

Razorpay Complete Agentic Ecosystem

The Full Map — FTX 2026 + India AI Impact Summit + Sprint 2026

All built on Anthropic's Claude Agent SDK | "100+ Launches, One Blueprint"

HOW TO THINK ABOUT IT

Razorpay's agentic ecosystem has **four layers**. Think of it as concentric circles:

1. **Agent Studio** — AI agents that run merchant operations (B2B marketplace)
2. **Agentic Experience Platform** — AI-native merchant interface for Razorpay itself
3. **Agentic Payments** — AI-powered consumer commerce inside apps & LLMs
4. **RazorpayX Agentic Banking** — AI agents for business banking, payroll & finance ops

Each layer has its own products. Here's everything:

LAYER 1: AGENT STUDIO (B2B Agent Marketplace)

What it is: A marketplace + no-code builder where merchants deploy AI agents for payment and commerce operations. One-click deployment, connects to Shopify, Shiprocket, WhatsApp, Slack, Tally, QuickBooks, Sarvam.

Design system: Built on **RazorSense** — a design system engineered specifically for agentic environments. The platform acts as a living assistant that anticipates needs rather than waiting for commands.

Pre-built Agents (Day 1):

Agent	What It Does	Partner/Tech	Support Relevance
Abandoned Cart Conversion	Detects checkout dropoff in real time → initiates voice/message conversation → offers incentives → sends payment link	Nugget by Zomato, SuperU	When AI calls annoy customers, support gets the complaint
Dispute Responder	Auto-responds to chargebacks — reviews cases, verifies proof, submits evidence	Built-in	YOUR core domain — dispute SLAs, audit trails, IPO compliance
Subscription Recovery	Detects failed subscription payments → intelligent retry + voice outreach to	ElevenLabs (voice)	Failed recovery = escalation to support;

Agent	What It Does	Partner/Tech	Support Relevance
	recover		edge cases everywhere
Cashflow Forecaster	Predicts cash position 3-7 days ahead; daily digest: balances, payroll risk, shortfall alerts	Built-in	MSMEs will call support when forecast ≠ reality
RTO Shield	Detects high-risk COD orders BEFORE dispatch using LLM address validation + bad pincode intelligence	Built-in	Reduces RTO but false positives = merchant disputes with support
RTO Insights	Analyzes return-to-origin patterns across pincodes, products, and customers; identifies preventable return drivers	Built-in	Merchants need help interpreting these insights
Settlement Insights	Sends daily settlement summary via WhatsApp — merchants track payouts without opening dashboard	WhatsApp integration	Reduces "where's my settlement" calls; but WhatsApp failures = support

"Build Your Agent" (No-Code Custom Agents):

- Merchants describe task in plain English → agent auto-configures logic
- Example: "Remind customers 24 hours before subscription renewal and offer a downgrade option if inactive"
- Example: "Auto-trigger recovery flows for all future failed high-value transactions"
- No coding required — useful for product managers, marketing teams, ops leaders
- Connects to external platforms for cross-system context

Key Integrations:

Shopify, Shiprocket, WhatsApp, ElevenLabs, Slack, Tally, Sarvam, QuickBooks

First External Agents:

- **Nugget by Zomato** — voice-led cart recovery
- **SuperU** — agentic commerce interactions

LAYER 2: AGENTIC EXPERIENCE PLATFORM (Merchant Interface)

What it is: An AI-native layer that replaces traditional dashboard interactions with conversational AI. Merchants talk to Razorpay instead of clicking through menus.

Three Capabilities:

a) Agentic Onboarding

- Share PAN + website URL → AI handles KYC via government infrastructure
- 30-45 minutes → ~5 minutes
- Previously "RAY Concierge" → now full Agentic Onboarding
- *Support shift: fewer "how to sign up" tickets → more "my KYC was auto-rejected" tickets*

b) Agentic Dashboard

- Natural language commands replace CSV downloads and manual reconciliation
- **Intelligent Reconciliation:** Upload bank statement screenshot → agent extracts UTR numbers + amounts → cross-references Razorpay records → flags discrepancies (hours → seconds)
- **Active Revenue Recovery:** Upload screenshot of customer's failed payment complaint → agent finds transaction, identifies bank decline reason, suggests fix, generates WhatsApp payment link
- **Autonomous Guardrails:** Set rules in plain English → system auto-executes (e.g., "auto-trigger recovery for all failed high-value payments")
- Dashboard moves from "a place where you download data" → "a place where you make decisions"
- *Support shift: routine queries drop dramatically, remaining tickets are high-complexity edge cases*

c) Agentic Integration

- Auto-detects tech stack (Claude Code, Replit, Emergent, custom, any framework)
- Integration in under 10 minutes (CEO claims live demo in under 2 minutes)
- Provide a prompt → paste code → you're live
- If new payment instrument added → one more prompt and system adapts
- *Support shift: integration tickets drop; but AI-generated code failures will be harder to debug*

