



CRED

A Product teardown of CRED's Rent Payment Feature

CRED is a members-only club that rewards individuals for their timely credit card bill payments by providing them with exclusive offers and access to premium experiences. It is a platform that allows credit card users to manage multiple cards along with an analysis of their credit score.

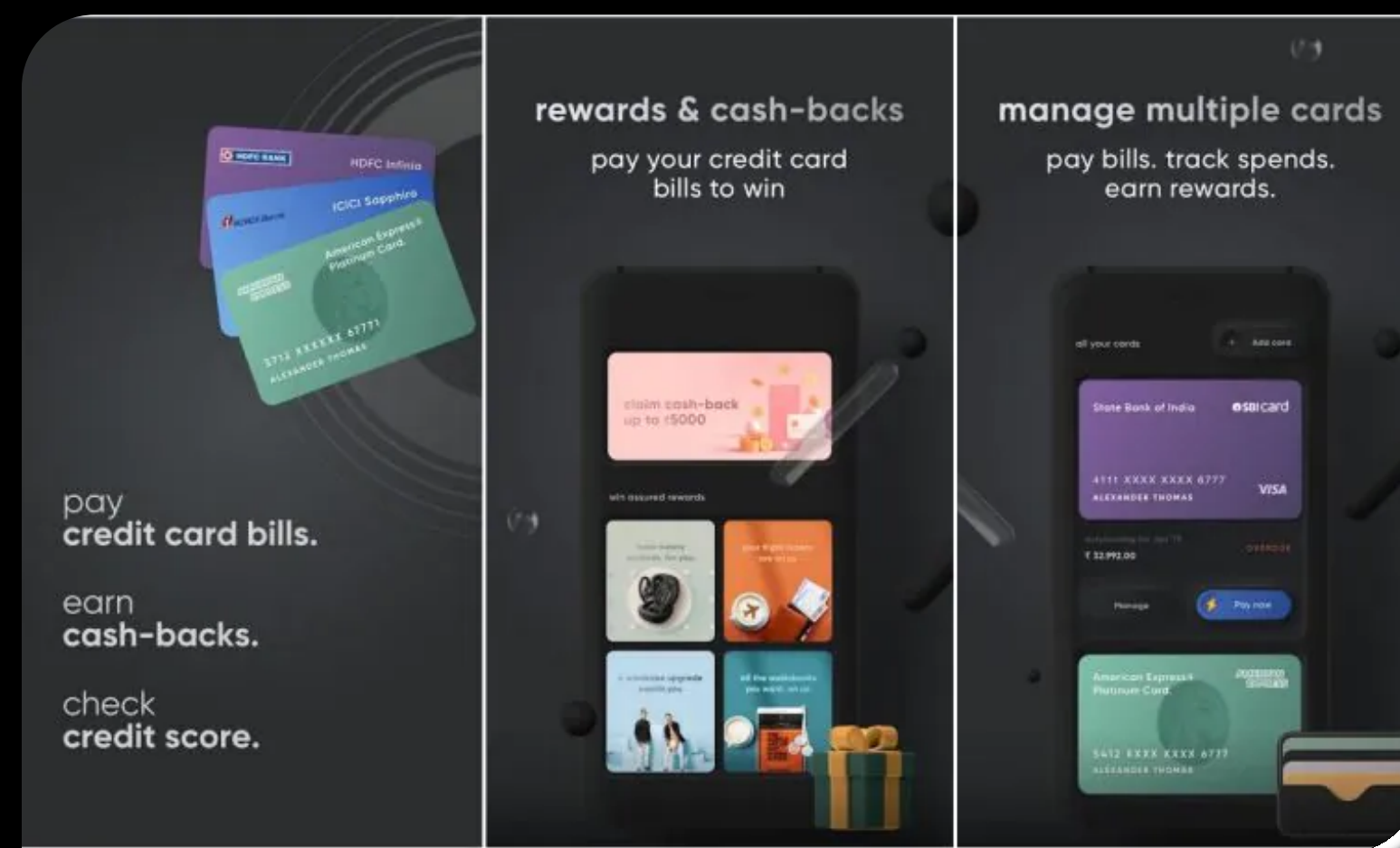
CRED was founded by Kunal Shah keeping two objectives in mind.

- The first was to enable a good life for creditworthy individuals.
- The second was to incentivize good financial behaviour to expand the base of creditworthy people in the country. There were two insights that contributed to the conceptualization of CRED.

Cred has managed to utilize the truest potential of advertising.

- Great for Good – An IPL 2021 Advertising Campaign of Cred.

This campaign created a huge positive impact for Cred, resulting in about a 700% rise in the Cred App downloads.



