

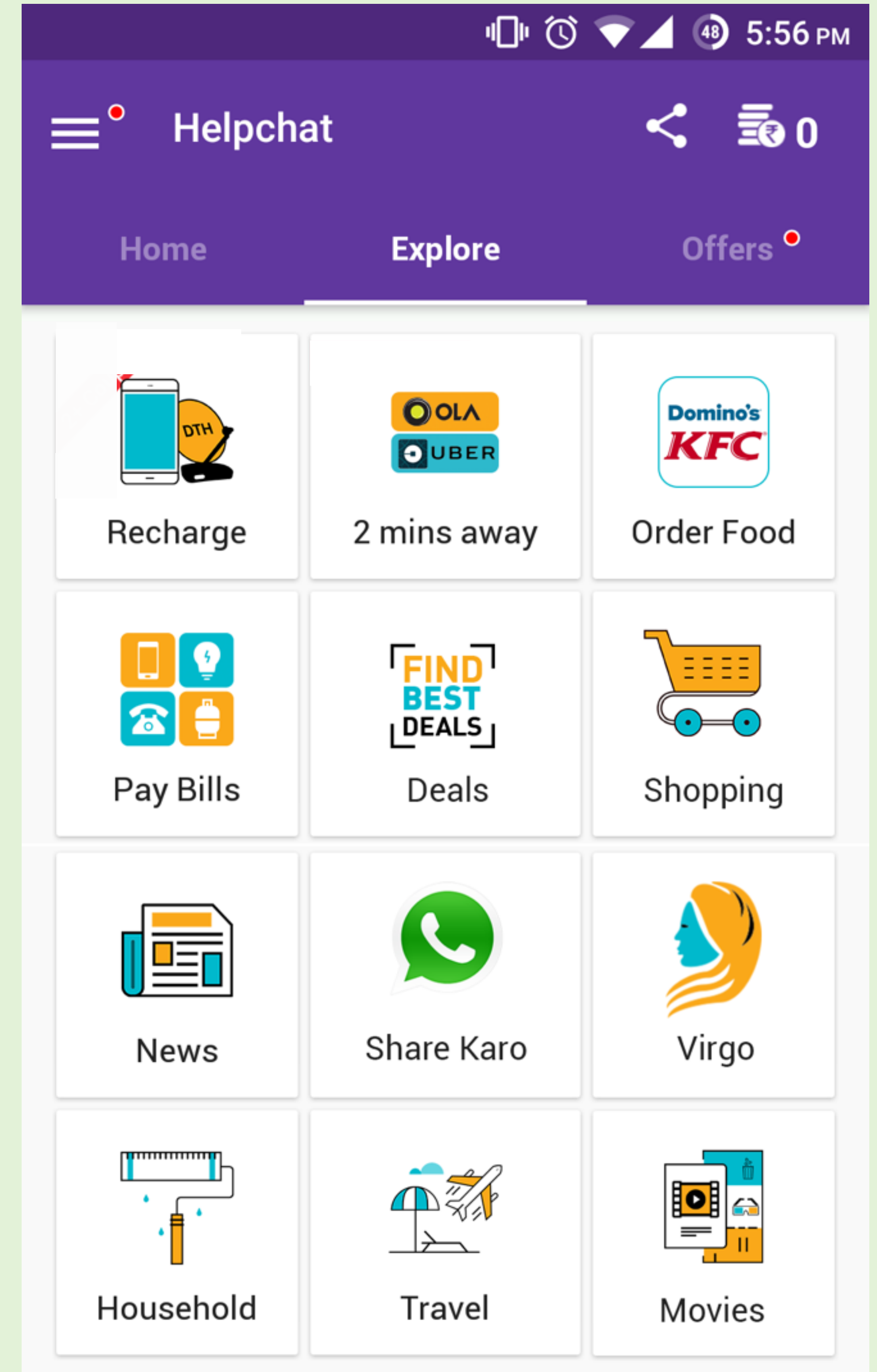
Building a bundled app for mass Indian users