LAYER 3: AGENTIC PAYMENTS (Consumer Commerce)

What it is: AI-powered payments inside consumer apps and LLMs. Users discover, decide, and pay without leaving the conversation.

Payment Rails:

Product	What It Does	How It Works
Payments on In-App Chats	Turns chatbots into purchasing agents inside merchant apps	AI interprets intent → curates options → completes payment
Payments on LLMs	UPI payments directly inside ChatGPT and other LLMs	Conversational product discovery → seamless payment
Razorpay for ChatGPT Apps	Upload catalogue → native checkout inside ChatGPT in minutes	Merchants go live on ChatGPT with minimal setup
Voice Payments	Approve and complete transactions over a phone call, no screen needed	Partnership with Gnani.ai and SuperU
UPI Reserve Pay	Consent-based pre-authorized UPI payments for agentic flows	Users set one-time spending limits → agents transact within guardrails

Key Payment Rail: UPI Reserve Pay

- The backbone of agentic payments
- Users give a one-time, consent-based authorization
- Set spending limits per merchant
- AI agents can then complete transactions within those limits — no PIN/OTP each time
- Built in partnership with NPCI (National Payments Corporation of India)
- Announced at **India AI Impact Summit** (Feb 20, 2026, New Delhi)

Consumer Pilots (Live/In Progress):

Brand	Use Case
Zomato	"I want high-protein meal delivered in 30 min" → AI curates → UPI Reserve Pay
Swiggy	Conversational food/grocery ordering
Zepto	Quick commerce via AI conversations on Claude
PVR INOX	Movie ticket booking via conversational AI
Vodafone Idea	In-app agentic commerce (first pilot at GFF 2025)
Bluestone	Jewellery discovery + purchase via AI

Brand	Use Case
Honasa (The Derma Co)	Skincare product recommendation + purchase

Security for Consumer Payments:

- **Mastercard biometric authentication** — fingerprint or face scan for card transactions during AI-driven commerce
- **AML prediction** — AI predicts Anti-Money Laundering risk early, preventing bank issues
- **Fraud prevention** — insights from 10M+ international cards & 2B+ transaction data points
- Every transaction monitored by an AI fraud agent in real time

LAYER 4: RAZORPAYX AGENTIC BANKING (Business Finance Ops)

What it is: AI agents that run business banking, payroll, accounting, and financial operations autonomously.

Banking Agents:

Agent	What It Does
Business Banking Agent	Business banking that runs itself — agents handle financial operations
Burn & Runway Tracker	Continuously tracks burn, balances, runway; highlights risks early
Invoice Collection Agent	Tracks unpaid invoices → automatically follows up by call until paid
Vendor Payment Agent	Name the payee → agent fetches details, applies TDS history → takes you to OTP page
Accounting Agent	Posts accurate entries to your ERP based on predefined rules — no manual reconciliation
Financial Reporting Agent	Auto-generates reports, flags anomalies, shares downloadable summaries

Payroll Agents (RazorpayX Payroll):

Agent	What It Does
Payroll Approvals Agent	Reviews leave and reimbursement requests automatically — applies company policy + manager preferences + compliance
Payslip Explainer (AI Assistant)	Gives employees instant clarity on payslips, salary, taxes — no HR follow-ups
Reimbursement Agent	AI verifies receipts and approves claims in seconds
Bank Verification	Instant bank verification for every salary — ensures right account, no manual intervention

Payroll Approvals Agent Detail:

- Managers define approval logic in plain English: "Auto-approve leaves when no team overlap exists" or "Approve Sagar's reimbursements under ₹5,000"
- Applies both company-wide rules AND manager-specific customisations simultaneously
- Enforces policy compliance and reduces fraud
- Available since March 12, 2026

