

Lytrix™

Reliable, Scalable &
Resilient



The Problem

Multi-vendor Complexity

Fragmented systems requiring constant integration

Performance Lag

Slow transactions reducing conversion

Compliance Burden

Manual processes increasing risk exposure

Cost Leakage

Multiple vendor fees eroding margins

The Consequences & Impacts



Lower auth rates & higher latency

(extra hops, inconsistent SLAs, higher 3DS2 burden)



Blame-ping-pong during incidents

(slow RCA/recovery, slower scheme/cert updates)



Compliance overhead across vendors

(PCI scope, COFT tokenisation, multi-contract logging)



Data fragmentation

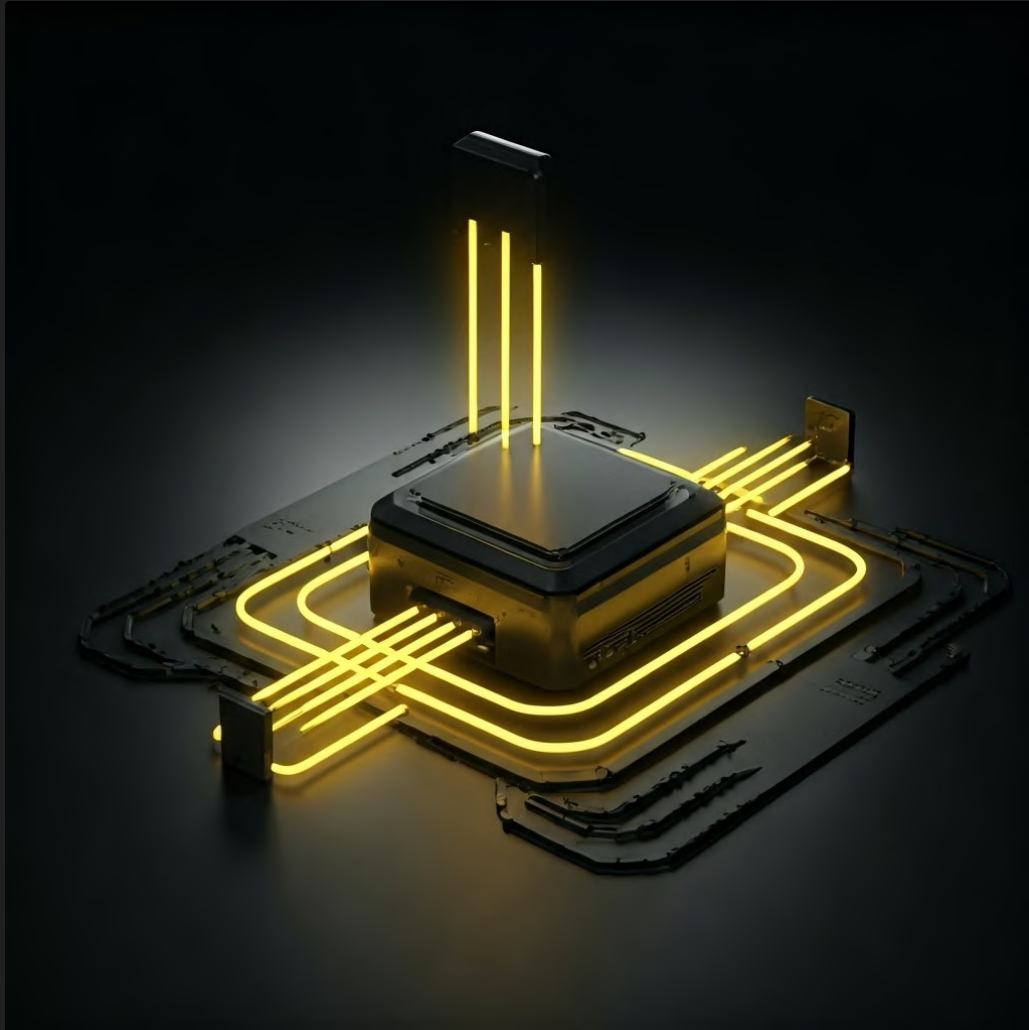
(weaker risk decisions, reconciliation accuracy, harder issuer/network tuning)



Cost leakage & vendor lock-in

(per-feature fees across providers)

The Hidden Problem: Lost Payment Metadata



Merchants track declines – but not *why* transactions fail.

Why this happens:

- Payment orchestrators strip away rich response codes
- **Critical context vanishes:** issuer signals, 3DS outcomes, BIN patterns, token freshness
- **Result:** Merchants see only "Payment Failed" — zero actionable insights

The Consequences & Impacts



Optimisation becomes
guesswork



No issuer or region-
level performance
insight



Lost recoverable
declines = *lost revenue*



Weaker acquirer
negotiations



Root cause analysis
becomes *impossible*



Dependency on
orchestrator for all
insights

The Solution: Lytrix™

Replacing fragmented vendors with a unified, India-optimised platform



Technical Architecture



Microservices Design

Discrete, independently scalable services



Event-driven Architecture

Real-time processing via Kafka/RabbitMQ



Metadata Preservation Engine

Complete context retention of declined transaction for actionable insights



Cloud-native Deployment

Containerised with Kubernetes, elastic scaling

PCI DSS Level 1 compliant with zero raw card storage

Front-end Modules: Customer Experience

Merchant Onboarding

30 days → 2-3 days

Network Tokenisation (COFT)

