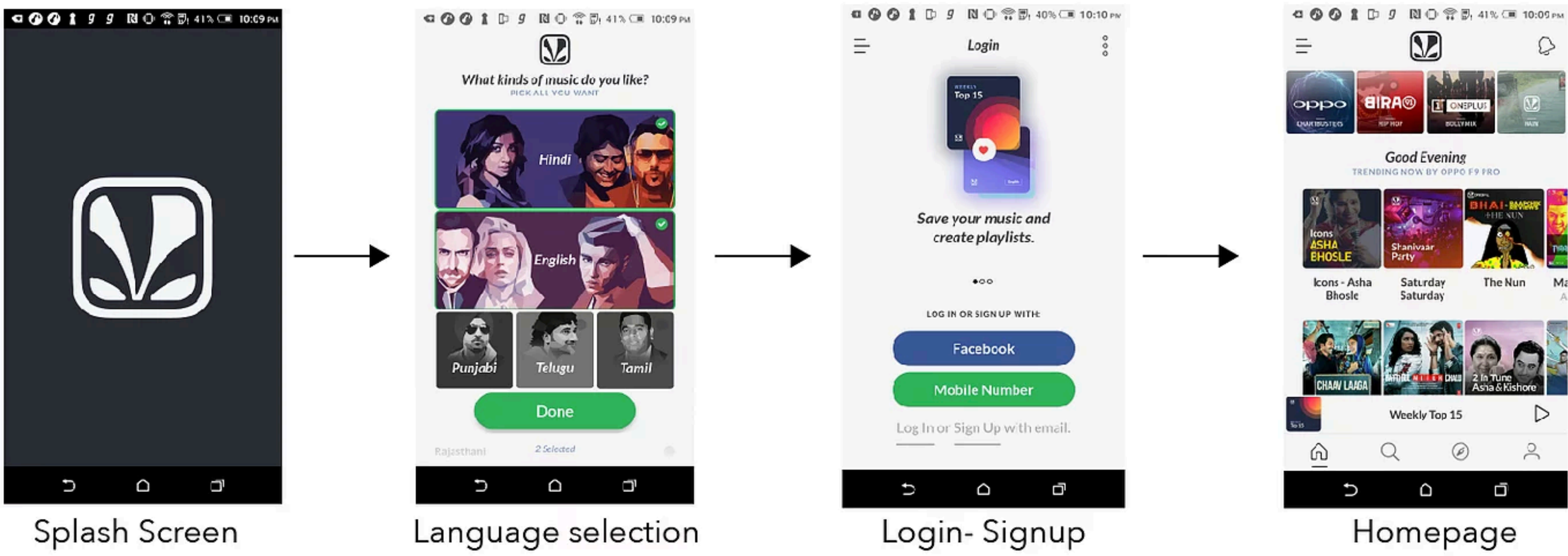


Competitor study research document



Based out of the US
Started in 2007
Was cofounded by - Rishi Malhotra, Vinodh Bhat and Paramdeep Singh
Mainly rely on Ads to generate revenue.
Saavn’s focused target audience also remains the youth.

Overall Onboarding process-



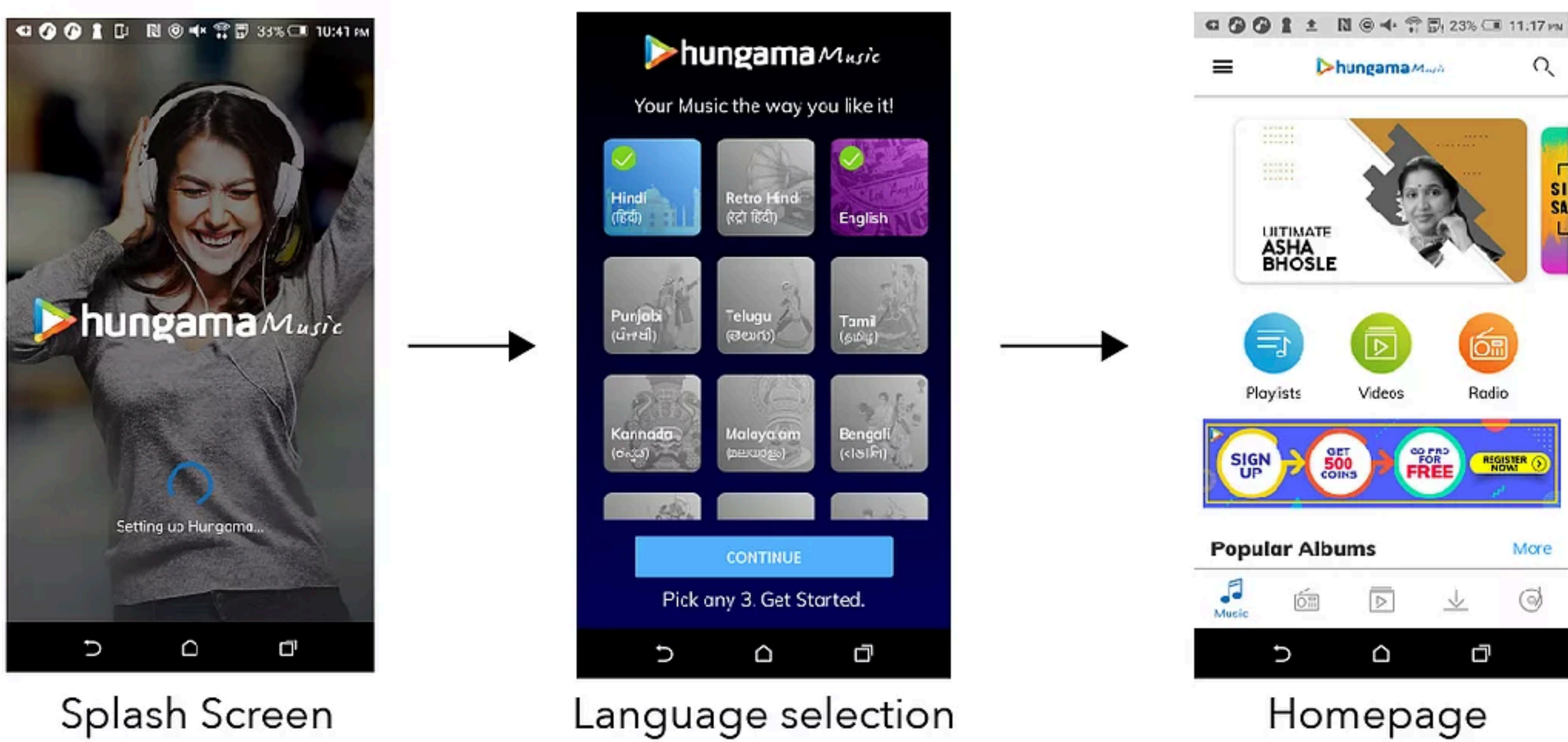
Comparatively shorter onboarding process, but complicated Login- Sign up screen.

