

Scaling up globally with a comprehensive international payments suite with Razorpay



Astrotalk
Online Astrology Website

Astrotalk scales its business globally with no integration effort and best in class fraud protection

Business Expansion in over
73 countries

Win Rate in Chargebacks over
92%

About Astrotalk

Astrotalk is a leading astrology website for online Astrology predictions. It entertains a pool of Astrologers who are versed in Vedic astrology, Vastu, Numerology, Tarot card reading, Panchang and more. Founded in 2017, Astrotalk is among the fastest-growing startups in the domain of astrology, and has helped more than 3 crore customers connect with top astrologers.

Astrotalk offers a wide variety of services, from horoscopes, numerology, and tarot-card reading to consultations with astrologers abroad. Customers log in to the Astrotalk app, avail of a free predictions session, and then connect with live astrologers for instant consultations.

Background

Seamless international payments – in search of the perfect solution

To improve the online customer experience with payments, Astrotalk was in search of a payments solution that was reliable, easy to start using, and met its particular needs. As a business that wanted to expand its international customer base, Astrotalk required a payments partner that offered both domestic and international payment methods. High international success rates were critical as payment failures could negatively impact the user experience and hinder growth.

Most payment solutions at the time had a long, tedious process for approval of international payments and offered low success rates. This resulted in settlement delays and a poor customer experience. Astrotalk wanted something that prevented this very problem.

Astrotalk was also looking for a payments solution that was easy to integrate and would enable the business to go live instantly.

The Solution

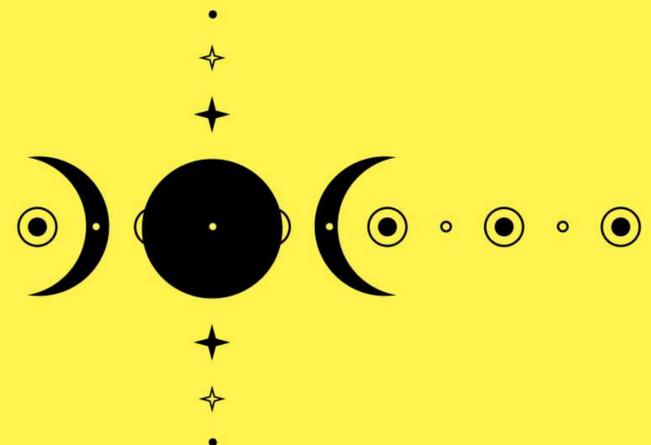
Razorpay – the ideal partner for cross-border payments

After trying various solutions to meet its requirements, Astrotalk signed up with Razorpay. It came highly recommended by other businesses, who themselves had enjoyed a great cross-border payment experience.

Razorpay proved to be a breath of fresh air, and fit all of Astrotalk's needs like a glove. Integration was quick and easy, approval for international payments was instant, and success rates were higher.

"It was one of the best onboarding experiences we had ever had with any third party provider, just one line of code made us go live. We got access to both domestic and international payments immediately and that helped us build a business outside India. There was no other merchant that could help with international payment gateway approval so quickly. Razorpay is the only reason we could think of starting an international business."

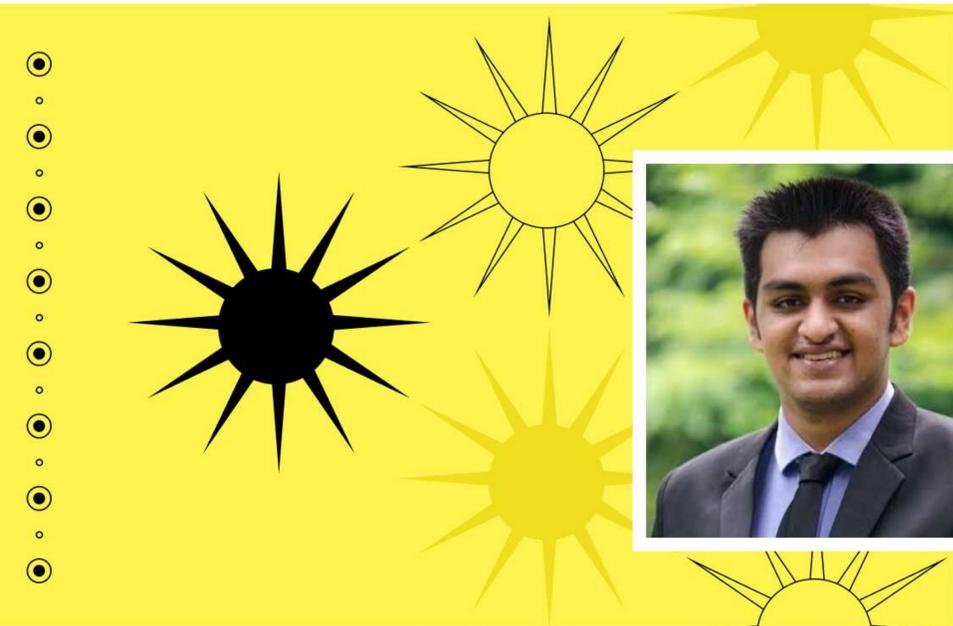
- Puneet Gupta, Founder and CEO at Astrotalk



