

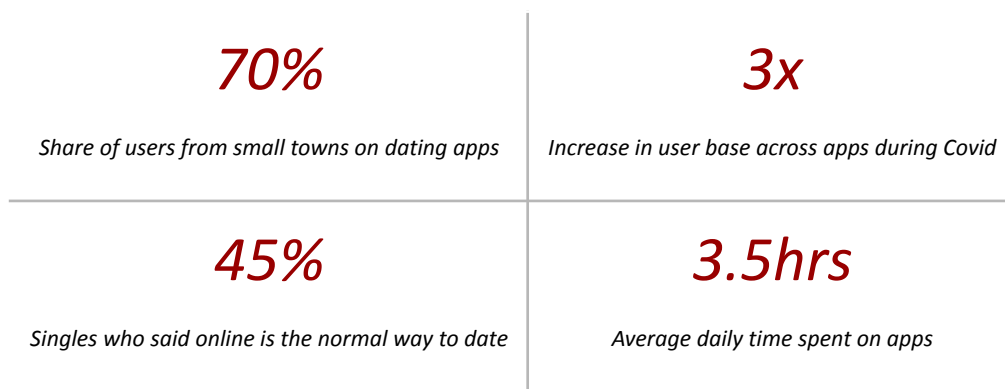


Business Communication Case - C15

Context

When the first of the dating apps, Tinder, came to India in 2013, there was a lingering risk of adoption among customers. In a country where matrimonial websites took centre stage, a primarily hookup-oriented app seemed like a bit of a business risk.

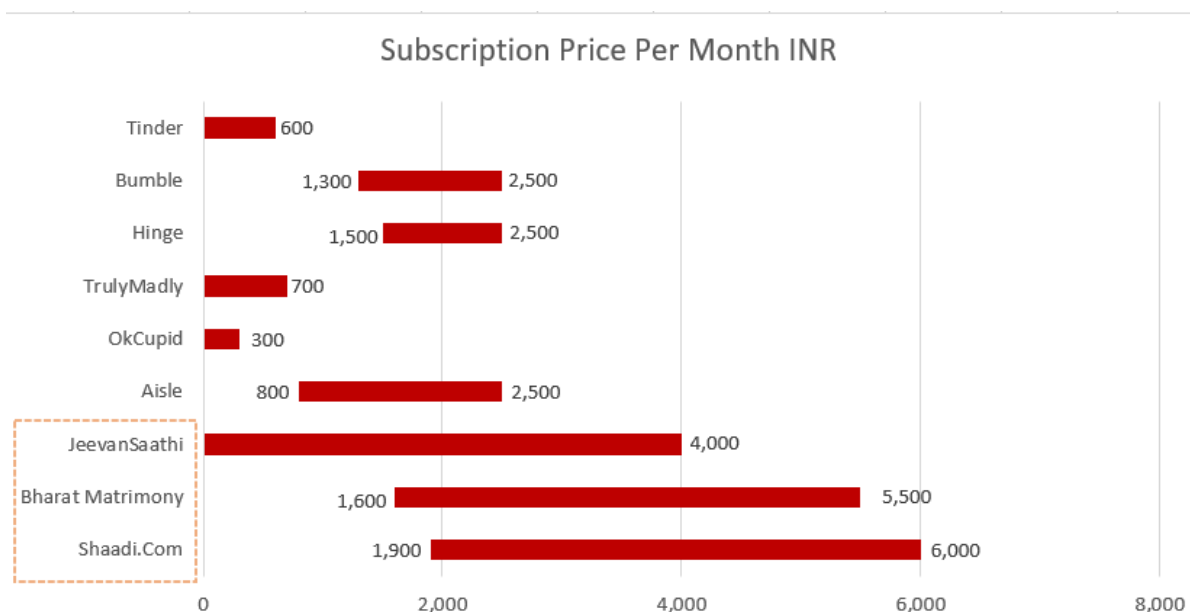
Over the years, the dating market has grown massively to over ten apps. And so far they've done well to grab the attention of the 20-something demographic. Here are some stats about dating apps in India (September 2022)



[Source](#)

This growth for dating apps has come at the cost of increasing competitive intensity for incumbent matrimony websites, which used to be the go-to destinations for finding companionship in the pre-Tinder, pre-Bumble era.

While dating apps have without doubt grown faster than traditional matrimony websites, when it comes to price to be paid per month by the consumer, matrimonial sites are far more expensive as compared to dating apps (see chart below).





The growth for matrimony websites has been curtailed because of a high churn rate for these websites as compared to Tinder and other dating sites. The broad hypothesis for high churn rate is a) either finding the right person on the platform and not needing the platform in its current use case anymore, or b) an individual realisation that the platform is not working for them after all.

In either case a lot of customer value is left on the table and this is a problem that the traditional matrimony business needs to solve.

Deliverable:

Imagine you are a Consultant hired by Shaadi.com to solve the churn rate problem.

Create a 8 slide deck presentation (not including the cover slide and final slide) sharing and prioritising your core business recommendations that can help Shaadi.com solve the churn rate problem. Your deck should be accompanied by a video presentation of 7 minutes wherein you visually deliver your presentation.

Lastly, remember that you are delivering a presentation to the CEO of Shaadi.com as an external consultant to the business.

Optional - Tips and Tricks:

1. Make sure the ideas you are prioritising are inline with the hypothesis that you have identified. You may use the [RICE framework](#) to prioritise (or any similar framework to share your thoughts coherently)
2. While presenting, explain the 'why' behind those ideas clearly.
3. Do your research! You may want to talk to a few people in the target audience of Shaadi.com and learn about what consumers want. This can add soul to your story.
4. Alternatively, do some secondary research and see what data you get about churn on these websites. This can add a lot more credibility to your ideas.
5. Remember, you are talking to a CEO so be concise and precise.
6. [Use this checklist](#) to deliver a great presentation

Optional - Resources:

1. <https://www.livemint.com/companies/news/y-combinator-backed-betterhalf-ai-raises-3-million-in-pre-series-a-round-11622022498562.html>
2. Wedmegood.com
3. <https://www.radhikamohta.com/>