VISION

To create a community of the creditworthy and re-imagine the ideal way of life that works on two ways trust and respect.

CRED BUSINESS MODEL

Business Partnerships

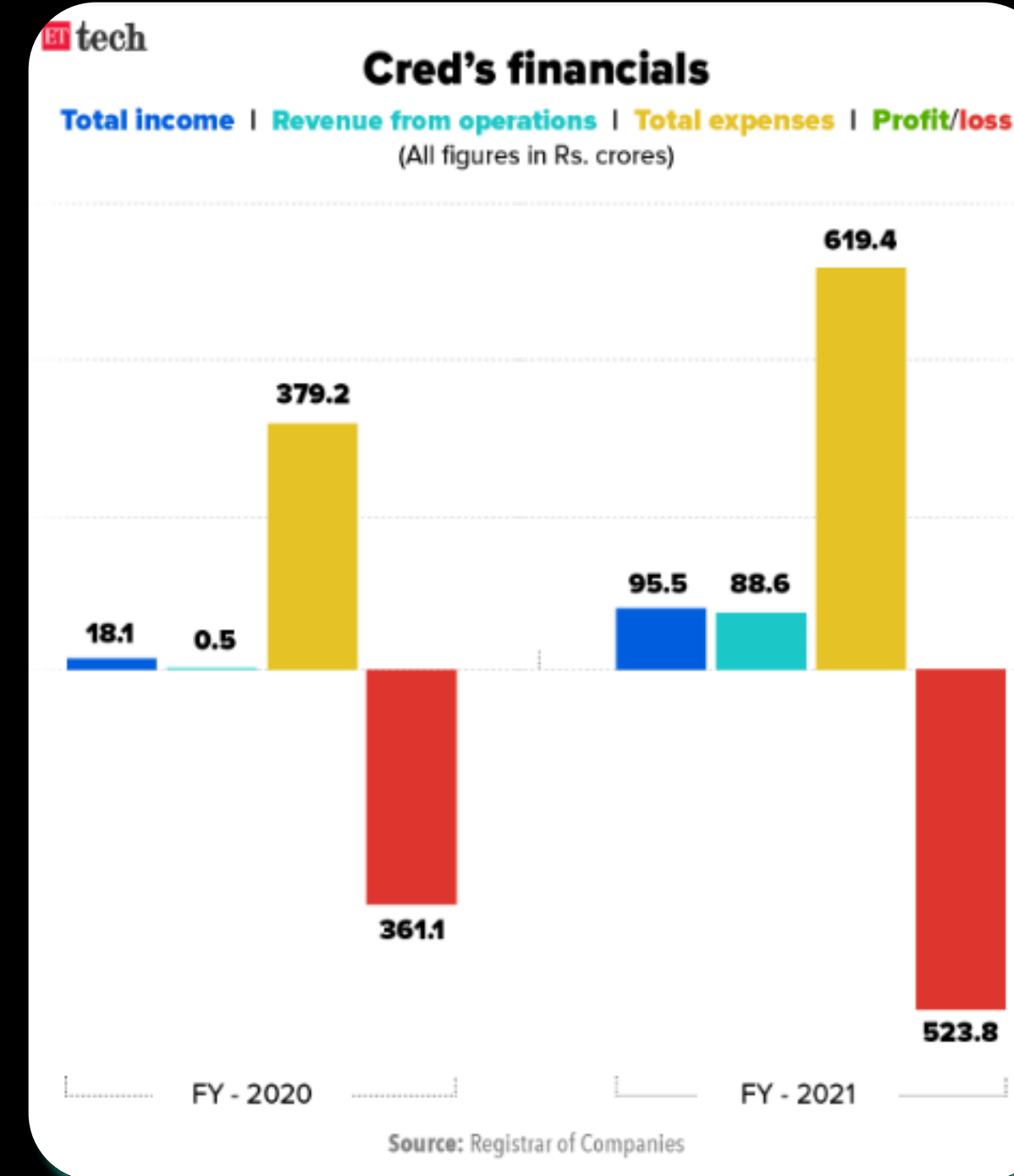
CRED's Customers

Cred rewards users for paying credit card bills through CRED

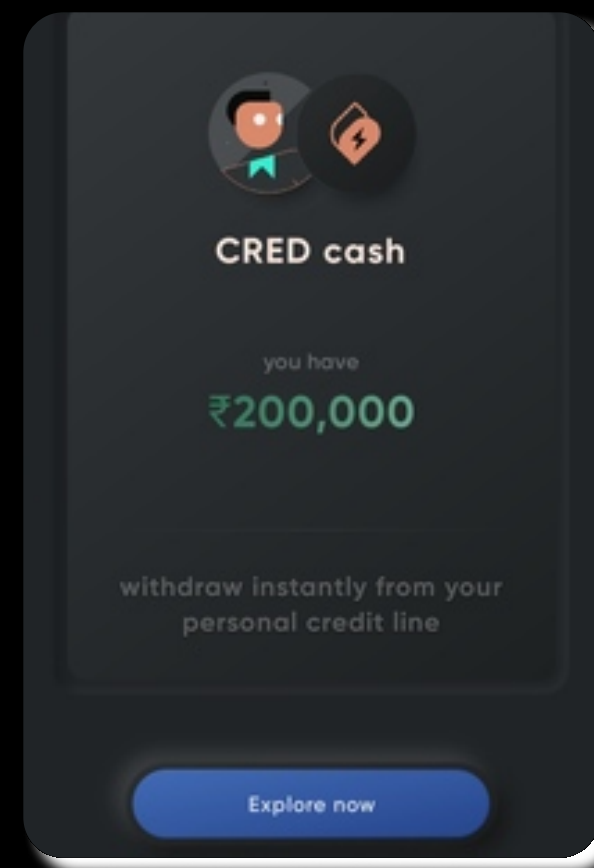
CRED App

The app allows users to pay their credit card bills and continue to accumulate CRED coins which you can redeem for the rewards

Bringing businesses on board and forming tie-ups with them is imperative for CRED. The CRED app partners with businesses to provide the offers to their users in exchange of the cred coins



