



## Feature Addition: Adding Multiple Sub-accounts to a single Razorpay merchant account

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## Section 1: Introduction

There are over 15 million freelancers in India, 80% of whom have between 1-3 jobs<sup>1</sup>. There are additionally 1.02 million SMBs in India, that transact business online<sup>2</sup>. A dipstick analysis reveals that up-to a third of these businesses have independent business verticals/product lines that they would like to track separately.

Currently, a user (merchant) with multiple independent businesses/websites/product lines accepting payments through Razorpay is required to create and manage multiple Razorpay merchant accounts.

The proposed feature seeks to improve user experience for users with multiple businesses/websites/product lines by allowing for the addition of up-to 5 sub-accounts to a single merchant account.

## Section 2: Goal

- 1) Allow a user to add and manage up-to 5 sub-accounts
- 2) Allow a user to easily switch between sub-accounts

## Section 3: Business Case

Often freelancers and small business owners have multiple businesses/websites/product lines that they would like to manage and track separately. In order to do so, they currently need to create and manage separate Razorpay merchant accounts with different email addresses. However, this is highly inconvenient: there is the hassle of remembering separate log-in credentials and the inconvenience of switching between accounts.

Having the ability to create and manage multiple sub-accounts would minimize the hassle for merchants to manage multiple businesses on the Razorpay platform and thus improve customer experience.

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<sup>1</sup> The Payoneer Freelancer Income Survey - Global Benchmark Report for Hourly Rates, 2018

<sup>2</sup> Impact of internet and digitization on SMBs in India, a study by KPMG in India and Google, January 2017

## Section 4: Why is this feature needed?

- **Separate tax and legal entity information:** Currently, each Razorpay user (merchant) account can only be associated with the tax ID (e.g., GST number) and legal entity information of one business. If a user operates multiple businesses that have separate tax ID information, they must create additional Razorpay merchant accounts for each.
- **Unique public business information:** Using the same account for separate businesses can cause confusion as the public business information used is the same for both. For instance, a customer who purchases from a user’s business “XYZ” may see a charge from the user’s other business “ABC” on their statement, potentially resulting in a dispute.
- **Easier reporting and reconciliation:** Separating the payments processed by different independent businesses/business verticals makes it easier for a merchant to find payments, create and export reports, and reconcile payouts to their bank account.

## Section 5: Users and Use Cases

User	User Stories	Use Case
<p>Freelancer with multiple and independent s.</p> <p>For example, a freelancer who works as a Web Developer and has an unrelated consulting practice.</p>	<p>As a freelancer, I would like to be able to make transactions and send invoices for each of my businesses through a single Razorpay account.</p> <p>For example, I would like to be able to make transactions and send invoices separately for my Web development practice and my consulting practice (both of which have</p>	<p>User adds multiple sub-accounts, one for each business.</p> <p>For example, one sub-account for her Web Developer business and one sub-account for her consulting practice.</p>

	separate logos and billing labels).	
<p>Small-business owner with independent business verticals/product lines looking to track them separately.</p> <p>For example, a pottery website that also offers pottery courses.</p>	<p>As a small business owner, I would like to be able to account for revenues from each of my independent business verticals and product lines separately.</p> <p>For example, I would want to be able to track the performance of my pottery sales, and my pottery class subscriptions separately.</p>	<p>User able to create separate sub-accounts for each business vertical/product line and track them through a single user (merchant) account.</p> <p>For example, the user creates one sub-account for the pottery sale vertical and a separate sub-account for the pottery class subscriptions.</p>
<p>Small-business owner with multiple independent online businesses looking to track them separately .</p> <p>For example, a business owner with a music management business as well as a web magazine business.</p>	<p>As an owner of multiple independent small businesses, I would like to be able to easily switch between the Razorpay reports of each of my businesses, without having to log-into multiple accounts.</p> <p>For example, I would want to track reports for my music management business separately from my web magazine business, and easily switch between the two without</p>	<p>User able to switch between existing sub-accounts via the dashboard.</p> <p>For example, the user can switch between the sub-account for her music management business and the sub-account for her web magazine, from the dashboard of a single Razerpay user (merchant) account.</p>