Direct integration with all schemes

EMV 3DS 2.x Suite

Enhanced authentication, **higher success**



Core Processing Modules

Real-time Risk Engine

Adaptive ML scoring

Recurring Management

AFA-compliant mandates

Intelligent Routing

Multi-acquirer Orchestration

Authorisation Orchestrator

Idempotent auth pipeline



End-to-end transaction **visibility** with single transaction ID

Back-office Modules

Settlement & Reconciliation Fabric

Reliable settlement and reconciliation processes

Observability & SRE Command

Monitor systems and ensure site reliability



Disputes & Chargeback Centre

Manage disputes and chargebacks efficiently

Developer Xperience Suite

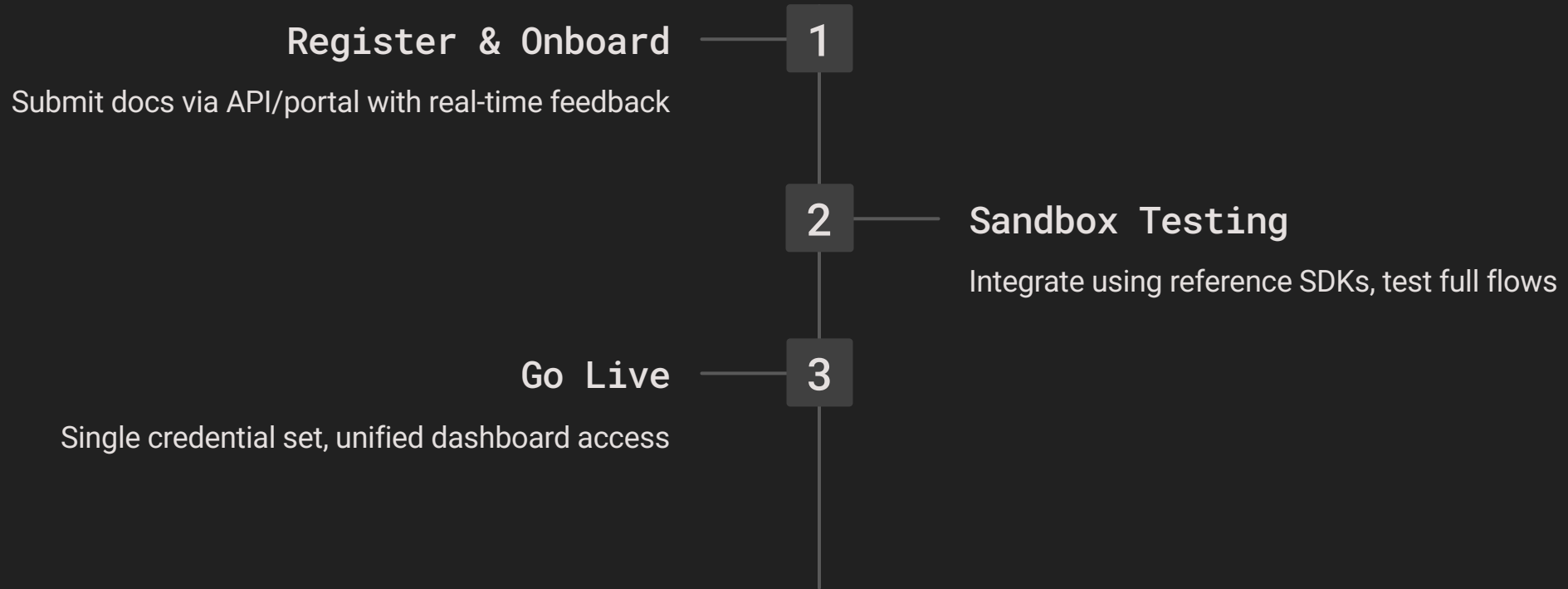
Tools and APIs for great developer experience

Real-time visibility across entire payment lifecycle

User Journeys

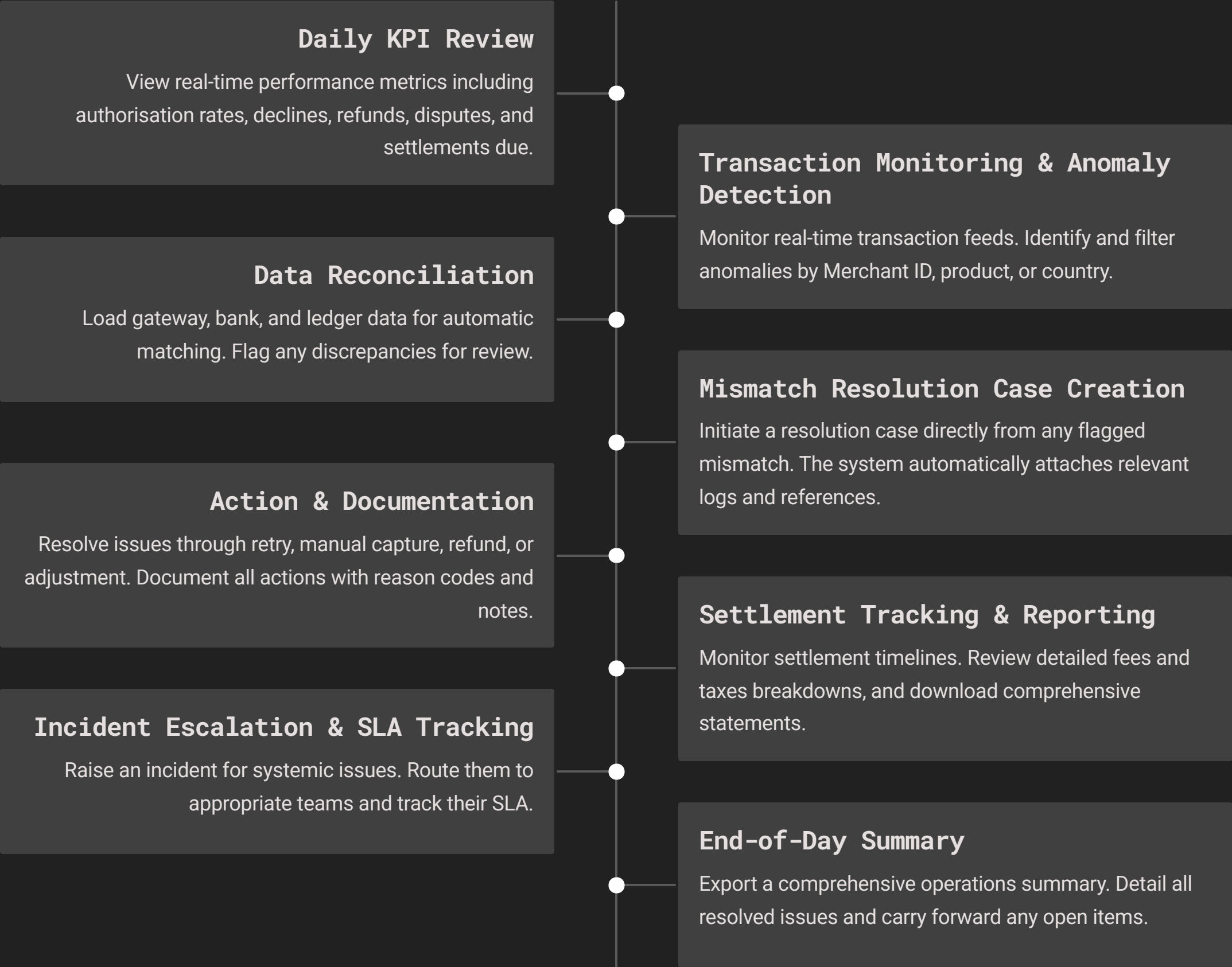
Seamless **experiences** for all stakeholders

User Journeys: Merchant Onboarding & Integration



Low cognitive load with unified APIs and clear documentation

User Journeys: Merchant Operations



User Journeys: Compliance & Risk Manager

Configure Rule Engine

Set up fraud prevention rules including velocity checks, device fingerprinting, geolocation, BIN/AVS/3DS, and manage allow/deny lists.

Monitor Risk Dashboard

Actively monitor the risk dashboard, reviewing heatmaps and a prioritised alert queue with detailed severity levels.

Tune & Deploy Rules

Refine rules and models, simulate their impact, and deploy changes via A/B testing with a maker-checker approval process.

Maintain Audit Trails

Ensure comprehensive audit trails (who, what, when, why) are maintained and can be exported as evidence upon request.

Connect & Integrate Signals

Integrate external signals like consortium data, negative lists, and behavioral/ML scores, enabling SIEM and webhook alerts.

Triage Alerts

Investigate alerts by inspecting session, device, IP, and history data to decide on actions: block, challenge (step-up), or allow.

Generate Regulatory Reports

Generate, schedule, and sign-off on necessary regulatory reports such as RBI, PCI, and NPCI, as applicable.

User Journeys: Customer Support

Intake & Link Ticket

Receive support tickets via portal, email, or API, with automatic linking to the Global Transaction ID for unified tracking.

View Transaction Hops

Gain full visibility into transaction stages, including authorisation, capture/refund, settlement, dispute status, and relevant incident notes.

Communicate & Close Ticket

Update merchants and customers via UI/API, set service level agreements, and close tickets with appropriate root-cause tags for analysis.

Search & Open Timeline

Efficiently search for customer records using order ID, payment reference, or contact details to access a comprehensive, unified timeline.

Execute Quick Actions

Perform immediate actions such as resending receipts, replaying webhooks, or initiating refunds and further inquiries directly from the interface.