CRED is a members-only app where creditworthy individuals, are granted admission into the community on the basis of their credit scores which needs to be above 750.



CRED Cash

It is the fastest, most seamless and fully digital way to get credit, without the tedious application and verification processes typically associated with loans and at an interest rate at one-third of typical credit card interest charges. You can be progressively pre-approved for an active credit line of up to INR 5 Lac with no hassles like long, complicated forms, phone calls or physical visits.



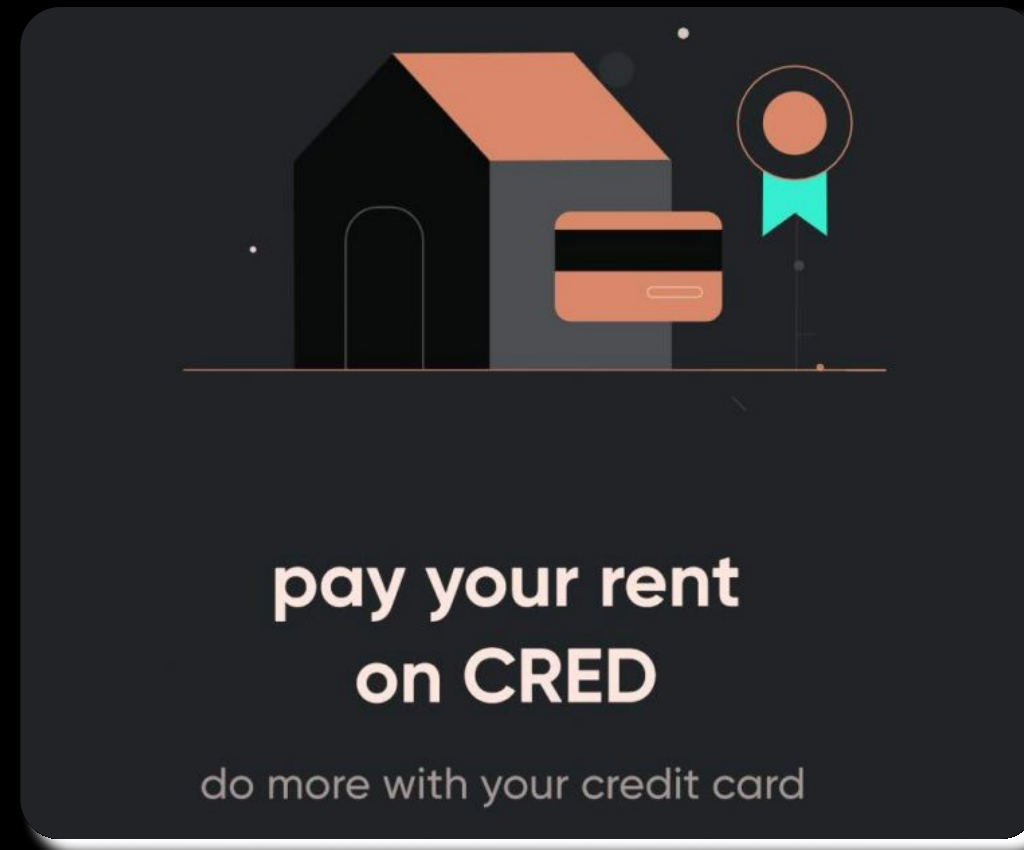
CRED Mint

An exclusive peer to peer investment in partnership with Liquiloans designed to get users returns up to 9% on their your investments which is is diversified and lent to creditworthy borrowers.