LAYER 5: DEVELOPER & PLATFORM TOOLS

Product	What It Does
Agentic Integration	Auto-detect stack + integrate payments in <10 min
Payment nodes for n8n, Replit, Vercel	One-click payment integration for no-code/low-code builders
Razorpay MPC	Monetise Replit apps with Razorpay
AI-powered Developer Assistant	Automates payment integration and migration — no documentation reading needed
Build payment workflows with AI	Build payment workflows without writing code
Optimizer	AI-powered smart routing — real-time rerouting for maximum payment success
If-payment-fails auto-retry	Automatically retries failed payments up to 3 times

THE PHILOSOPHY (USE THESE QUOTES)

Who	Quote	Context
Harshil Mathur (CEO)	"Businesses don't just need more software — they need intelligence that can act"	Core vision for Agent Studio
Harshil Mathur	"A single person can operate like a team of 100 agents"	SMB empowerment pitch
Khilan Haria (CPO)	"You can't simply attach AI to existing systems... we had to disrupt ourselves"	Why they rebuilt the platform
Khilan Haria	"Decisions by agents need to be accurate, explainable, and auditable"	Compliance/governance framework
Khilan Haria	"The real constraint for founders isn't tools, it's mindspace"	Why no-code agent builder matters
Irina Ghose (Anthropic India MD)	Razorpay's work shows AI embedded into the "operating fabric of business"	Anthropic partnership validation

YOUR SUPPORT LENS: THE 6 BIG SHIFTS

As Director of Support, here's how to frame the agentic ecosystem in your interview:

- 1. Support becomes preventive, not reactive** Agent Studio agents (Cashflow Forecaster, RTO Shield) predict problems before merchants feel them. Support's job shifts from firefighting to monitoring agent performance and handling edge cases.
- 2. Support volume mix changes dramatically** Agentic Dashboard handles routine reconciliation, settlement queries, and failed payment diagnosis. L1 volume drops. But L2/L3 complexity spikes — merchants will escalate when AI gets it wrong.
- 3. New category: "Agent Support"** When the Dispute Responder Agent submits wrong evidence, when the Subscription Recovery Agent calls a customer at 2 AM, when the Abandoned Cart Agent offers an unauthorized discount — who handles it? You need an "agent triage" framework.
- 4. Consumer agentic payments create multi-party support** If a Zomato agentic payment via UPI Reserve Pay fails, whose support handles it? Razorpay's? Zomato's? NPCI's? You need a responsibility matrix for agentic commerce.

5. IPO requires agent auditability Every agent decision — disputes, payment retries, fraud blocks — needs an audit trail. Investors will ask: "What's your dispute resolution SLA when an AI agent handles it?" The Director of Support owns this answer.

6. Voice-first support changes the game With ElevenLabs and Gnani.ai powering voice agents for subscription recovery and abandoned carts, Razorpay is entering voice AI. Support will need voice AI expertise, not just chat/email.

QUICK RECALL CARD — INTERVIEW READY

4 Layers: Agent Studio → Agentic Experience Platform → Agentic Payments → RazorpayX
Agentic Banking

7 Agent Studio Agents: Abandoned Cart, Dispute Responder, Subscription Recovery, Cashflow Forecaster, RTO Shield, RTO Insights, Settlement Insights

3 Agentic Experience Pillars: Onboarding (5 min KYC), Dashboard (natural language ops), Integration (<10 min setup)

5 Agentic Payment Rails: In-App Chats, LLMs, ChatGPT Apps, Voice, UPI Reserve Pay

6 Banking/Payroll Agents: Business Banking, Burn Tracker, Invoice Collection, Vendor Payment, Accounting, Financial Reporting + Payroll Approvals + Payslip Explainer + Reimbursement

Key Tech Stack: Anthropic Claude Agent SDK, UPI Reserve Pay (NPCI), ElevenLabs (voice), Gnani.ai (voice), Mastercard (biometric auth)

Key Partners: Zomato/Nugget, SuperU, Swiggy, Zepto, PVR INOX, Vodafone Idea, Bluestone, Honasa, Shopify, Shiprocket

Key Events: India AI Impact Summit (Feb 20, 2026) → FTX'26 (March 12, 2026) → Sprint 2026 (100+ launches)