User Journeys: Dispute / Chargeback Lifecycle

Trigger & Initial Alert

A dispute is triggered by a cardholder, or an alert (e.g., TC40/SAFE) is received from the network.

Decision Point

Operations or Support decides whether to accept liability (leading to refund/write-off) or to proceed with representment.

Outcome & Learning

The outcome (won/lost) is auto-posted to financials, the merchant is notified, and learnings are fed back into risk rules for continuous improvement.

Automated Case Creation

The system automatically creates a case and pre-builds an evidentiary kit with invoices, logs, 3DS/AVS data, and proofs of delivery/screenshots.

Representment Process

The representment path involves verifying the reason code, compiling a response letter and evidence, submitting to the acquirer, tracking deadlines, and escalating to pre-arbitration/arbitration if necessary.

User Journeys: Incident Management System

Detect Anomaly

Anomalies such as auth drops, latency spikes, or timeout rates are automatically detected by monitoring systems.

Execute Playbooks

Automated playbooks are triggered to mitigate the incident (e.g., rerouting traffic, throttling, disabling endpoints, retrying requests) and status updates are posted.

Auto-Open Incident

Upon detection, an incident is automatically opened, its impact is scoped, and the relevant on-call team is paged.

Resolve & Learn

The incident is resolved, a blameless postmortem is published to document learnings, and follow-up tasks are created for continuous improvement.

Compliance & Security Framework

PCI DSS Level 1

Zero raw card storage, encrypted transit/rest, quarterly scans

RBI PA/PG Authorisation

Automated regulatory reporting, KYC/AML workflows

Data Privacy

India/EU compliant processing, consent management

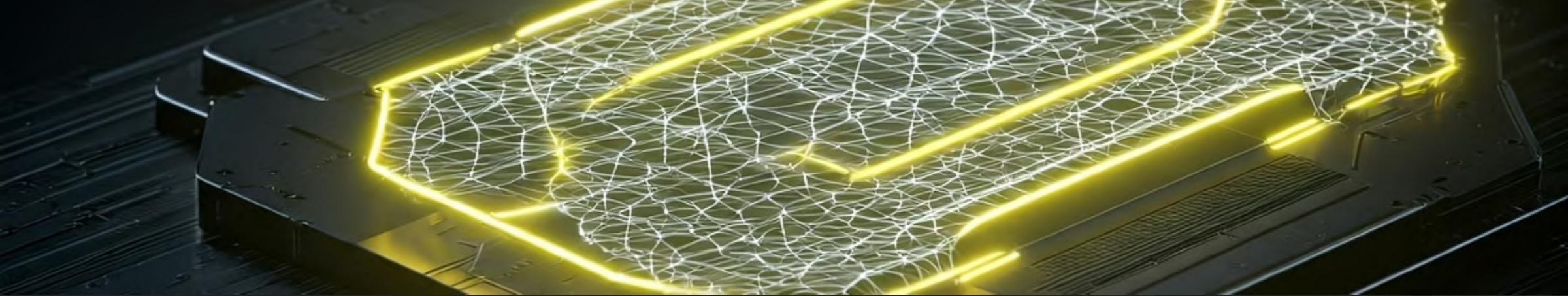
Fraud Management

Adaptive ML models, device intelligence, behavioural analytics

100% audit-ready with evidence at a click

What 's New?

Innovations & capabilities



Lytrix™ Decline Intelligence Layer (DIL)

1

Raw Data Capture (Under the Hood)

- Records issuer/acquirer codes, 3DS/OTP outcome, BIN, token state
- Keeps original PSP IDs and timestamps
- No compression — every ISO 8583 response preserved

2

Smart Normalisation (Merchant View)

- Simplifies statuses only at the top layer: *Success* / *Retryable* / *Fatal*
- Raw data available via API or dashboard
- Easy to interpret, impossible to lose detail

3

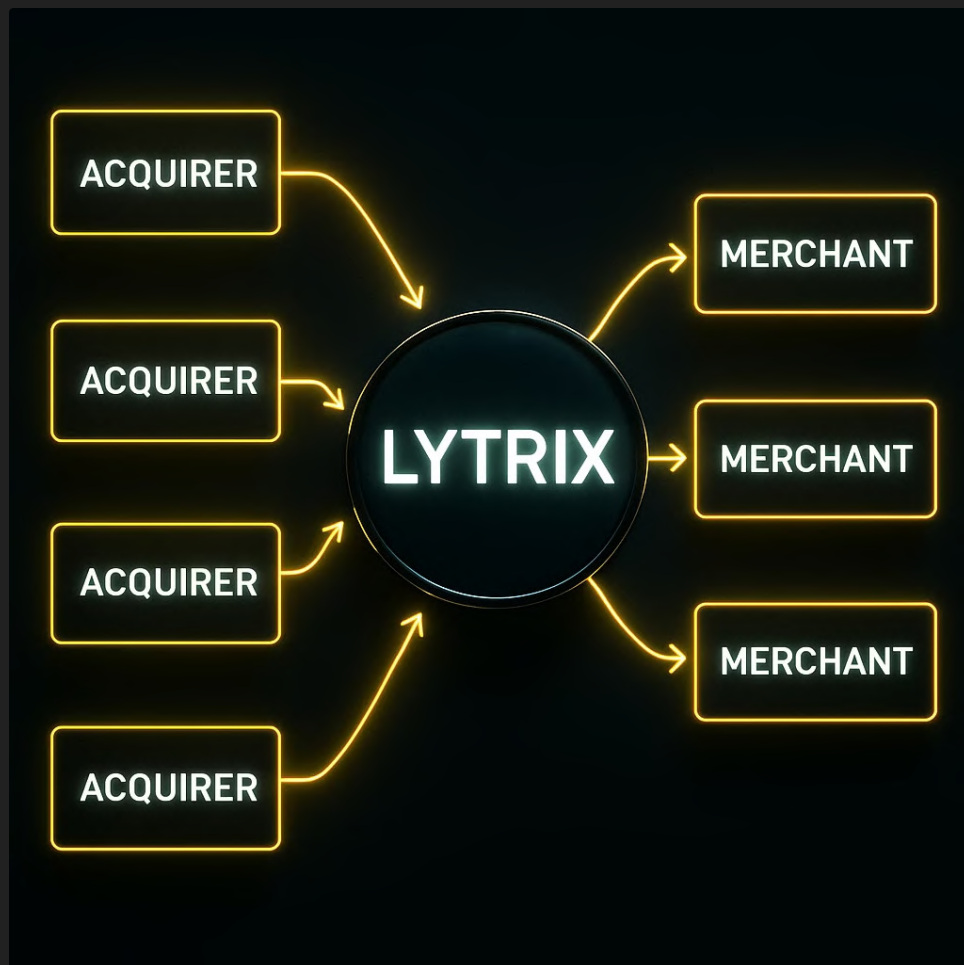
Merchant Intelligence (Action Layer)

- True decline-cause segmentation
- Issuer benchmarking & route optimisation
- Real-time recovery analytics

Normalisation for **clarity** — not opacity.