The Impact

Best-in-class fraud protection

As Astrotalk grew rapidly, providing Indian and overseas customers a top-notch astrology-services experience, Razorpay offered a robust payments experience. If fraudulent chargebacks were a concern, they were quickly assuaged. Astrotalk today wins almost 92% of all fraudulent chargebacks on Razorpay.



“Razorpay is one of the best when it comes to protecting merchants from fraudulent chargebacks. With businesses operating on wafer-thin margins, fraud prevention becomes very important for a digital business like ours. We see significantly better win rates at Razorpay compared with other payment providers. The support provided by the risk teams at Razorpay in getting the right documentation to win a chargeback is very useful to businesses like us.”

- Anmol Jain, Chief Business Officer at Astrotalk

Business Expansion in over
73 Countries

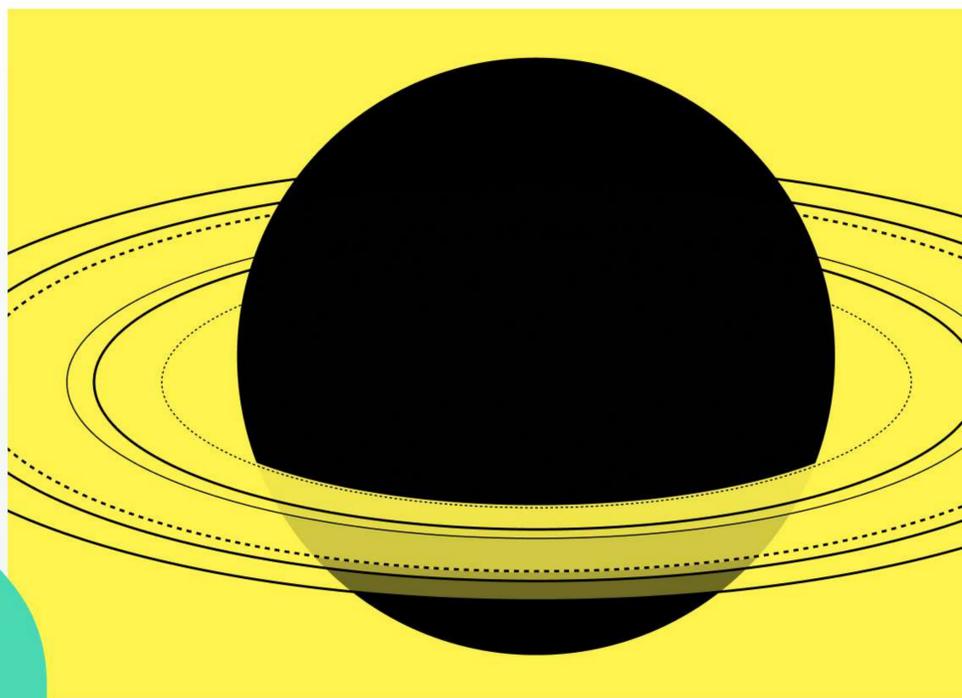
Win Rate in Chargebacks over
92% Wins

Astrotalk and Razorpay – a winning combination

With its network of 4000+ top astrologers, its array of unique services and a booming market, Astrotalk is only set to scale greater heights. Supporting its payments needs every step of the way will be Razorpay. Jain adds,

“We were not surprised when we came to know that Razorpay became a unicorn in such a short span of time. As a customer, we could predict that it shall definitely become the biggest player in the payment industry as it offers customer delight at every touch point.”

- Anmol Jain, Chief Business Officer at Astrotalk



About Razorpay International Payments Suite

Razorpay's international payments solution is a comprehensive payments suite that helps businesses offer a seamless experience to their customers with zero integration efforts and 30% improved ROI. Offer 100+ payment methods, 200+ currencies and 40% higher than market success rates with one single account that helps you accept payments in your customers locally preferred payment methods while being 100% compliant, automated and completely digitized. Get the protection of dual fraud engine and advanced support with us.

Looking to grow? We can help!

If you are interested in increasing your sales and revenue by making it easier for your customers to complete their payments, reach out to us at international-payments@razorpay.com