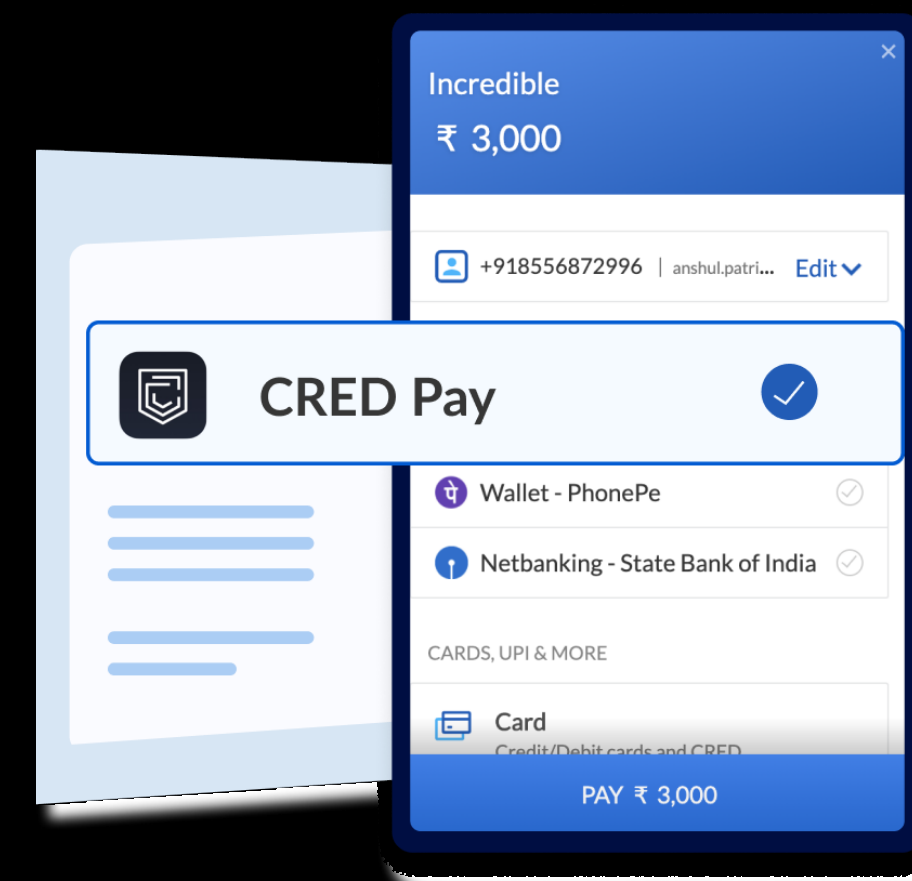
CRED Travel Store

Cred has added more exclusive destinations for users to 'buy now and travel later', at luxurious stays. The 'buy now, and travel later' option enables future travels for members when they can venture out safely. CRED has also associated with Mastercard to provide members with an exclusive range of rewards and premium packages across hotels such as Taj, ITC and Lalit.



CRED's RentPay

It allows the tenants to pay monthly rents using a credit card, where the amount is transferred to the landlord's bank account directly. The main advantage that lies here is that the app helps users get an interest-free credit period on rent and also lets them earn reward points on their credit cards. CRED will charge users a transaction fee of 1% - 1.5% depending on the user's credit card network.



CRED Pay

It was developed in partnership with Razorpay and Visa. It provides brands with a D2C channel, by offering them an instant payment experience on their platforms.



CRED Store

It is a member-exclusive selection of products and experiences at special prices. Every time you pay your credit card bills on CRED, you receive CRED coins. These coins can be used to win exclusive rewards or get special access to curated products and experiences.

Rentpay is one of the latest products by CRED that is built solely for its members as a smooth rent payments solution. It allows its users to pay their rent through credit card in a simple 3-step hassle-free process. needless to mention, CRED is not only the most user-friendly app for rent payments, but also has a wide range of benefits for its members

CRED RentPay allows you to pay your monthly rent with your credit cards, directly from the CRED app. With the option of paying rent on credit, one can avail benefits such as free cash flow, interest-free credit period, reward points on credit card loyalty programs, and a CRED coin for every rupee of the bill that they pay back on CRED. One can also use your CRED coins to get cashbacks on the rent paid each month.