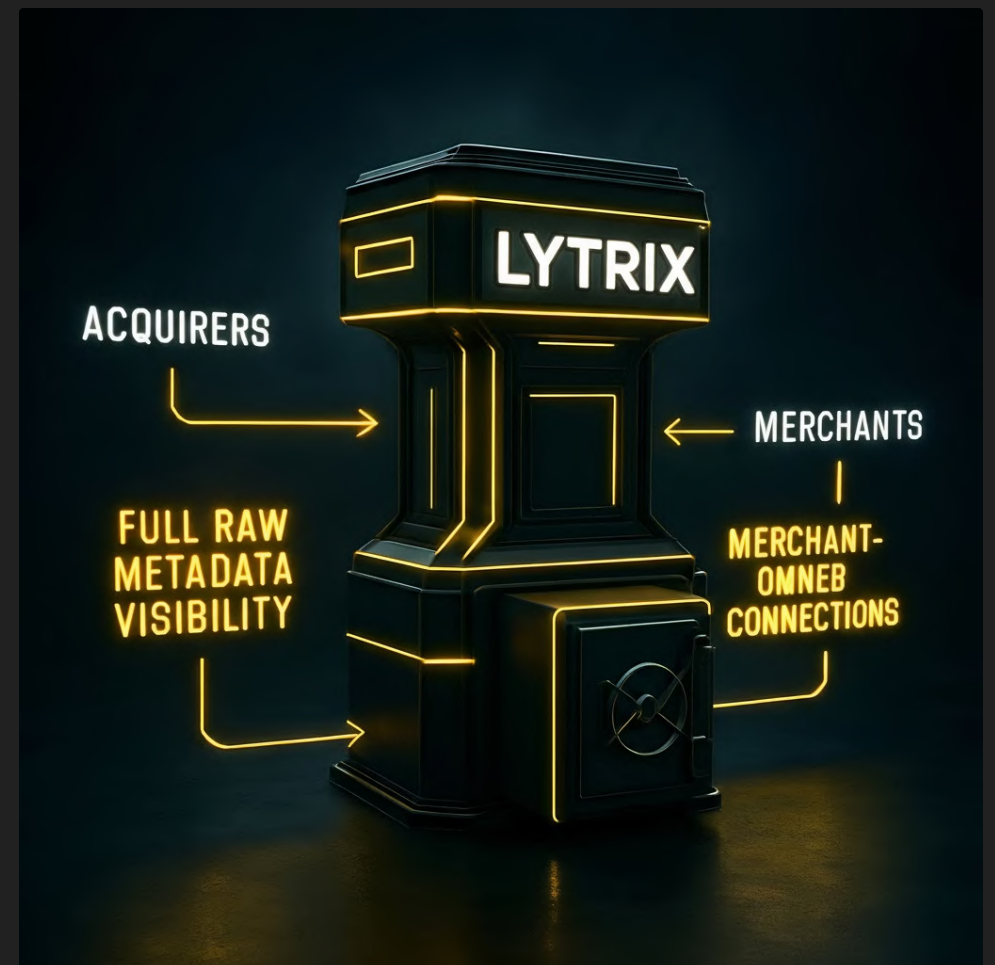
Agnostic Vault Mode – Full Control, Zero Blind Spots

Standard Orchestration Mode



- Complete orchestration management
- Simplest integration; fastest go-live
- Ideal for SMEs & mid-scale merchants

Agnostic Vault Mode



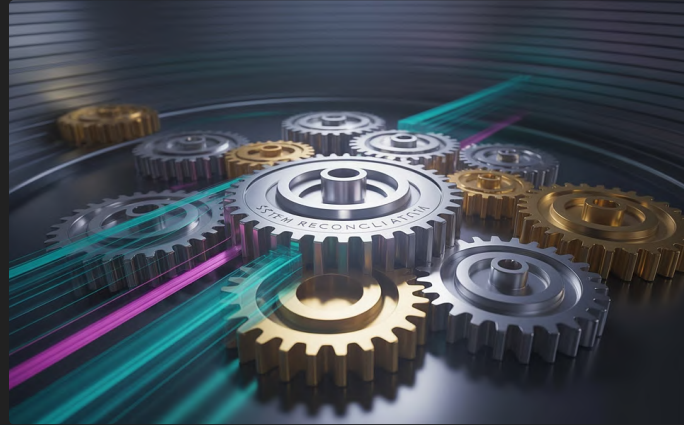
- Merchant keeps acquirer / PSP contracts
- Lytrix provides secure PCI vault + metadata pipe
- Raw response codes & context proxied directly to merchant systems
- Perfect for enterprises that want to *own the flow*

Settlement & Reconciliation: Real-time, Audit-ready



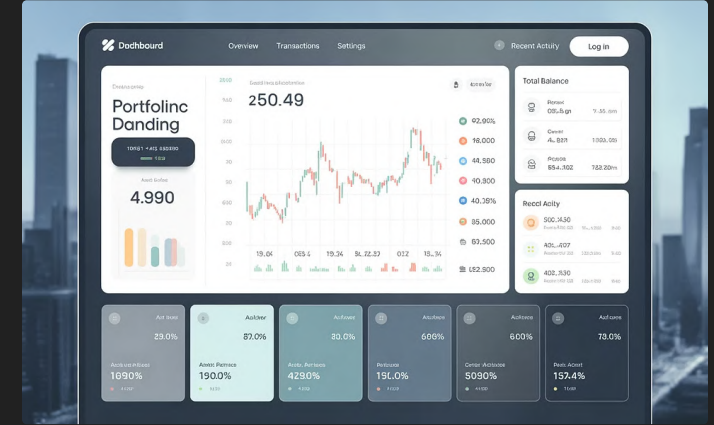
Automated Multi-Source Ingestion

Scheme/acquirer files, bank statements, and internal ledgers are seamlessly ingested. Automated matching flags exceptions instantly with an intuitive resolution interface.



Reconciliation Engine

Handles all transaction types (one-to-one, one-to-many, partials, chargebacks, refunds), ensuring auto-posting to ERP/accounting systems and maintaining a continuous audit log.



Real-time Dashboard

Provides comprehensive visibility from transaction to settlement to dispute. This dashboard is configurable, supports multi-currency and multi-cycle reporting.

Token Routing: Native OTP Integration



Conversion Rate Improvement

Achieve a **3-5% increase** in authorisation success rates, significantly impacting **mobile transactions**.



User Experience Enhancement

Eliminates multiple redirections that often contribute to **cart abandonment**, providing a smoother user journey.



Fraud Reduction

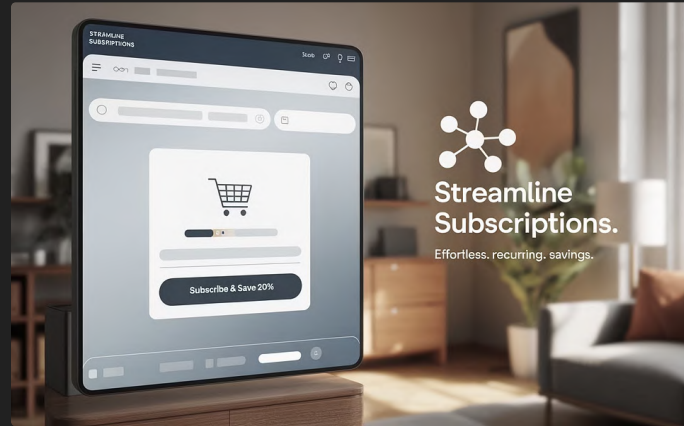
Maintains full **3DS security compliance** while streamlining the authentication process for enhanced protection.