	requiring to log-into separate accounts.	
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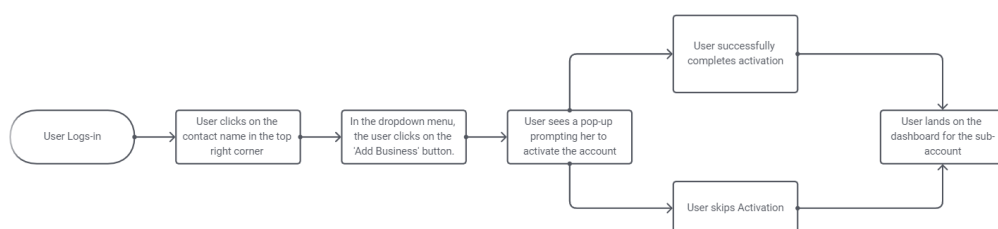
## Section 6: Product features

Requirement	Priority	Phase (Milestone)
Add a new sub-account	Must Have	M1
Switch between accounts	Must Have	M1
Independent Dashboards for sub-accounts (highlighting Payment Insights, Recent Activity, Current Balance, Settlements)	Must Have	M1
Add separate tax and legal entity information for each sub-account	Must Have	M1
Add unique public business information including business details, contact information, billing label, logo etc.	Must Have	M1
Independently managed Transactions, Settlements, Invoices, Offers etc.	Must Have	M1
Independently managed teams across sub-accounts	Must Have	M1
Separate Reports	Must Have	M1
Maintain separate customer contact lists for individual sub-accounts	Must Have	M1
Payouts to separate bank accounts: Each additional sub-account can use a separate bank account for payouts	Must Have	M1

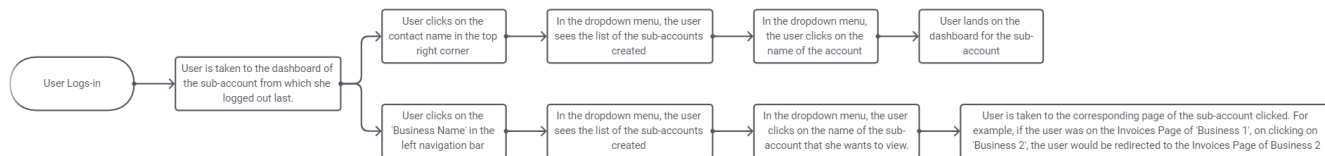
Independently managed sub-account settings	Must Have	M1
Aggregate dashboard across sub-accounts	Should Have	M2
Option to aggregate customer contact lists across sub-accounts	Should Have	M2

## Section 7: Workflow

### Add a sub-account

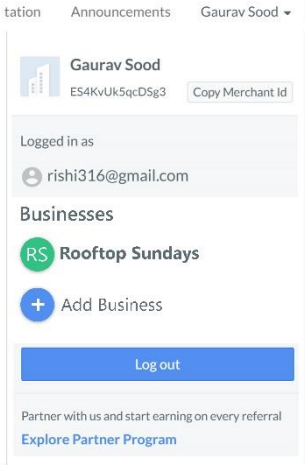
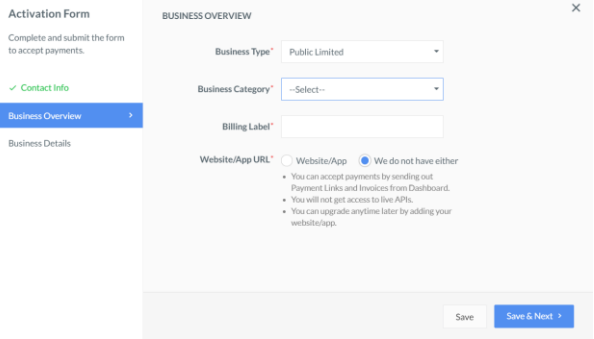


