

A Study of Fintech Startups in the Service Industry

Dr. (Mrs) Vaishali Nadkarni and Gupta Akash Dilip

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra
bacchunadkarni@rediffmail.com

Abstract: *Fintech is a cloud-based platform that provides businesses access to various financial services such as lending, payment, and investments. The emergence of cloud computing technology has revolutionized industries by offering scalability and flexibility while offering business services, however, this constant innovation in fintech has led to the expansion of the FaaS (Fintech as a Service) Market. However, the researcher in this research has tried to evaluate the growth of the fintech industry, explore the initiatives taken by the government for promoting Fintech and also understand the challenges faced by the industry while offering these fintech solutions*

Keywords: Fintech, Expansion, Solutions, Challenges, Innovation