Authentication: Go CVV-less



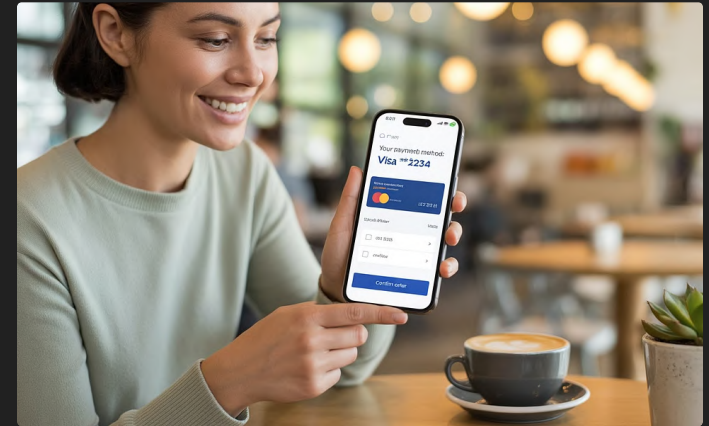
Authorisation Rate Uplift

Up to **3%** improvement in success rates due to eliminated CVV entry errors



Conversion Rate Enhancement

Reduced friction in repeat purchase scenarios, particularly valuable for subscription and e-commerce models



Customer Retention

Enhanced user experience for returning customers with saved payment methods

Speed & Scalability



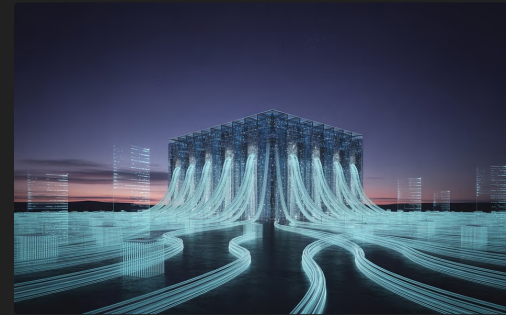
Base Capacity

5,000+ TPS with horizontal auto-scaling capabilities



Peak Load Handling

Dynamic scaling to 15,000+ TPS during high-traffic events (festivals, sales)



Multi-Region Deployment

Distributed architecture across multiple geographic regions for latency optimisation

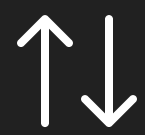


Load Balancing Strategies

Intelligent routing using weighted round-robin, least connections, and geographic proximity algorithms

Multi-Acquirer Orchestration & Routing

Orchestration Benefits



Enhanced Authorisation Rates

85% of merchants report improved conversion rates with multi-acquirer strategies



Cost Optimisation

Dynamic routing based on lowest MDR rates and optimal success rates per transaction type



Risk Mitigation

Automatic failover during acquirer downtime, ensuring uninterrupted payment processing



Geographic Optimisation

Route transactions through region-specific acquirers for better local success rates

Intelligent Routing Logic



BIN-Level Routing

Card-specific routing based on issuer performance analytics



Real-Time Health Monitoring

Continuous acquirer performance assessment with automatic route optimisation



A/B Testing Framework

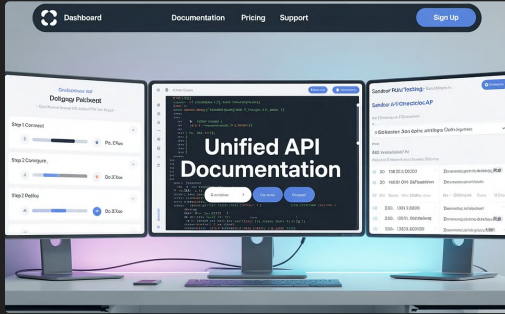
Split-test routing strategies to optimise for success rates vs. cost efficiency



Merchant-Specific Rules

Configurable routing preferences based on merchant vertical and risk profile

Developer Experience & Merchant-Centric Design



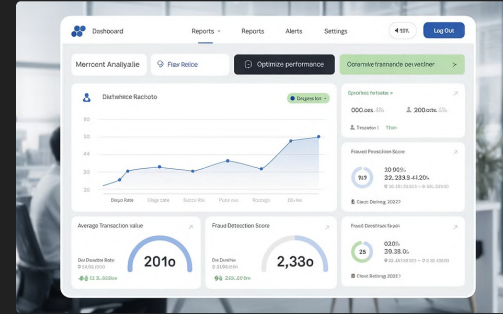
Low Cognitive Load

Simplified development with **unified APIs**, clear documentation, wizard-driven quick onboarding, and robust sandbox testing environments.



Real-time Observability

Gain immediate insights into operations with **real-time transaction status** on dashboards, instant notifications, and comprehensive performance analytics.



Feedback & Self-Service

Empower merchants with a dedicated **analytics portal** for auth/dispute rates, latency, and success/failures, alongside integrated incident reporting and support.



Powerful Optimisation

Optimise performance with **dynamic routing** and A/B testing capabilities, all accessible via an API-first approach for core functions.

GTM: Competition Landscape

What they **claim** & what we **do**?

What Key Players Claim?



Auth Rate

99.9%



TPS Capacity

5000 TPS; Scales to
10,000 TPS



Settlement

T+1 OR Same-day



Onboarding Time

2-3 days

LOW AUTHORIZATION

65-80%

LOW AUTHORIZATION RATE

65.65	1.80	Refuse	Current	65%	New	80%
65.85%	3.7%	28.5%	100%	100%	100%	100%
65.85%	7.6%	15	100%	100%	100%	100%
7.6%	6.5%	48%	100%	100%	100%	100%
7.9%	1.5%	72.5%	100%	100%	100%	100%
7.9%	7.9%	72%	100%	100%	100%	100%

ALL: 442-15.85

Actual Industry Average
65-80%



Performance degrades significantly under real load (e.g. festival times, Friday IPL)



Delays hold back platforms



- **Complete disaster - weeks of delays, freezing**
- **3-5 days confirmed, complex but somewhat functional**
- **Lengthy process**
- **Easy to implement but irregular support responses**
- **Easy confirmed but too technical; support is poor**

What We'll Give?