Techsparks
Bangalore
September 2016

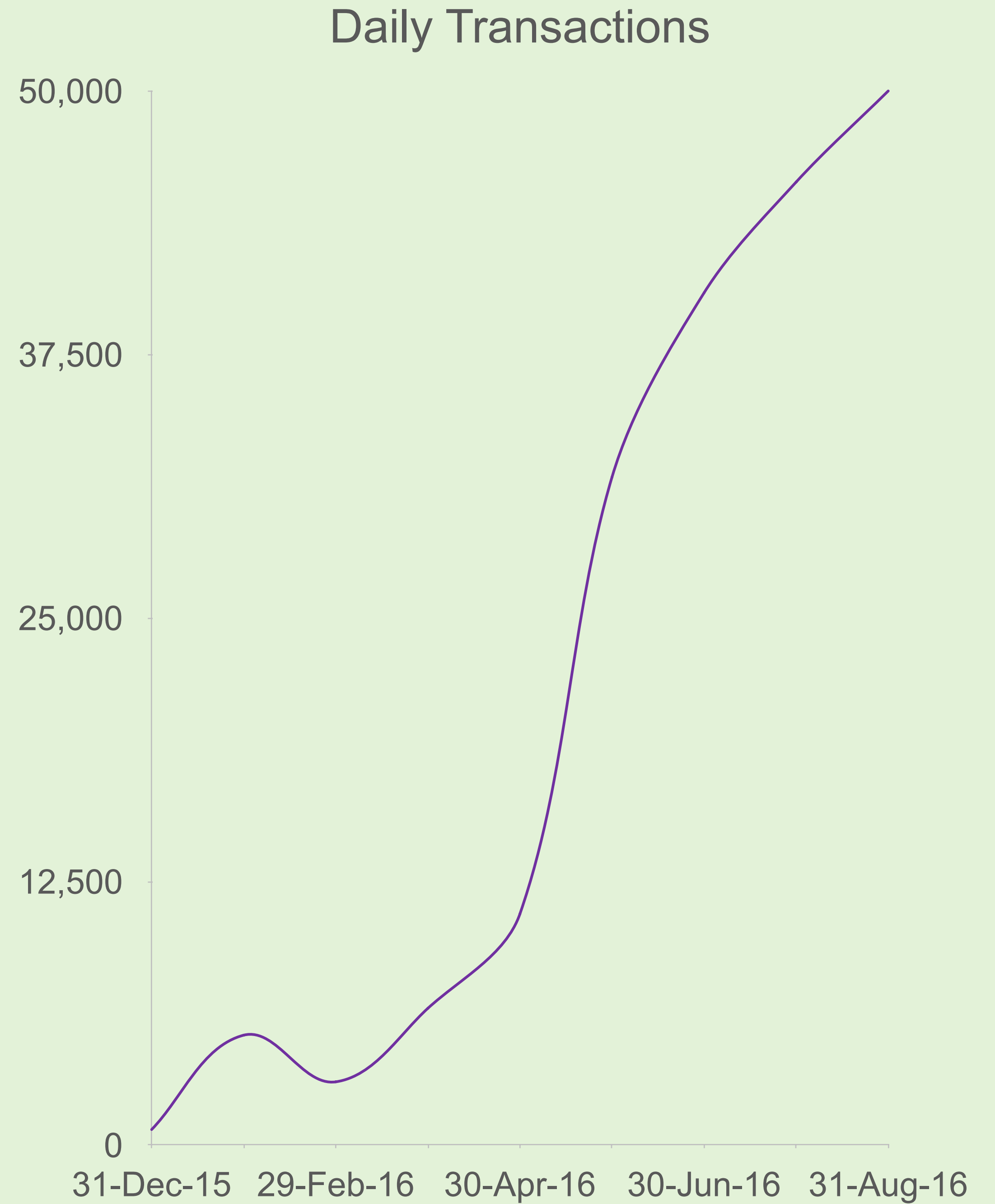
Hi, I'm Ankur.
Founder and
CEO, Helpchat.

Drug: history and tech books.
Belief: Work hard and persevere.

Helpchat is
India's biggest
All in One app.