There is a difference between selecting music language and what kind of music you like. A broken communication on selecting song language page.



Headquatered in Mumbai
Started in 1999
Was cofounded by - Ashish Kacholia, Hiren Ved, Lashit Sanghvi, Rakesh Jhunjhunwala, and Neeraj Roy.

Overall Onboarding process-



No login-Sign up screen in the onboarding process. User can try the app and then register at their own pace

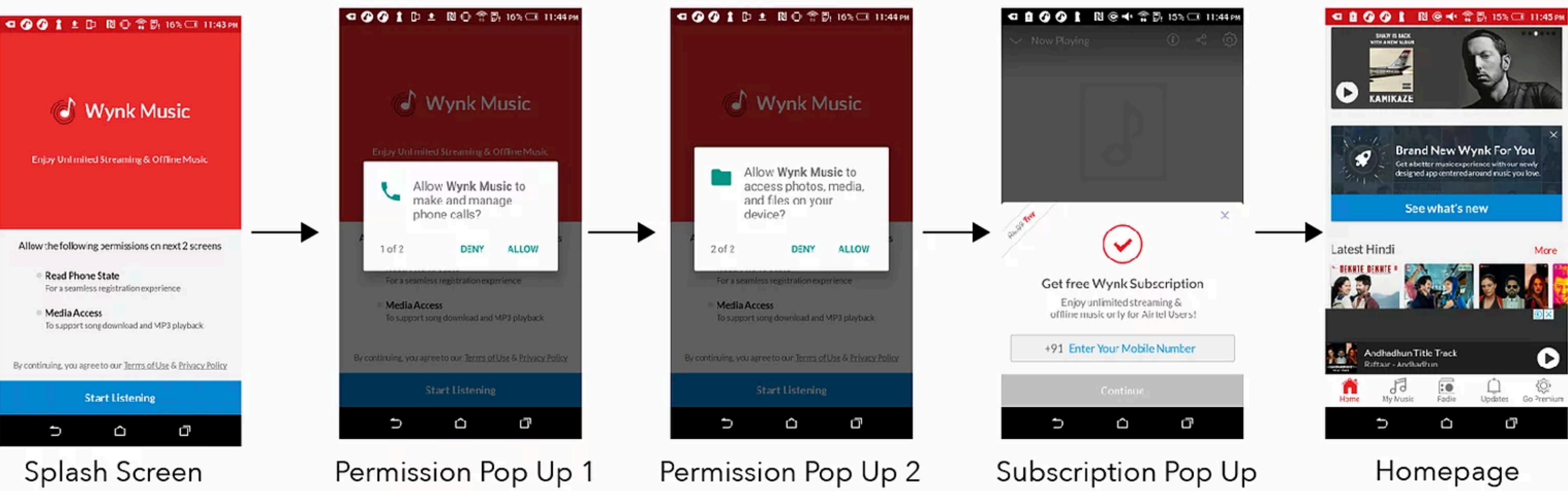
Short and crisp onboarding process.

Upper limited to song language is 3.



Started in 2014
Was launched by Airtel

Overall Onboarding process-



No login-Sign up screen in the onboarding process. User can try the app and then register at their own pace

2 mandatory permission pop up breaking the usual pattern of onboarding. Sometimes the users are not comfortable with the prospect of unlearning a conventional way of task completion.