Auth Rate

85-90%



TPS Capacity

5000+ Scalable



Settlement

T+1/Same Day



Onboarding Time

1-2 Days



Native OTP

Yes



Multi-Acquirer

Full



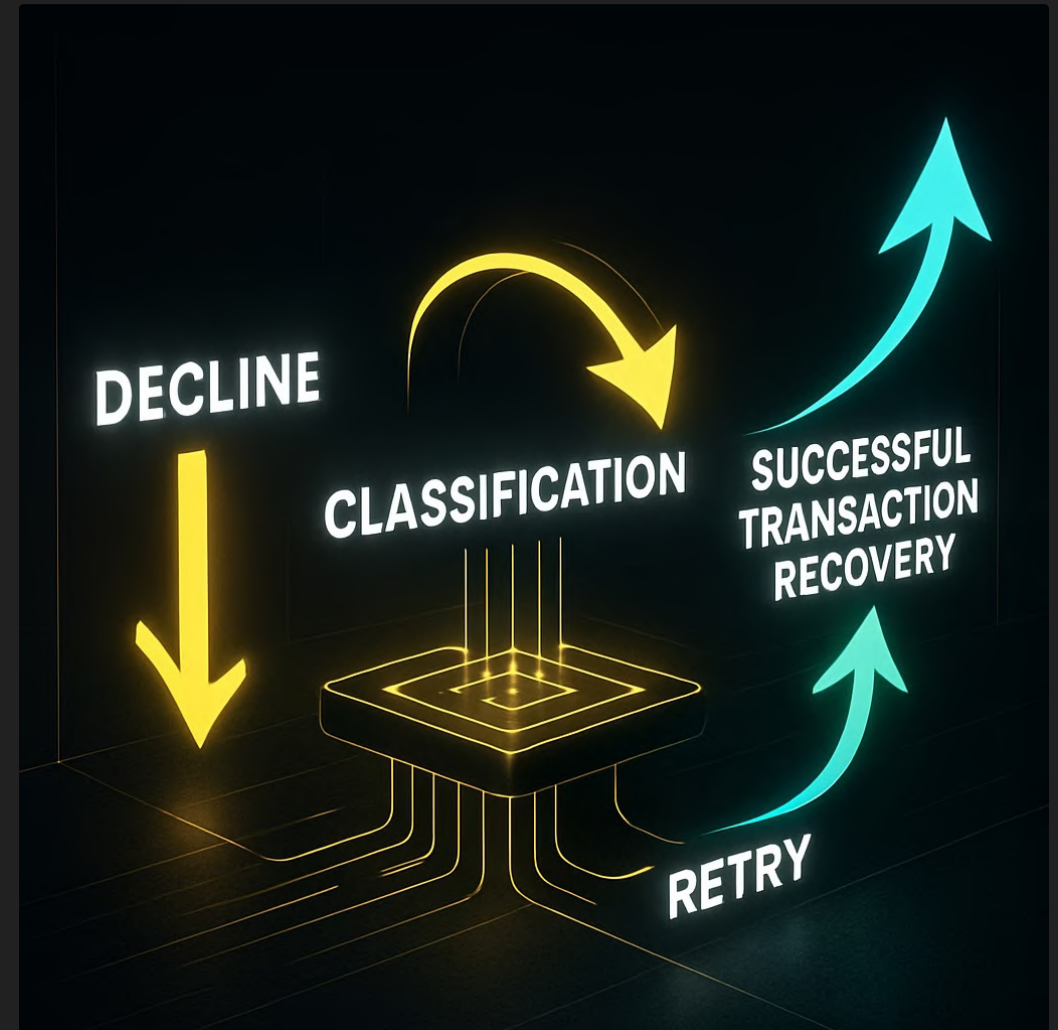
MDR (Pricing)

**1.8-2.2% + GST
(Avg: 2%)**

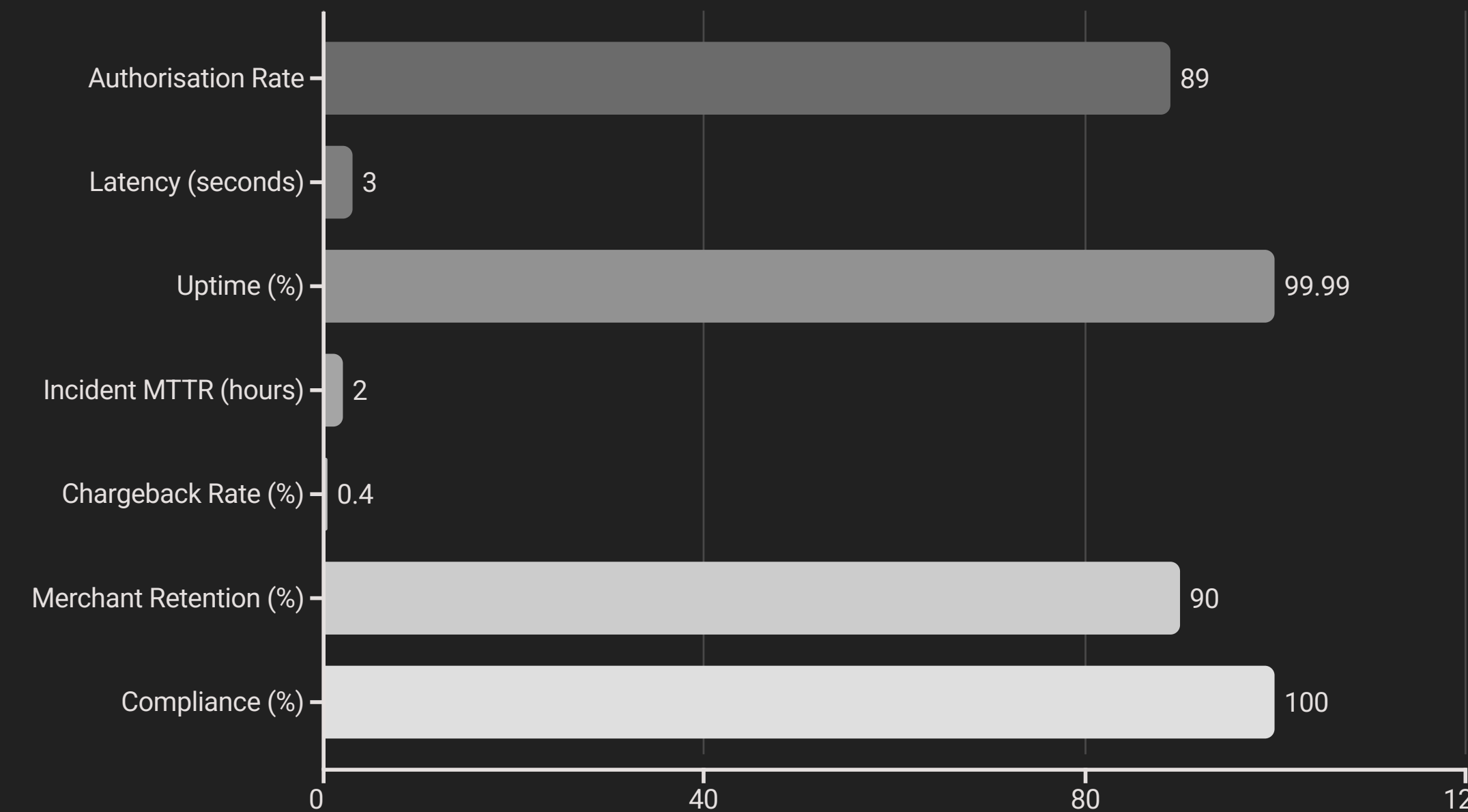
Decline Intelligence → Recovered Revenue

Quantifiable Impact of Visibility

- +3-5% transaction recovery
- 30% faster issue resolution
- 40 bps auth rate uplift
- Real-time decline classification



What Does 'World-Class' Look Like?



Authorisation Rate: 87-89%
Improvement from industry standard 85-87%

Latency: <3 seconds
For 95% of transactions (aligned with payment industry SLAs)

Uptime: 99.99%
Industry-standard SLA

Incident MTTR: <2 hours
For merchant-impacting events; fully automated RCA

Chargeback Rate: <0.4%
Improvement from 0.6% industry average

Merchant Retention: >90%
With 2-3 day onboarding cycle

Compliance: 100%
Audit-ready with automated evidence generation

Competitive Advantages

Fully Integrated

End-to-end ownership vs fragmented vendors

India-optimised

Built for local regulations and consumer behaviour

Merchant-centric

Self-service analytics and optimisation tools

Future-ready

Microservices architecture enables rapid evolution

Superior Performance Consistency

Realistic, achievable metrics vs. competitor claims with significant performance gaps

Complete Multi-Acquirer Coverage

Full orchestration capabilities versus limited multi-acquirer support

Transparent Pricing Model

Competitive MDR rates without hidden fees or complex tier structures

Faster Onboarding Promise

1-2 day activation with automated KYC/AML and pre-integrated compliance

Creating a powerful **competitive moat** in India's payment landscape

GTM: Commercial & Pricing Strategy

Transparent & competitive rates

STVM Commercial Model

Segment Tiered Value-Based Modular (STVM) Positioning for Diverse Market Needs



Lytrix-O (Orbit)

Entry Level Package

Positioning: Reliable PG foundation for digital payments with embedded compliance.