Benefits:

- pay rent online instantly without any delay
- you get interest-free credit period by paying rent through credit card
- CRED members earn exclusive reward points on rent payment
- get rent payment alerts every month on the set date

Competitors



User Persona

Shubham
Male, 23



Demographics

Single | Gen Z | Tech Friendly |
SDE | Hyderabad | Credit worthy

Needs & Goals

Shubham doesn't want to miss on his credit card payments. Needs one stop solution to all of his cards bill payment

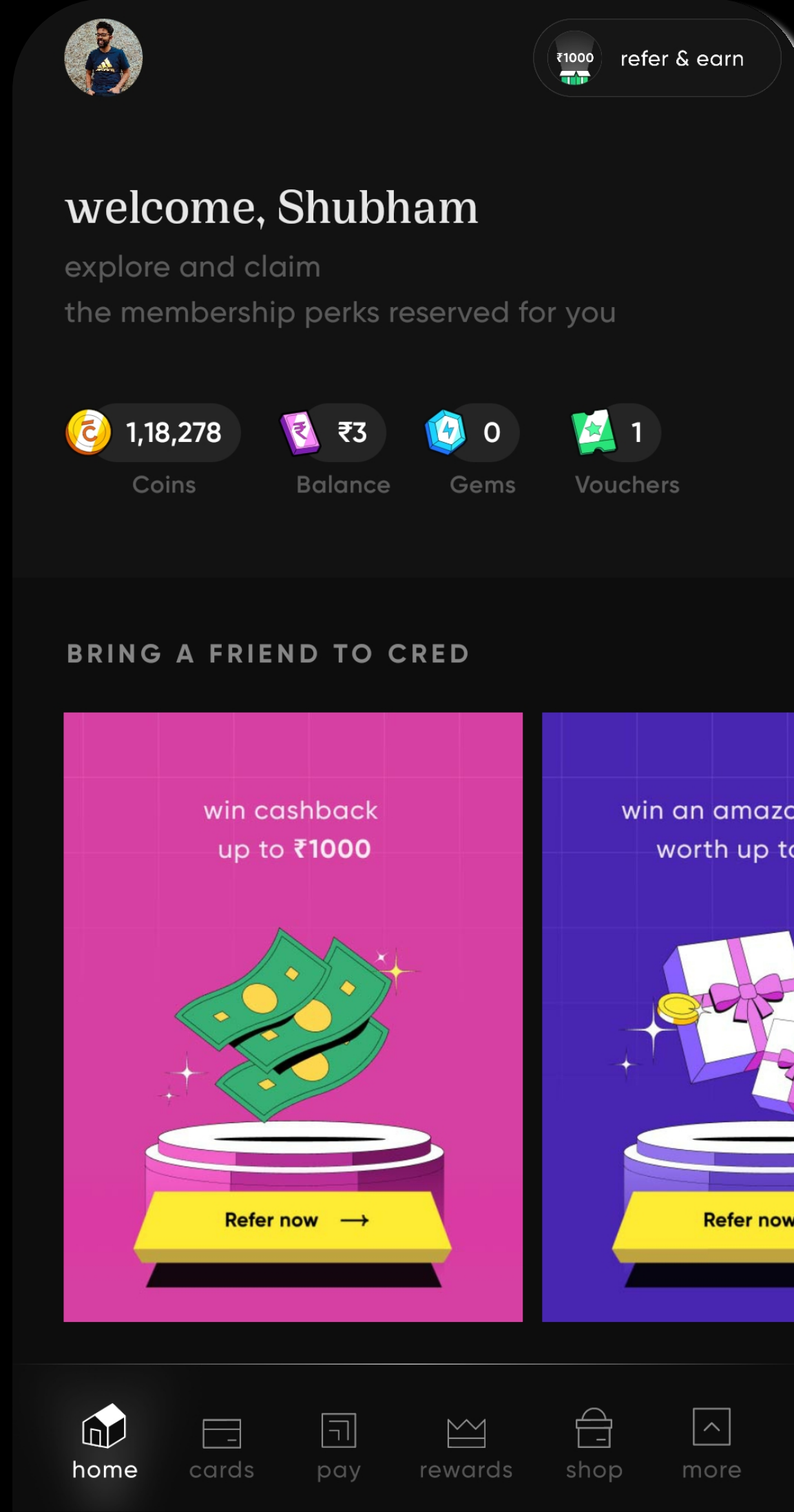
Pain-points

- Improve Credit Score
- Manage all credit card pay cycles
- Remember due dates
- Doesn't hold enough cash and wants to make online payment for rent
- Get recognized for being credit-worthy