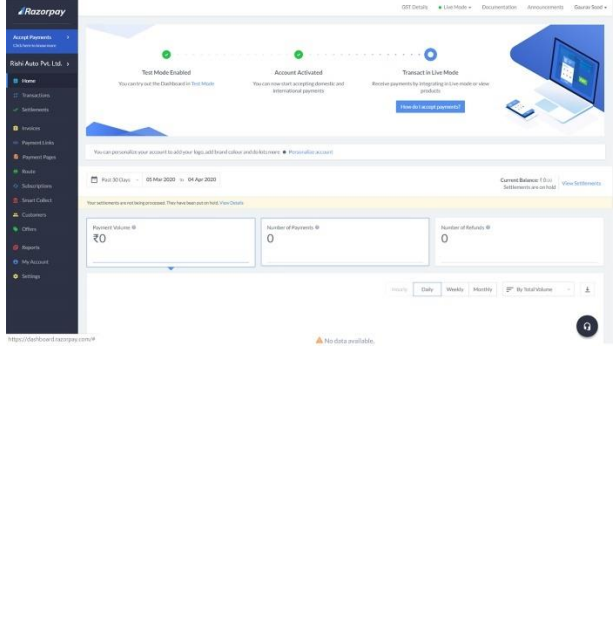
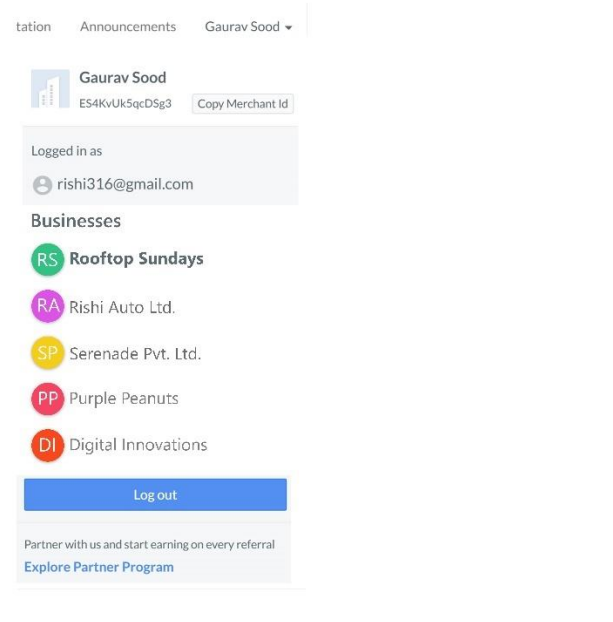
### Switch between Sub-accounts



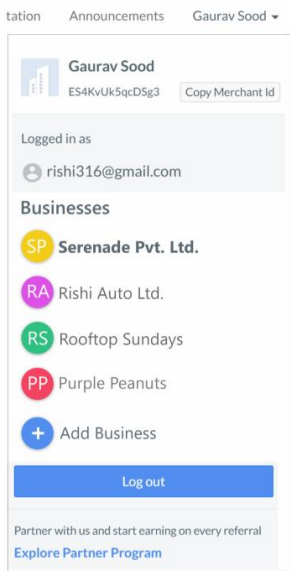
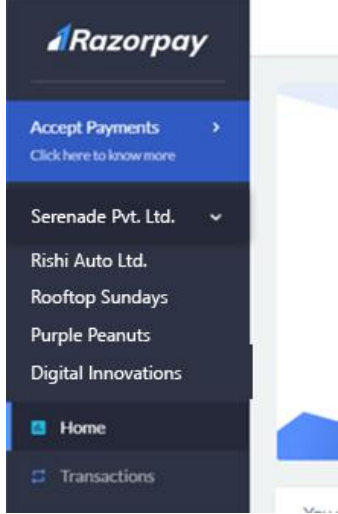
## Section 8: Design Mock-ups