**And it's growing
fast. Like weed.**



Let's start.

Two parts:

- Indian mass user
- Bundling

And how the two come together.

**Who is this mass
Indian user?**

Not you and me.

Not on Twitter or Insta.

Not the first 5-10M.

Next 100M

85% male.

Only WhatsApp or FB.

Phone - 4K-12K.

Salary - 15K-50K

Not “Bharat”.

Split in I, II, III cities

Early adopters exist.
Just different.





Why?

**Otherwise no scale
and impactful
internet businesses.**

How are we **trying**
to build for the mass
Indian user?

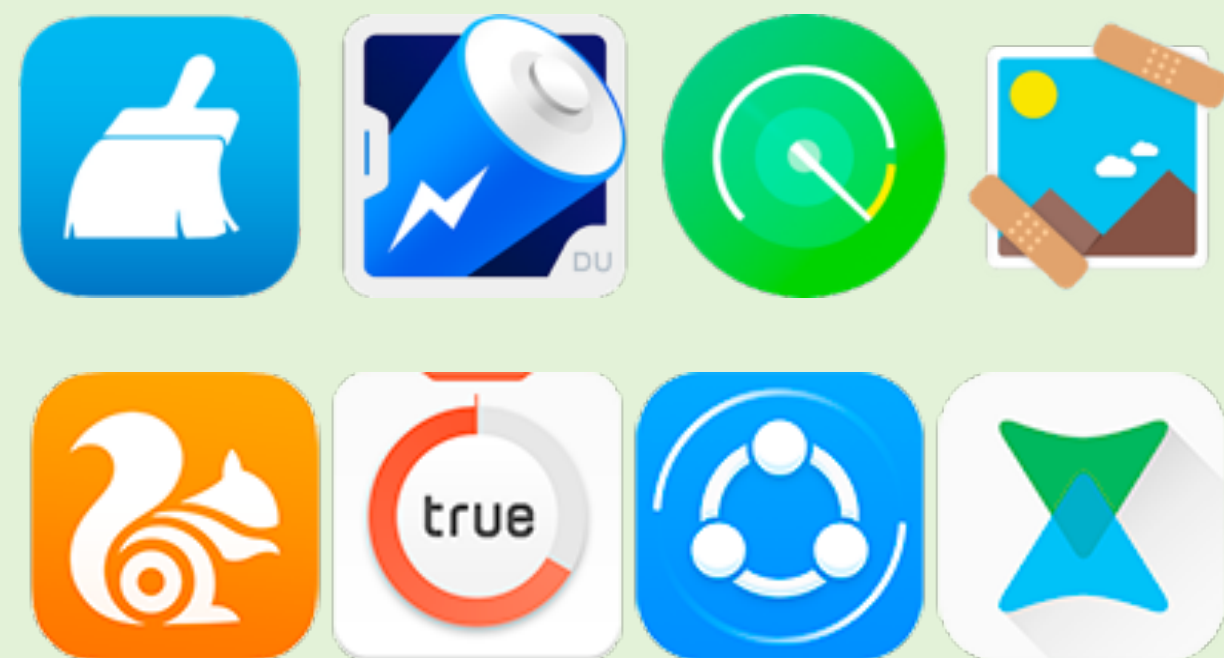
1 - Internalise the importance. And accept the challenge.

Arrogance comes in the way of a billion dollars.

**2 - Talk to them.
They'll teach you.**

Security guards, small business owners, BPO employees, sales guys.

3 - Think Maslow's hierarchy of mobile needs.



Battery, balance, storage and data usage.

4 - Be Indian.

Dig into your childhood. Figure out solutions from scratch.

Now let's talk about
bundling.

**Here's how we look
at the world:**

2000s: Portals

Yahoo, Craigslist,
Justdial, Yellowpages

The background of the image is a vast, dense grid of hundreds of small, colorful mobile application icons. The icons are arranged in a regular pattern and recede into the distance, creating a sense of depth and overwhelming quantity. The text is overlaid on this grid in a large, white, sans-serif font.

2010s: Apps
Just too many. Real
app fatigue.

