



paytm

ZELLE EDUCATION

Finance, Accounts & Everything That Counts



Fintech Programs (Zell + Paytm)

This curriculum is designed for learners with technical backgrounds who want to concentrate on the engineering and development aspects of Fintech, including creating Fintech tools, platforms, and applications.

Why FinTech Matters Today?

Fastest-Growing Market

India is one of the world's fastest-growing digital payments markets, with transaction volumes doubling year-over-year and reaching urban and rural consumers alike.

Core Infrastructure

FinTech is now core infrastructure for commerce, credit, and financial access transforming how millions of Indians transact, save, and access financial services daily.

Rising Demand

There is rising demand for business graduates who understand digital finance ecosystems, customer behavior, and how technology enables financial inclusion at scale.

Early Career Advantage

Undergraduate exposure to FinTech creates an early career advantage, equipping students with practical knowledge that employers in BFSI and digital platforms actively seek.

Why Paytm as an Industry Partner



Built for India's Scale

Paytm has built and scaled one of India's largest digital payments ecosystems, serving hundreds of millions of consumers and tens of millions of merchants across the country.

The company operates across payments, commerce, lending, and financial services, offering deep exposure to how digital finance works in practice from transaction flows to merchant ecosystems.

This makes Paytm an ideal partner for practical, execution-led undergraduate learning, grounded in real operational challenges and market realities.

Program Outcomes

Graduates of this program will develop a comprehensive understanding of India's digital finance ecosystem and emerge with practical capabilities that employers value.

01

Understand the End-to-End FinTech Ecosystem

Gain clarity on how payments, lending, commerce, and financial platforms work including the roles of banks, NBFCs, FinTechs, regulators, and technology providers.

02

Analyze Digital Business Models

Learn to analyze business models of digital payments and lending platforms, understanding revenue streams, unit economics, customer acquisition, and monetization strategies.

03

Apply FinTech Concepts to Real Problems

Develop the ability to apply FinTech concepts to real business problems whether designing customer journeys, optimizing transaction flows, or identifying growth opportunities.

04

Build a Project Portfolio

Create a portfolio of projects demonstrating industry readiness, showcasing your ability to think through customer needs, market challenges, and execution trade-offs.

05

Graduate with Practical Exposure

Complete the program with practical exposure to digital finance use cases, having engaged with real-world scenarios, data-driven decision-making, and operational thinking.



Learning Philosophy

Learning Through Real Use Cases

Every concept is taught through real use cases and simulations drawn from India's digital finance ecosystem payments, lending, commerce, and financial inclusion challenges.

Customer-First Thinking

Emphasis on customer-first thinking and business outcomes, ensuring students understand how to design experiences that work for India's diverse consumer base.

Continuous Application

Continuous application of concepts through projects, ensuring learning is reinforced through practice and students develop confidence in tackling ambiguous problems.

Understanding Scale & Execution

Focus on understanding scale, risk, and execution challenges preparing students for the realities of operating in high-volume, high-impact digital environments.

Pedagogy Framework



Live Interactive Sessions

Delivered by **Paytm professionals** and other **SME's** with deep industry experience, ensuring students learn from practitioners who understand both theory and application.



Indian FinTech Case Studies

Case studies from **Indian FinTech and digital commerce companies**, analyzing real decisions, growth strategies, and operational challenges faced by platforms at scale.



Group Projects & Simulations

Collaborative **group projects & simulations** that mirror real-world problem-solving, encouraging teamwork, critical thinking, & application.



Industry Masterclasses

Masterclasses led by **Paytm professionals** and **other industry leaders**, offering insights into how digital finance operates at national scale.



Capstone Project

A **capstone project** aligned to real-world problem statements, allowing students to demonstrate their ability to synthesize learning and propose actionable solutions.

Experiential Learning Components

Beyond traditional coursework, the program incorporates hands-on, experiential learning to develop practical problem solving skills and build confidence in applying concepts.



Industry Style Problem Statements

Work on problem statements that mirror real challenges faced by FinTech platforms like customer acquisition, fraud detection, credit underwriting, and market expansion.



Group Projects & Simulations

Collaborative group projects and simulations that require teamwork, data analysis, and strategic thinking e.g. preparing students for the collaborative nature of industry roles.



Hackathon-Style Challenges

Hackathon style challenges where students prototype ideas, pitch solutions, and receive feedback, fostering creativity, rapid iteration, and presentation skills.



Peer Presentations & Feedback

Regular peer presentations and feedback loops that develop communication skills, critical thinking, and the ability to articulate ideas clearly to diverse audiences.

Paytm-Led Industry Exposure

Guest Sessions by Paytm Professionals

Regular guest sessions led by Paytm professionals from product, operations, risk, and growth teams offering direct insights into how India's leading FinTech operates at scale and navigates complex business challenges.

Real-World Case Discussions

Real-world business and product case discussions drawn from Paytm's journey exploring decisions around merchant onboarding, payments infrastructure, lending operations, and customer trust building in diverse markets.

Large-Scale Operations Exposure

Exposure to large-scale FinTech operations, understanding how platforms manage millions of transactions daily, balance regulatory requirements, and continuously innovate while maintaining stability and security.

Consumer & Merchant Ecosystem Insights

Insights into consumer and merchant ecosystems learning how platforms design experiences for different user segments, enable financial inclusion, and build two-sided network effects that drive sustainable growth.

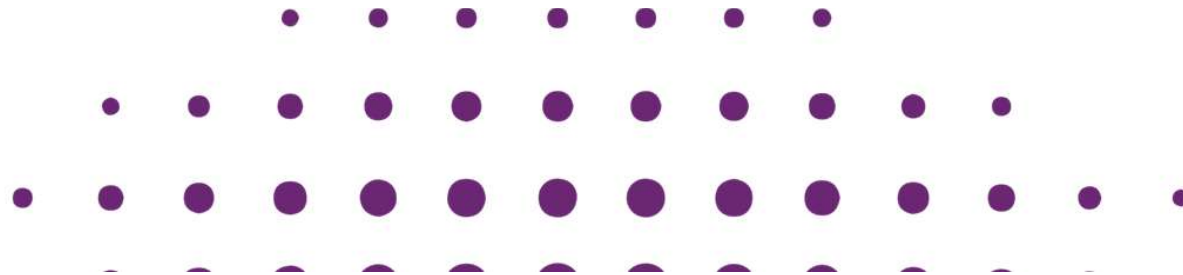
Sample Certificate



Thank You



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