Page/Navigation	Mock-up	Description
Landing Page on Logging-in		<p>The page displays the business name provided by the user, in the left navigation bar.</p> <p>If the user is yet to complete the activation, 'Business</p>

		<p>1' will be displayed here, indicating to the user that there is an option to add multiple businesses.</p>
<p>Dropdown menu when the user clicks the 'Contact Name' in the top-right corner</p>		<p>The dropdown menu displays the Business Name provided by the user, as part of the user activation.</p> <p>If the user is yet to provide the Business Details as part of the activation, "Business 1" will be displayed here.</p> <p>On clicking the 'Add Business' button, the user will be redirected to the 'Activation Page' for the sub-account.</p>
<p>User Activation for the Sub-account</p>		<p>The user is taken directly to the 'Business Overview' section of the 'Activation flow'.</p>

<p>The landing page, post the activation of the 2<sup>nd</sup> business (sub-account).</p>		<p>The page displays the business name provided by the user, in the left navigation bar.</p> <p>If the user is yet to provide the Business Details as part of the activation, "Business 2" will be displayed here.</p>
<p>Dropdown menu when the user clicks the 'Contact Name' in the top-right corner, on having added 5 sub-accounts.</p>		<p>On adding the 5<sup>th</sup> sub-account, the user no longer sees the 'Add Business' button in the Businesses list.</p>



<p>Switching sub-accounts through the dropdown menu on clicking on the 'Contact Name'.</p>		<p>A user can switch between sub-accounts by clicking on the sub-account.</p> <p>On clicking the sub-account name, the user would be taken to the dashboard of that respective sub-account.</p>
<p>Switching sub-accounts through the dropdown menu in the left navigation bar.</p>		<p>A user can switch between accounts by clicking on the sub-account.</p> <p>On clicking the sub-account name, the user would be taken to the corresponding page of that respective sub-account. For example, if the user is on the 'Invoices' page of "Rooftop Sundays" and clicks on the sub-account "Serenade Pvt. Ltd.", the user would be taken to the 'Invoices' page of "Serenade Pvt. Ltd.".</p>

## Section 9: Success Criteria

- Feature adoption: number of users creating multiple sub-accounts.
- Increase in NPS score among small-business owners and freelancers with multiple businesses/product lines/websites.
- Increased average revenue per merchant on account of ease of adding more businesses/product lines.

## Section 10: What to track

- Total number of unique users with multiple sub-accounts
- The percentage of total active users who are using this feature
- The average number of times per day a user switches between sub-accounts.
- Percentage of sub-accounts created and activated.
- Percentage of sub-accounts created with KYC completion
- Average number of live transactions per sub-account
- At what stage of their user journey do users add the subsequent business.

## Section 11: Marketing and PR plan

- Send out a feature spotlight e-mail to current users
- Featured promotions on popular blogs
- Record and upload a helpful video tutorial on the Razorpay YouTube channel
- Targeted Facebook ads at freelancers and small business owners.
- Advertise feature on freelancer platforms such as Upwork, Fiverr, freelancer.com, Freelance India, 99designs, Toptal etc.
- On-ground events and activation in collaboration with co-working spaces like Wework where young freelancers and small-business owners can be targeted.
- BTL communication thought leadership summits that freelancers, small business owners and entrepreneurs would attend.
- SEO and SEM

## Section 12: Roll-out Plan

- Beta version of the feature rolled out to select users. Work with testing partners to iterate
- In case of no issues, 10% roll out from the 15<sup>th</sup> day onwards
- In case of no issues, 30% roll out from the 20<sup>th</sup> day onwards
- In case of no issues. 100% roll out form the 30<sup>th</sup> day onwards