



Groww

Groww Campus Drive: Turning Students Into First-Time Investors

How Onbeat Entertainment helped Groww convert 1,250+ students into active investors through education-first campus activations across Mumbai's top colleges.

The Challenge

Making Investing Accessible to Gen Z

Target Audience: College students aged 18-24 with little to no investment experience

The Barrier: Young adults saw investing as complex, intimidating, and only for "adults with money"

The Goal: Transform Groww from "just another app" into India's most trusted platform for beginner investors



Our Strategy: "Invest Kar, Future Groww Kar!"

We transformed financial education into an immersive campus experience across 4 premier institutions in Mumbai over 15 days.

Interactive Workshops

40-60 minute sessions covering mutual funds basics, delivered by certified educators with real-world salary investing examples

Gamified Engagement Booths

"Spin & Win Finance Facts" stations with instant app demos, QR-code sign-ups, and scratch vouchers worth ₹10k in Groww credits

Inter-College Finance Battle

Competitive quiz format with Groww wallet prizes and merchandise, turning financial literacy into a fun campus-wide challenge

Results That Speak Volumes

We didn't just drive awareness—we drove real investment behavior and long-term platform adoption.

6.5K

Students Engaged

Face-to-face touchpoints across 4 premier Mumbai colleges in business, commerce, and engineering streams

3.9K

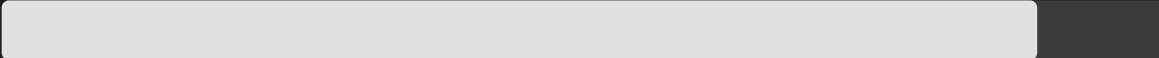
App Sign-Ups

Demo-driven conversions captured through QR code scanning at activation booths and workshops

1.25K

First-Time Investors

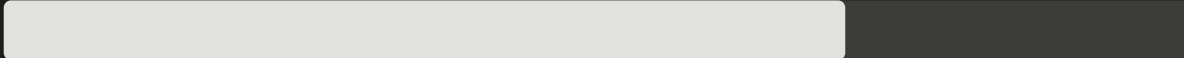
Students who made their first real investment of ₹500-₹1000 during or immediately after the workshop



89%

Brand Recall After 7 Days

Remembered Groww as the "easy investing app" when surveyed one week post-activation



71%

Future Investment Intent

Expressed commitment to investing monthly after learning the basics through our workshops



The Real Impact: Trust Through Action

“

"Investment kitna simple hai, Groww pe dekhke shock laga!"

— *B.Com Student, 3rd Year*

”

“

"First time investing lag raha hai life mein kuch mature kar diya."

— *Engineering Student*

”

The Onbeat Difference

Instead of pushing downloads, we facilitated **first investments** right in the workshop. Students didn't just learn—they acted.

This hands-on approach built instant trust and positioned Groww as India's most accessible investment platform for beginners.

Result: Groww earned lifelong users, not just one-time installs.