rewards for every activity. The company also lets the customers build their household rent fees, and likewise use the limited Credit score the app immediately offers. The CRED main office is in Bangalore.

By taking extreme care in keeping the info & news of the customers. Therefore, it is perfectly harmless and secure. So, the founder of CRED. He organized the company in the year 2018. As in the beginning inspiration to start the company originated in the trust results by the people, which is by him. The founder Kunal Shah is a famous face in the startup environment and carries before financed many startups before.

**Founder: -**



### **Start-Up**

The aim was really easy. It begins to build a policy where growth possibly created better and standardized. Kunal Shah is necessary to offer more advantages and benefits to people as a political whole carrying proper CREDIT scores. Then, designing to impress the public was the main goal.

So, the startups to the govt have directed ordinary people. So, the organizer needed to achieve the correct process for the people, the trustworthy civilians pay taxes up-to-date. He experienced that no one had explained their issue and that many people should not suffer.

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### **Features**

#### **CRED Mint**

CRED introduced CRED Mint on August 20, 2021, which will symbolize a peer-to-peer granting feature that is possibly used by all clients of CRED. CRED Mint has been started by CRED commonly with RBI-passed P2P Non-Banking Financial Company (NBFC), Liquidous.

#### **CRED Cash**

CRED started CRED Cash, a responsive line of Credit, in 2020. CRED Cash considers its representatives pre-supported for a dynamic line of Credit of up to Rs 5 lakhs, without any documents, telephone calls, forms, or tangible visits.

#### **Rent Pay**

CRED started Rent Pay in April 2020, which allows customers to pay their weekly rent by way of credit cards.

#### **CRED Store**

CRED started CRED Store, an eCommerce policy, that is considered as a retreat for clients with over 500 premium brands across a far range of classifications to shop from. CRED, who was legendary as a Credit card bill supervisor, is presently up with a few more contributions containing traveling, DTH, and FAST tag regenerate benefits. As per new reports out of date, on April 1, 2022, the Kunal Shah-led company started its service bill amounts division, by way of that the consumers can immediately pay their serviceableness bills including the power, water bills, and municipal tax by way of the CRED app.

#### **Tap to Pay Feature**

With Tap to Pay feature android customers with NFC facilities can pay without tangible cards or wallets by using their smartphones on shopkeeper terminals. CRED started this feature in February 2022. BidBlastBidBlast is a gripping services game that CRED representatives can only play and it began in December 2022. This will supply the CRED representatives with the feeling of services without utilizing real services by using CRED coins.

### CRED Flash

CRED started CRED flash in February 2023 with this initiative clients can create fees utilizing BNPL devices within the app and across 500 participant wholesalers.

### CRED Escapes

With the beginning of CRED Escapes in March 2023, it will determine a closely planned policy with premium benefits, limited competition, and hotel. This is consistent with CRED's modern policy, which offers representatives benefits like resort Credits, inn upgrades, and entertainment venue confirmation.

### P2P Payments

CRED initiated the P2P amount feature in April 2023. With this feature clients of CRED will allow dispatch services to add customers by way of UPI IDs or contact numbers utilizing the P2P amount.

### Revenue Model

There are 2 important methods by way of which CRED creates services,

**Listing amount** – As the list is a collection of production the profit should be in the customer range.

**The economic use to the customer** – By expanding the economic info customers use the program to handle their bills. In addition to giving CRED the moment to present more offers to their customers utilizing this info, CRED further has additional banks and economic systems that pay authority a wage for access to this info. These businesses, banks, and economic companies would finally approach the hidden clients.

So, by disclosing that it doesn't change some accounts for the fee opportunities that it offers by way of its app. The association alternatively earns its revenues from the additional accounts it arranges by way of its automation and allocation policy.

## Funding & Investor

CRED has elevated a total sum of 100 crores in capital over the 10 financing rounds that the mark has signed. CRED has last taken 8 crores in capital on 9<sup>th</sup> June 2022 in, a capital round managed by the top financiers.

**List: -**

Date	Transaction Name	Money Raised	Lead Investors
June 9, 2022	Series F	8 crores	GIC, Sofina, Alpha Wave, and DF International
April 8, 2022	Venture Round	20 crores	GIC
October 19, 2021	Series E	25.1 crores	Tiger Global and Falcon Edge
April 6, 2021	Series D	21.5 crores	Coatue, Falcon Edge Capital, and others
January 1, 2021	Post-IPO Secondary Round	-	-
November 30, 2020	Series C	8.1 crores	DST Global
July 26, 2019	Series B	12 crores	Gemini Investments, Rabbit Capital, and Sequoia Capital India
April 16, 2019	Series A	2.4 crores	-
January 1, 2019	Seed Round	-	Rainmatter Technology
November 6, 2018	Seed Round	3 crores	Sequoia Capital India

### These were the Top 10 financiers listed

CRED is financed by 33 financiers in total, as of June 9, 2022, with the current financiers being GIC, Sofina, Alpha Wave, and DF International