Target: Start-ups, SMEs, grocery stores, ed-techs.



Lytrix-S (Stellar)

Customised Add-on Package

Positioning: Hybrid configuration for custom enterprise needs - select modules from Orbit and Cosmos.

Target: Restaurants, mid-scale retailers, high-volume processors, aggregators, fintech partners.



Lytrix-C (Cosmos)

Enterprise Level Package

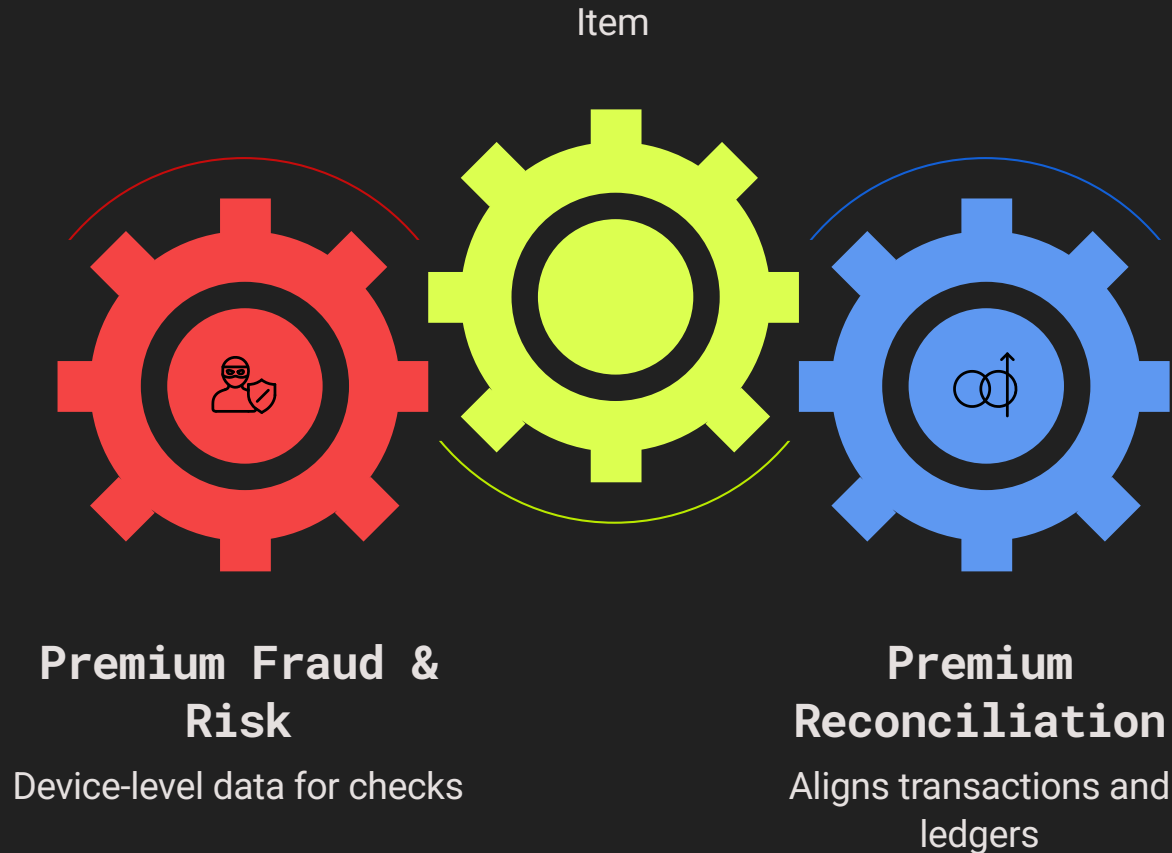
Positioning: Enterprise PG suite with AI-driven orchestration & dynamic risk optimisation.

Target: Large retail chains, BFSI, travel, marketplaces.

Each tier is meticulously crafted to serve different market segments, offering tailored solutions that align perfectly with their operational scale and strategic objectives.

Modular Dependencies

Module interdependencies for pricing calculations



Bundle Efficiency Curve (BEC) Rules

Discount structure based on premium modules selected



1-2 Premium Modules

Efficiency Discount: No discount

Client Profile: Starter SMEs testing base
Orbit + per-premium features

Upgrade Logic: Base module billing,
discount applies automatically



3-4 Premium Modules

Efficiency Discount: 5% off total add-on
fees

Client Profile: Growing mid-scale
merchants

Upgrade Logic: Discount applies
automatically



5 Premium Modules

Efficiency Discount: 10% off total add-on
fees (auto-upgrade to Cosmos if
cheaper)

Client Profile: Enterprise processors

Upgrade Logic: Triggers Cosmos
migration beyond 0.7 MVI

Bundling more modules leads to better efficiency and significant cost savings as you scale your operations.

Modular Add-on Catalog - *Lytrix-S™*

Pay only for what you need, when you need it.



Core Processing

Lytrix-O: Standard routing, single-acquirer

Lytrix-C: Multi-acquirer AI routing, failover

Add-on Pricing:

₹0.10/txn



Settlement & Reconciliation

Lytrix-O: T+1 batch match

Lytrix-C: Real-time audit-ready multi-ledger

Add-on Pricing:

₹0.08/txn



Fraud & Risk Engine

Lytrix-O: Velocity & BIN/IP rules

Lytrix-C: ML behavioral & device intelligence

Add-on Pricing:

₹0.07/txn



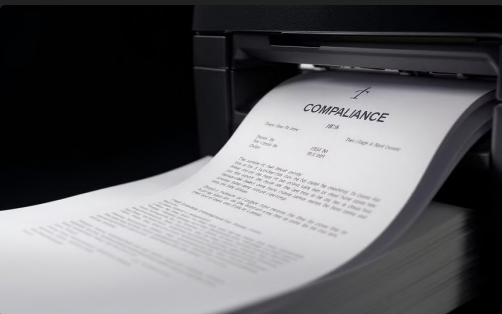
SRE & Observability

Lytrix-O: Latency monitor dashboard

Lytrix-C: Predictive AI incident automation

Add-on Pricing:

₹0.05/txn



Compliance & Reporting

Lytrix-O: Manual RBI reports

Lytrix-C: Automated regulatory evidence generation

Add-on Pricing:

₹5,000/yr



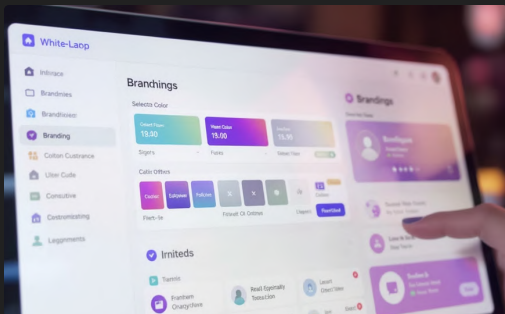
Developer Experience

Lytrix-O: Unified SDK + sandbox

Lytrix-C: A/B testing APIs, plugin framework

Add-on Pricing: ₹10,000

(one-time)



Customisation & Branding

Lytrix-O: Fixed UI templates

Lytrix-C: White-label portal & dedicated branding

Add-on Pricing: ₹25,000

(setup)



Support & SLA

Lytrix-O: 9x5 phone/chat/email

Lytrix-C: 24x7 priority phone + dedicated AM

Add-on Pricing:

₹50,000/yr

Core Revenue Model - *Lytrix-OTM* & *Lytrix-CTM*

Transparent pricing for both variants

Both Lytrix-O and Lytrix-C offer the same competitive transaction rates, including **1.90% + GST** for Credit, **0.9% + GST** for Debit, and **0% MDR** for RuPay Debit (Government-mandated).



