

# Razorpay Agent Studio & Agentic Experience Platform

## Deep Dive for SVP Interview — March 2026

*Launched March 12, 2026 at FTX'26, Bengaluru — just 2 days ago*

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### THE BIG PICTURE

Razorpay is making a fundamental bet: shifting its entire R&D focus to AI. CEO Harshil Mathur and CPO Khilan Haria have said this isn't about bolting AI onto existing systems — it's about rebuilding the platform for an AI-first era. As Haria put it, if you were building a startup today, you'd design it very differently — Razorpay is disrupting itself.

#### Two major launches:

1. **Agent Studio** — a B2B AI agent marketplace for payments and business banking
2. **Agentic Experience Platform** — an AI-native layer that changes how merchants interact with Razorpay itself

Both are built on **Anthropic's Claude Agent SDK** (not OpenAI — this is a deliberate partnership choice).

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## 1. RAZORPAY AGENT STUDIO

### What It Is

A marketplace + builder platform where businesses can deploy AI agents that autonomously handle payment and commerce operations. Think of it as a team of AI specialists, each purpose-built for a specific commerce challenge.

### How It Works

- Merchants browse a marketplace of pre-built agents
- One-click deployment — no coding required
- Agents operate natively inside Razorpay's platform (not external tools)
- Agents connect with external tools: Shopify, Shiprocket, WhatsApp, Slack, Tally, QuickBooks
- Merchants can also **build custom agents** using a no-code "Build Your Agent" feature — just describe the task in plain English

## Day 1 Production-Ready Agents

### a) Abandoned Cart Conversion Agent

- Detects when a customer drops off during checkout in real time
- Initiates voice-led or messaging conversations to understand why
- Can offer incentives (discounts, free shipping) and send a payment link to complete the purchase
- Built in partnership with **Nugget by Zomato** and **SuperU**
- *Support angle: This is proactive revenue recovery, not reactive support. A support leader needs to understand the handoff — when does the agent escalate to a human? What happens if the customer complains about the AI call?*

### b) Dispute Responder Agent

- Automatically responds to chargeback and payment dispute requests
- Reviews cases, verifies proof, submits evidence to protect merchant revenue
- Claims higher win rate than manual dispute handling
- *Support angle: This is directly in your domain. Dispute management is a critical support function — and with IPO approaching, dispute resolution SLAs will be scrutinized by investors. You need to understand how this agent works, when it needs human-in-the-loop, and how to build the escalation framework around it.*

### c) Subscription Recovery Agent

- Detects failed subscription payments
- Uses intelligent retry logic + voice technology (built with **ElevenLabs**) to recover
- Prevents involuntary churn from payment failures
- *Support angle: Failed subscriptions are one of the top merchant pain points in SaaS/recurring billing. The support team will be the first to hear about edge cases where the agent mishandles a recovery attempt.*

### d) Cashflow Forecaster Agent

- Predicts cash position 3-7 days ahead
- Identifies potential liquidity gaps before they become crises
- Provides daily digest: unified balances, payroll checks, shortfall alerts
- *Support angle: When MSME merchants don't understand why their forecast differs from reality, they'll call support. The Director of Support needs to understand this agent's logic well enough to train L1/L2 agents on it.*

## Security & Compliance Guardrails

- Every transaction on Razorpay is now monitored by an AI agent for fraud detection
- The agent pattern-matches against known fraud patterns and blocks suspicious transactions proactively
- Financial data remains secure — agents never see raw sensitive data
- Transactions only occur within "guardrails of consent"
- Businesses can choose: fully autonomous OR human-in-the-loop depending on the use case
- CPO Khilan Haria emphasised: decisions made by agents need to be **accurate, explainable, and auditable**
- *Support angle: "Explainable and auditable" is gold for you. In your interview, connect this to your PayPal experience with AI governance — your 100% automated QA coverage is exactly the kind of auditability framework Agent Studio needs.*

## Build Partners

- **Nugget by Zomato** — voice-led abandoned cart recovery
  - **SuperU** — agentic interactions
  - **ElevenLabs** — voice technology for subscription recovery
  - **Replit** — no-code payment integration
  - **Emergent** — AI coding environment
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## 2. AGENTIC EXPERIENCE PLATFORM

### What It Is

An AI-native layer that reimagines how merchants interact with Razorpay's own platform. Instead of navigating dashboards, clicking through menus, and downloading CSVs — merchants just talk to the system.

### Three Capabilities

#### a) Agentic Onboarding

- Merchant shares basic info: PAN number and website URL
- AI handles identity verification automatically through government infrastructure (KYC)
- Reduces onboarding from 30-45 minutes → ~5 minutes
- Previously called "RAY Concierge" — now evolved into the full Agentic Onboarding

- *Support angle: Faster onboarding means more merchants coming through the door faster. But it also means onboarding-related support tickets change — fewer "how do I sign up" tickets, more "my KYC was auto-rejected" tickets. You need to plan for this shift.*