## Growth & Revenue

CRED has proven regular progress throughout the years. As a startup organized in 2018, it profitably united as a unicorn on 6<sup>th</sup> April 2021, when the association had finished 22 crores. CRED controls "22% of all bills in India every week," told him in the declaration issued. CRED's estimate touched 6500 crores in 2022 later a \$200 million capital round. "

Kunal Shah additionally got a progress description of July 2021, & common achievements touched by in June:



**Kunal Shah** • 2nd  
Founder : CRED  
3h • 🌐

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Financial progress is inevitable if you take the right actions consistently. This is exactly what CRED members are doing and we are creating milestones on the way. Here are some highlights from the month that went by:

44% members improved their credit scores  
₹194 Cr. hidden charges detected on credit card statements  
6.8 Lac members saved money on extra interest charges  
₹ 75 Cr. late payment fees avoided due to timely reminders  
₹ 29 Cr worth of cash-backs and rewards claimed by members for good financial behavior

👍👎🔥 2,664 • 102 comments

## Progress on LinkedIn

### Financials

“CRED has continued to support a massive development in its useful income from Rs 88.6 crore during FY21 to Rs 393.6 crore during FY22. Here's a good study of the business's economic info for FY22 which correlates the same with that of the past economy:

Two parts,

### CRED Exp Breakdown

The company's total exp from Rs 619 crore in FY21 to Rs 1,702 crore in FY22.

Below is the breakdown of exp:

Cred Expenses Verticals	FY21	FY22
Marketing and promotional expenses	Rs 324 crore	Rs 975.8 crore
Employee benefit expenses	Rs 134.7 crore	Rs 307.6 crore
Payment processing and other direct cost	Rs 57.93 crore	Rs 158.6 crore
IT and communication costs	Rs 56.3 crore	Rs 137 crore
Legal and professional fees	Rs 31.8 crore	Rs 87.5 crore
Other Expenses	Rs 14.3 crore	Rs 35.5 crore

### CRED Finances Breakdown

Cred Financials	FY20	FY21	FY22
Operating Revenue	Rs 0.52 crore	Rs 88.6 crore	Rs 393.6 crore
Total Expenses	Rs 379 crore	Rs 619 crore	Rs 1,702 crore
Profit/Loss	Loss of Rs 361 crore	Loss of Rs 524 crore	Loss of Rs 1,280 crore



## CRED Financials

### Acquisitions

CRED has captured four corporations to date, HIPBAR, HAPPAY, SMALLCASE, & SPENNY. The new purchase is of Spenny on June 23, 2023.

Company Acquired	Date	Deal Value
SPENNY	June 23, 2023	-
SMALLCASE	August 2, 2022	\$400 million
HAPPAY	December 1, 2021	\$180 million
HIPBAR	October 21, 2021	-

### Partnership

CRED participants with comfort and premier brands to offer an excellent experience to the customers at the end of the bill amount phases.

Some other participations of CRED are:

CRED started CRED Mint, as one with the P2P non-bank Liquidous, which helps the customers spend their funds in a capital pool.

CRED started CRED Pay by assisting with Razor Pay. This device helps customers to create amounts using their CRED coins and experience a smooth checkout.

CRED has a guard with Gokwik and at this moment participation they aim to upgrade the wired buying contact and construct trust for Direct-to-Consumer (D2C) shopkeepers.

Shopify and CRED participations to present wholesalers on its policy approach to the latest fee forms.

### Competitors

- CRED's top competitors are:
- Paytm
- PhonePe
- Google Pay
- Amazon Pay
- Freecharge,
- MobiKwik.

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## Objective

CRED, as a well-known fintech company, pursues various key goals to drive its development and happiness in Indian retail. Its basic aim search out and offer customers a secure and beneficial program for Credit card bill fees through its well-planned app. The community seeks to claim the highest principles of info protection and customer trust, asserting its duty as a TrustTech alternatively a historic Fintech firm, joining with founder Kunal Shah's vision.

Another critical objective is diversity, with the opening of maintenance like CRED Mint, Rent Pay, and CRED Cash, helping to a wider range of economic needs. Building and maintaining participation with individual associations, that offer absolute deals to customers, is basic for improving consumer knowledge and enlarging brand visibility.

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## Conclusion

In conclusion, CRED has developed as an important member in India's fintech view, contributing a complete program for Credit card bill cash and a pattern of creative commercial businesses. Founded by Kunal Shah in 2018, the company puts an effective importance on trust and protection, changing itself as a TrustTech rather than a usual fintech system. With a fast-spreading customer base and important participation with superior brands, CRED has varied its contributions, containing CRED Mint, Rent Pay, and CRED Cash. Its strong earnings model, fed by specifying payments and customer info monetization, has authorized solid progress and monetary balance. As it extends to begin and develop, CRED faces competition from completed participants like Paytm, PhonePe, and Google Pay, but its different approach and guarantee to customer trust stand it as a serious inspire India's economic automation region".