Lytrix-O: Essential & Efficient

Designed for businesses seeking a straightforward and cost-effective payment solution.

Setup/Onboarding Fee: ₹0 – ₹5,000 (one-time)

Monthly Platform Fee: ₹2,500/month

Annual Maintenance: ₹0 (included in MDR)



Lytrix-C: Premium & Scalable

Built for growing businesses requiring enhanced features and dedicated support.

Setup/Onboarding Fee: ₹5,000 – ₹25,000 (one-time)

Monthly Platform Fee: ₹10,000/month

Annual Maintenance: ₹10,000/year

GTM: Value Proposition

One platform. Zero compromises.

Lytrix™ Orchestration Spectrum

From Orbit to Cosmos: Reliability, Intelligence, and Modularity at every stage

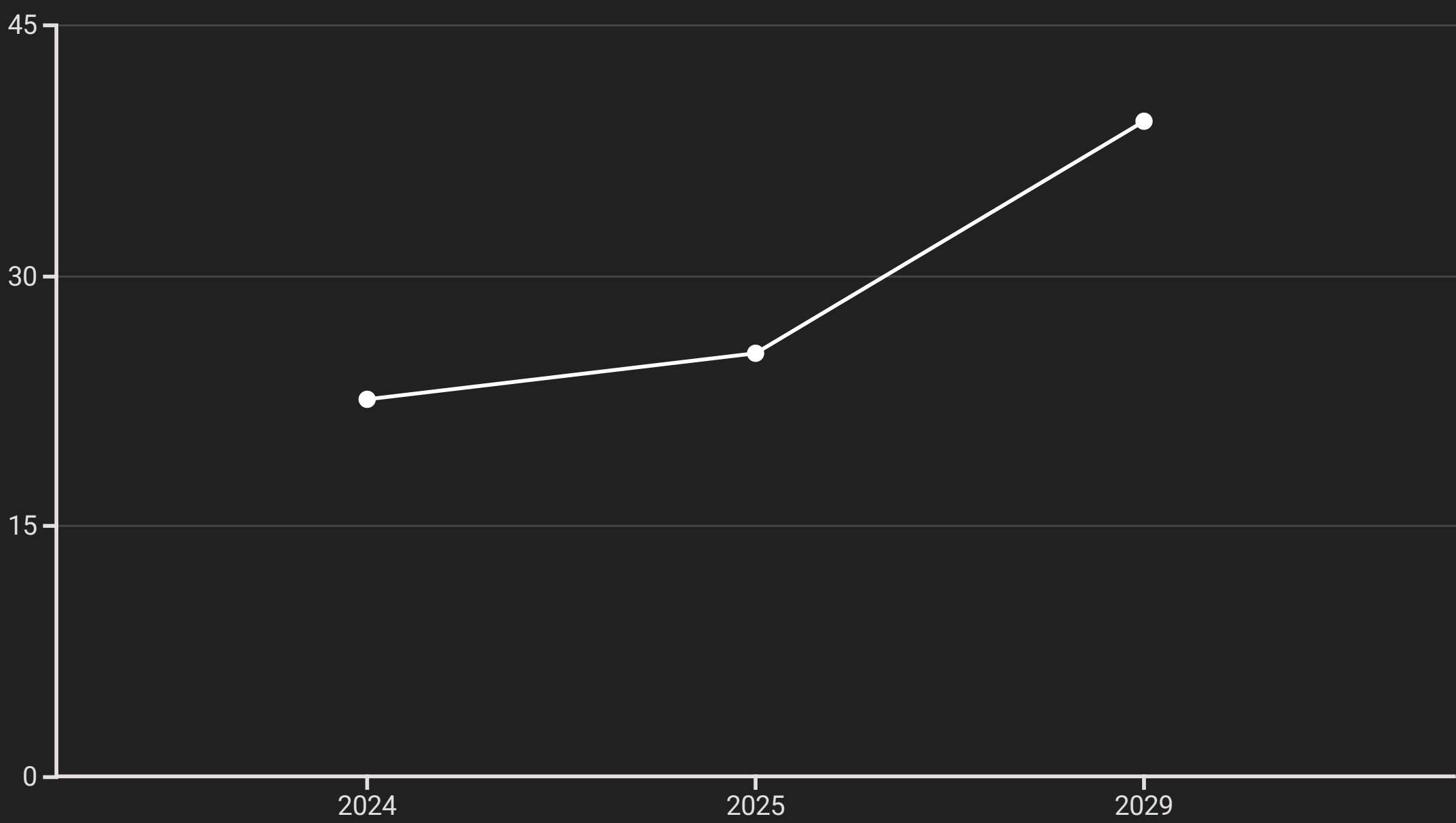
Orbit (Standard)	Cosmos (Premium)
For SMEs, Startups & Mid-scale	For BFSI, Large Retail & High-volume Fintechs
Reliability 99.90% reliability baseline	Reliability 99.95% enhanced reliability
Orchestration Standard routing for authorization optimization	Orchestration AI-driven multi-acquirer routing
Risk Management Rule-based risk controls	Risk Management Adaptive ML engine for fraud mitigation
Reporting Manual & scheduled reports	Reporting Automated, real-time & audit-ready
Settlement Fixed T + 1 cycle	Settlement Configurable T + 0 / T + 1
MDR Policy Flat, transparent pricing	MDR Policy Transparent with advanced cost optimization
Orbit: Solid foundation for efficient, transparent payments Cosmos: AI-first orchestration for scale Lytrix brings reliability, intelligence, and modularity to every growth stage.	

GTM: Market & Revenue Projections Analysis

Financial forecasts & growth potential

Market Opportunity Assessment

Credit Card Market Growth: India (2024-2029)



India's credit card market shows robust growth: from ₹22.6 trillion (\$266.5B) in 2024 (15.3% YoY) to ₹25.4 trillion (\$303.9B) in 2025 (14% growth). By 2029, it's projected to reach ₹39.3 trillion (\$454.91B), driven by an 11.5% CAGR.

Debit Card Market Dynamics

		
Volume Drop A significant 33% volume drop was observed in FY23-24, primarily due to the rapid adoption of UPI for smaller transactions.	2025 Projection Despite recent challenges, the debit card market is projected to reach ₹222.49 billion by 2025, with a 10.12% CAGR potential.	Recovery Opportunity Recovery hinges on enhanced rewards and CVV-less transactions.

Revenue Model Breakdown

Primary Revenue Streams



MDR Revenue

1.9% average + GST on processed transaction volume. This forms the core of our earnings.



Setup Fees

A one-time fee of ₹5,000 per merchant onboarding.



Annual Maintenance

₹0-₹10,000 per merchant per year for ongoing support and updates.



Monthly Platform Fee

₹2,500-₹10,000 per merchant per month for infra, monitoring and dashboard access.



Per-Transaction Fees

₹0.25 for additional value-added services per transaction.



Strategic Recommendation

- ✔ Immediate approval for platform development
- Formation of cross-functional product squads
- Phased merchant migration with continuous feedback

Building the **future of payments** for India