## b) Agentic Dashboard

- Merchants manage payment operations using natural language commands
- Three key use cases demonstrated:
  - **Intelligent Reconciliation:** Upload a bank statement screenshot → agent extracts UTR numbers and amounts → cross-references against Razorpay records → flags discrepancies (hours of manual work → seconds)
  - **Active Revenue Recovery:** Upload a screenshot of a customer's failed payment complaint → agent finds the transaction, identifies why the bank declined it, suggests a fix, generates a WhatsApp payment link in one click
  - **Autonomous Guardrails:** Set rules like "auto-trigger recovery flows for all future failed high-value transactions" → system executes while you sleep
- *Support angle: This is a massive shift. Merchants who previously called support to understand their settlements, reconciliation discrepancies, or failed payments will now try the Agentic Dashboard first. Support volume should decrease for routine queries — but complexity of remaining tickets will increase. You need to redesign support tiers around this.*

## c) Agentic Integration

- Developers/merchants integrate Razorpay's payment infrastructure in under 10 minutes
  - Works with AI coding environments: **Claude Code, Replit, Emergent**
  - Auto-detects your tech stack (custom, framework, no-code) and adapts
  - *Support angle: Integration issues are typically the most technical and expensive support tickets. If this works well, it dramatically reduces the integration support burden. But when it fails, the tickets will be highly complex — requiring deep product and technical knowledge.*
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## 3. AGENTIC PAYMENTS (IN-APP COMMERCE)

Beyond the merchant-facing tools, Razorpay is also building **conversational commerce inside consumer apps:**

- Partnered with **Zomato, PVR INOX, Swiggy, Vodafone Idea, Bluestone, Honasa (The Derma Co)** for pilot agentic interactions

- Example: On Zomato, instead of browsing restaurant lists → user says "I want a high-protein meal delivered in 30 minutes" → AI interprets, filters, recommends → user confirms → payment completes instantly via **UPI Reserve Pay**
- **Payments on LLMs:** UPI payments directly inside ChatGPT and other LLMs
- **Razorpay for ChatGPT Apps:** Merchants upload catalogue → go live with native checkout inside ChatGPT in minutes

*Support angle: This creates an entirely new category of support — consumers and merchants interacting through AI intermediaries. When an agentic payment fails inside Zomato's chat, who handles the support? Razorpay? Zomato? The AI? You need to define the support responsibility matrix for agentic commerce.*

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## 4. WHY THIS MATTERS FOR YOUR INTERVIEW

### What Jayaram Karthik Cares About (SVP Business Operations)

Jayaram oversees business operations. With these launches, his operational landscape just changed dramatically:

1. **Agent Studio means support isn't just reactive anymore** — it's embedded in autonomous agents. The Director of Support needs to be the person who defines when agents escalate, what the human-in-the-loop framework looks like, and how to measure agent performance (not just human agent performance).
2. **The Agentic Dashboard will shift support volume** — routine queries decrease, complex edge cases increase. The support org needs to be redesigned for this reality.
3. **IPO readiness meets AI autonomy** — investors will ask: "What happens when an AI agent mishandles a dispute? What's the audit trail? What's the SLA?" The Director of Support is the person who builds the answer.

### How to Use This in Your Interview

#### Drop these naturally:

- "I noticed Razorpay just launched Agent Studio at FTX two days ago — the Dispute Responder Agent is fascinating because it sits right at the intersection of AI and support. At PayPal, I built a similar capability with our AI QA pipeline — 100% automated coverage with full auditability. The challenge is always the human-in-the-loop design — and that's where I'd add immediate value."
- "The Agentic Dashboard is going to fundamentally shift the support mix — fewer L1 queries about reconciliation and settlements, but the tickets that do come through will be far more complex. I'd redesign the support tiering model in my first 90 days to reflect this."

- "With 12 million merchants and an IPO on the horizon, the question isn't whether AI agents are the future — it's whether the support framework around them is IPO-ready. Dispute resolution audit trails, agent decision explainability, compliance documentation — that's what I bring."

## Key Names to Know

Person	Role	Relevance
<b>Harshil Mathur</b>	Co-founder & CEO	Vision setter for agentic payments
<b>Khilan Haria</b>	Chief Product Officer	Architect of Agent Studio; owns product philosophy
<b>Irina Ghose</b>	MD, Anthropic India	Partnership lead for Claude Agent SDK
<b>Saurabh Guru</b>	Sr. Director, BEST	Your hiring manager; owns Business Engineering & Solutions
<b>Jayaram Karthik</b>	SVP, Business Operations	Your interviewer Monday; operations + strategy
<b>Rahul Kothari</b>	COO	Flagged cross-functional concern; Jayaram reports into his orbit

## 5. QUICK RECALL — ONE-LINERS FOR THE INTERVIEW

- Agent Studio = B2B AI agent marketplace for payments, built on Anthropic's Claude Agent SDK
- 4 launch agents: Abandoned Cart, Dispute Responder, Subscription Recovery, Cashflow Forecaster
- Agentic Experience Platform = 3 pillars: Agentic Onboarding (5 min KYC), Agentic Dashboard (natural language ops), Agentic Integration (10 min setup)
- Philosophy: "Businesses don't need more software — they need intelligence that can act" (Harshil Mathur)
- Key design principle: agents must be accurate, explainable, and auditable (Khilan Haria)
- Build partners: Nugget by Zomato, SuperU, ElevenLabs, Replit, Emergent
- Conversational commerce pilots: Zomato, PVR INOX, Swiggy, Vodafone Idea, Bluestone, Honasa
- Razorpay chose Anthropic/Claude over building in-house — partnership philosophy
- Every transaction now monitored by an AI fraud agent

- Entire R&D focus shifting to AI