2015 onwards:
Bundling++

Pan Asian phenomenon.

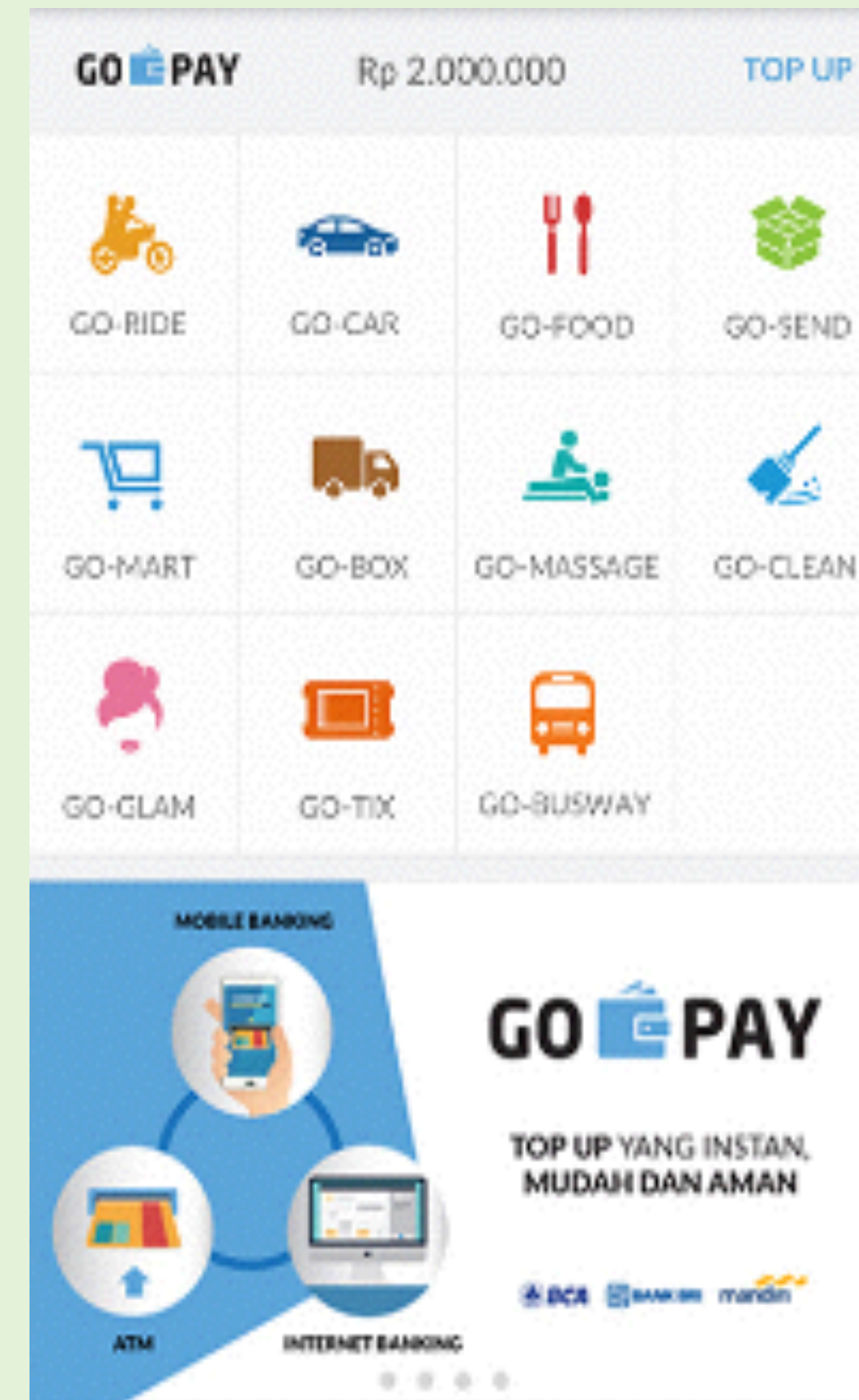
Baidu



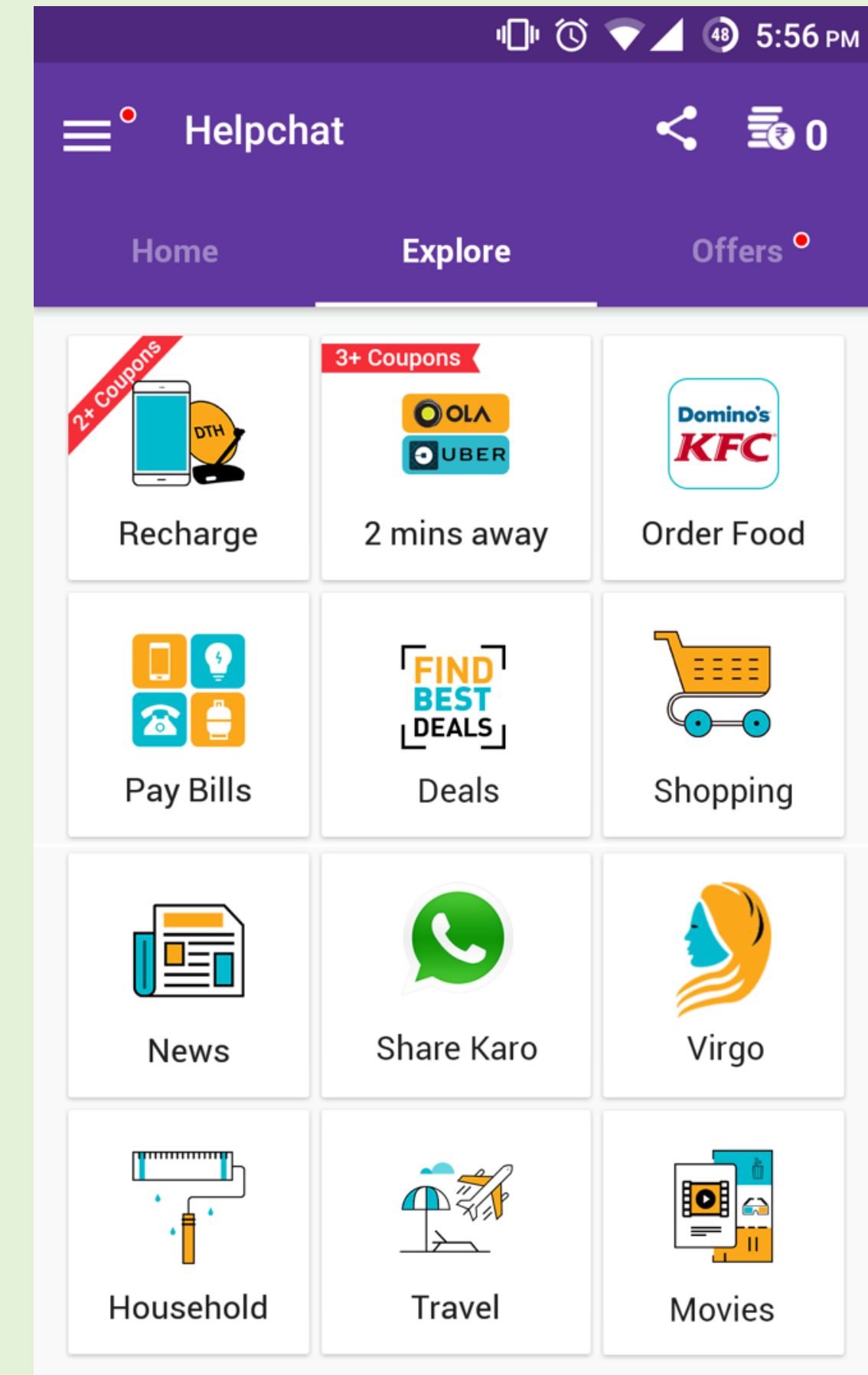
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Go Jek



Helpchat



Challenges of bundling

1. UI and UX

2. Find a noun

3. Early cross category usage.

Conclusion?

Bundling and Indian
mass users are two
massive
opportunities.

**Find overlaps or tap
at least one of the
two trends.**

Thank you.