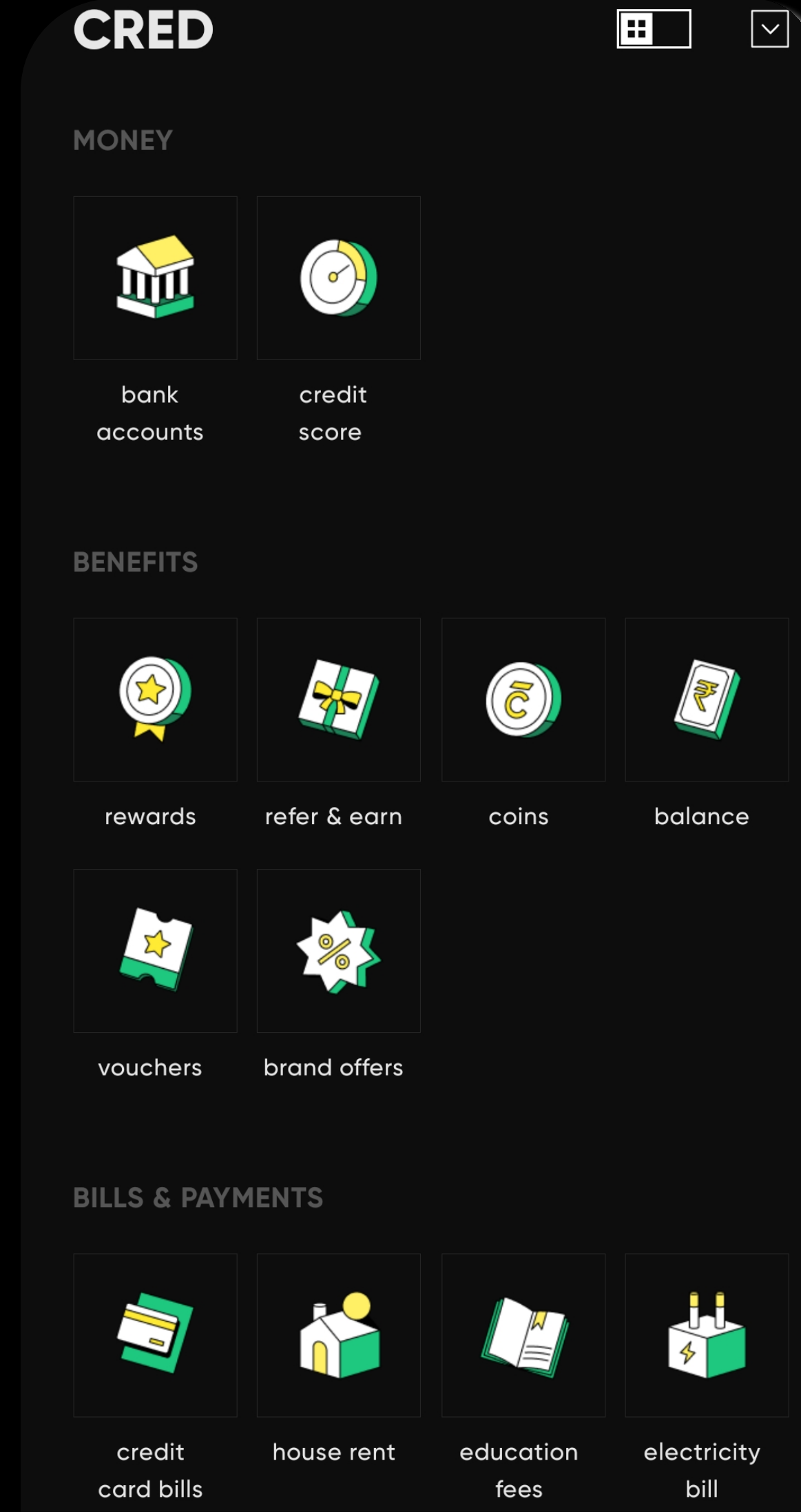


pay your rent
on CRED

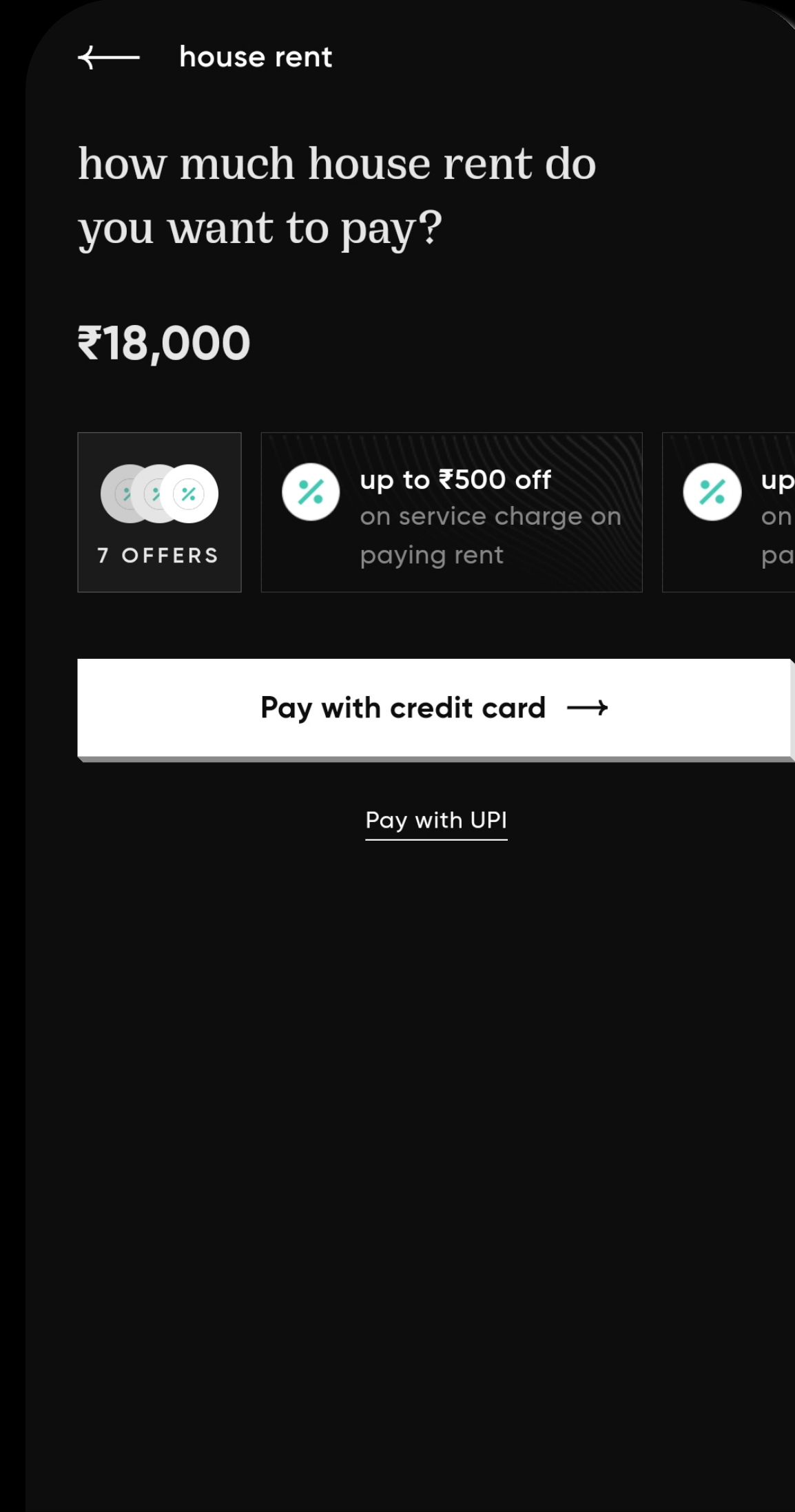
do more with your credit card



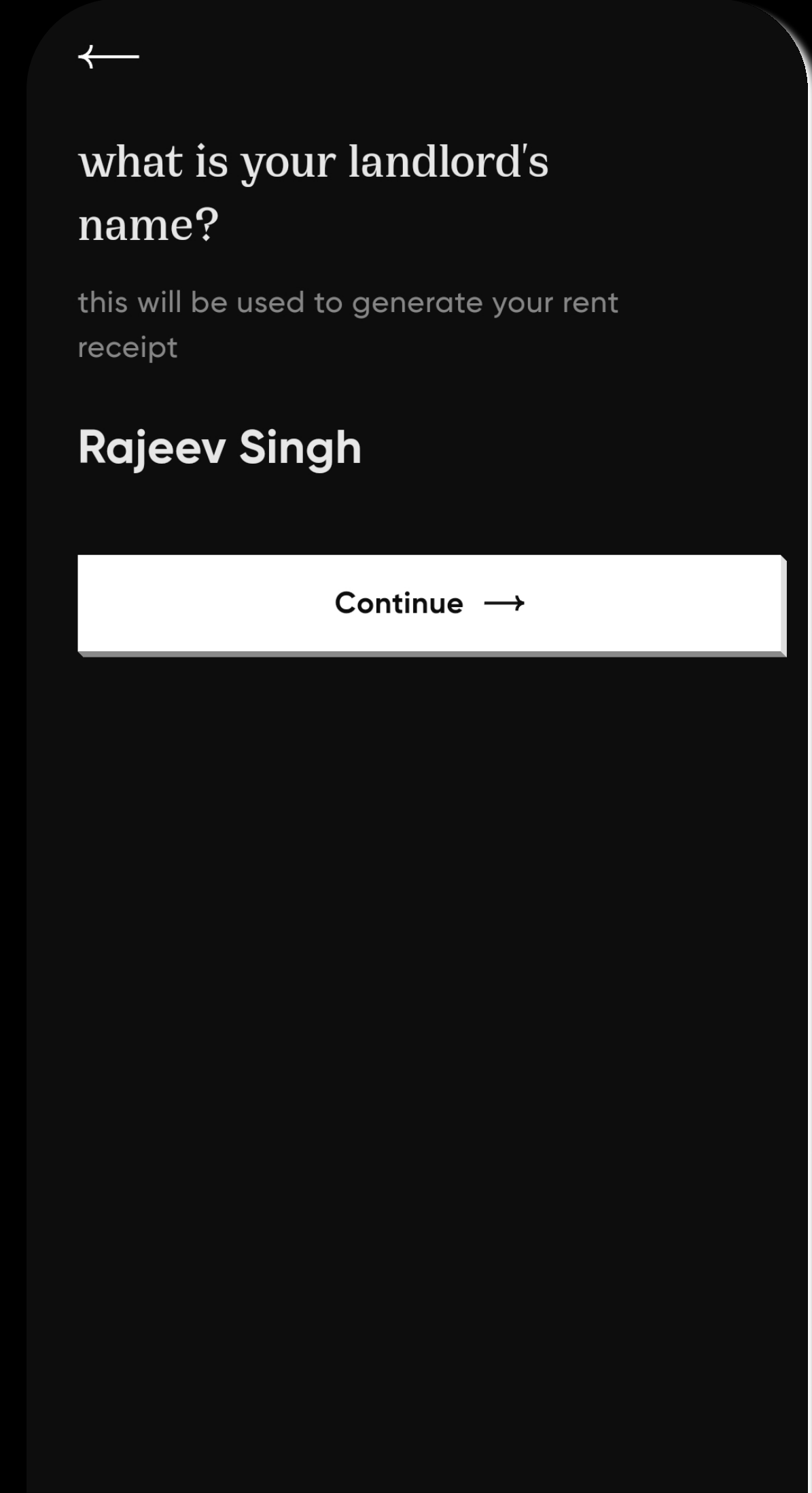
STEP 1: Open CRED
STEP 2: Click on More



STEP 3: Under BILLS & PAYMENTS
Click House rent



STEP 4: Enter the amount
One Can Pay with Credit Card
or through UPI apps



STEP 5: Enter the name of your
landlord



enter your landlord's
bank account details

ACCOUNT NUMBER

●●●●●●●●

RE-ENTER ACCOUNT NUMBER

123456789

IFSC CODE

ABCD1234

don't have account details? [try landlord's UPI](#)

Submit →



address

ADDRESS

Gachibowli

PINCODE

500111

STATE

telangana

CITY

hyderabad



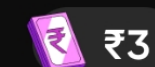
free home appliance protection for you

₹1 lakh cover will be linked to this address

Proceed →



address



ADDRESS

Gachibowli



HOUSE RENT PAYMENT

₹18,000

+₹181.35 ~~₹279~~ service charge



free home appliance protection >



saved ₹97.65

on service charge

[change](#)



saved ₹3

from CRED balance

[remove](#)

RECOMMENDED CARDS

[view all](#)



hdfc bank

xxxx 5717 VISA



icici amazon pay

xxxx 5001 VISA



~~₹18,279~~

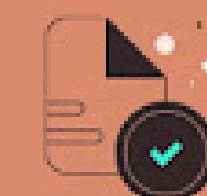
₹18,178.35 >

Pay now →

payment of your rental
amount ₹ 19,314.00 was
successful



payment will reflect in your
upcoming credit card statement



Transaction status

Rent amount has been successfully
credited to your landlord's bank
account.

STEP 6: Enter the landlord's bank
account number & IFSC code

STEP 7: Enter the address of
rent place

STEP 8: Select your payment
method

NORTH STAR METRIC

- Number of Monthly Credit Card Bill payments

Acquisition

- Total number of new app downloads per week.
- Customer Acquisition Cost (CAC)
- Net Promoter Index

Activation

- % of users who have completed the registration process to new app downloads in a week
- Number of users repeating their bill payments after first usage

Revenue

- Affiliate Income (Revenue earned from Cred Store products)
- Credit-line business model (Revenue From Loans)
- Revenue From Advertisements
- Transaction Fees

Retention

- Number of Daily Active Users/Monthly Active Users
- User churn rate - users who stop paying Credit Card bills through Cred App after not finding much use of Cred features

Referral

- % of total users who signed up via invite links per week
- Total invite links shared externally per week