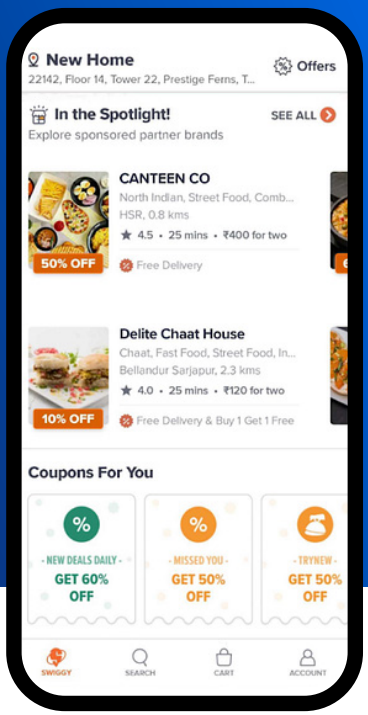
SHIELD | SWIGGY

Case Study

Swiggy Leverages SHIELD's Device-First Risk Intelligence to Enhance Its Fraud Prevention and Detection Capabilities



Key Takeaways

Minimized promo abuse by enhancing Swiggy's fraud prevention and detection capabilities

Improved detectability of Delivery Partner Abuse by enhancing Swiggy's in-house systems

Fraud Poses a Threat to Indian Businesses

Promo abuse - including the exploitation of platform discounts, sign-up incentives, referral bonuses and monopolization of limited-time deals - is rampant across online businesses globally and across India. This not only hurts return on investments towards user acquisition but also makes it unfair for genuine users who miss out on these benefits.

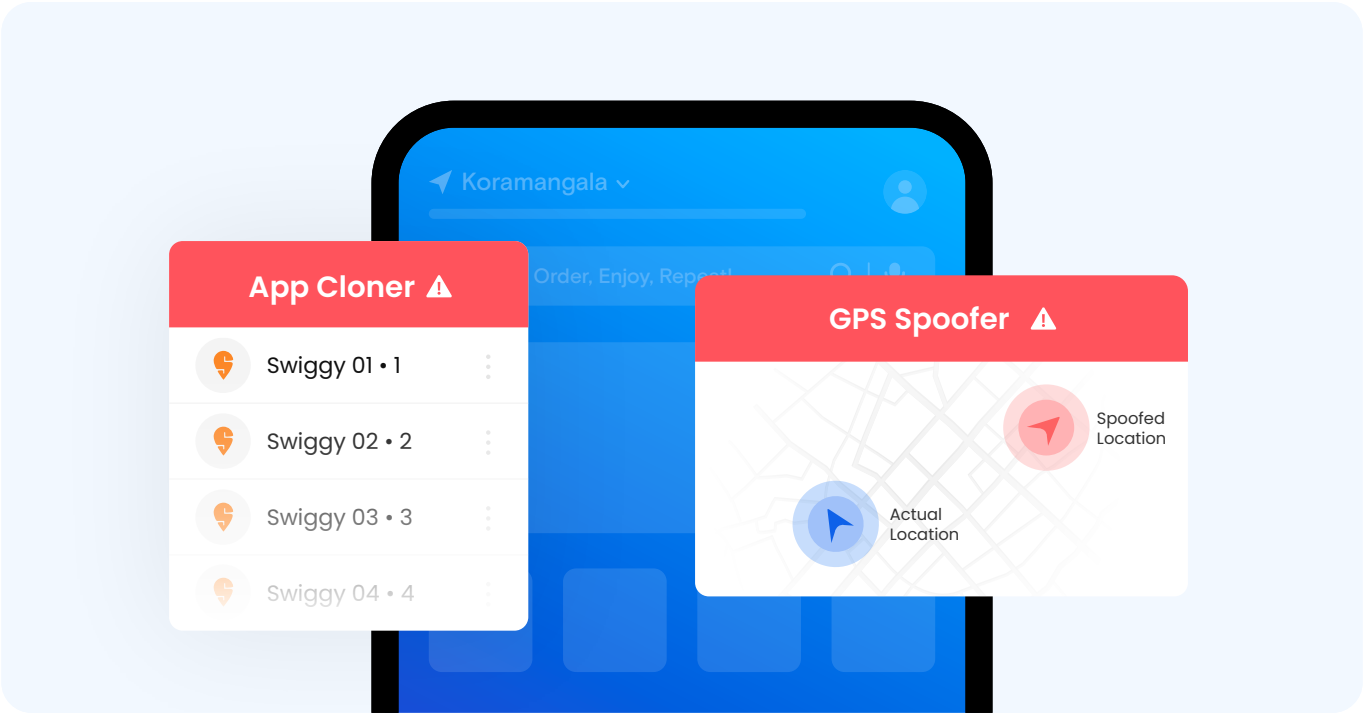
To carry out promo abuse, fraud syndicates use **app cloners** and **tampered apps** to create fake accounts at scale.

Delivery partners can similarly use malicious tools and techniques to falsify their location and meet targets and unfairly collect incentives. These actions negatively impact Delivery partners' perception of platform fairness and their experience with the platform.

Customer Profile
Founded in 2014, Swiggy is India's leading on-demand convenience platform with a vision to elevate the quality of life for the urban consumer by offering unparalleled convenience. It connects consumers to over 290,000 restaurant partners in hundreds of cities. Its quick commerce grocery service Instamart is present in over 25 cities. Using innovative technology, Swiggy provides a hassle-free, fast, and reliable delivery experience.

Industry
Food Delivery / Quick Commerce

Region
India



The prevalence and complexity of such fraudulent activities makes it a significant challenge for businesses to stop fraud and protect their platforms. The Trust & Safety team at Swiggy thus used **SHIELD's device-first risk Intelligence** to detect the use of malicious tools and techniques with a high level of precision.

Establishing Swiggy as a Trailblazer for Trust and Fairness

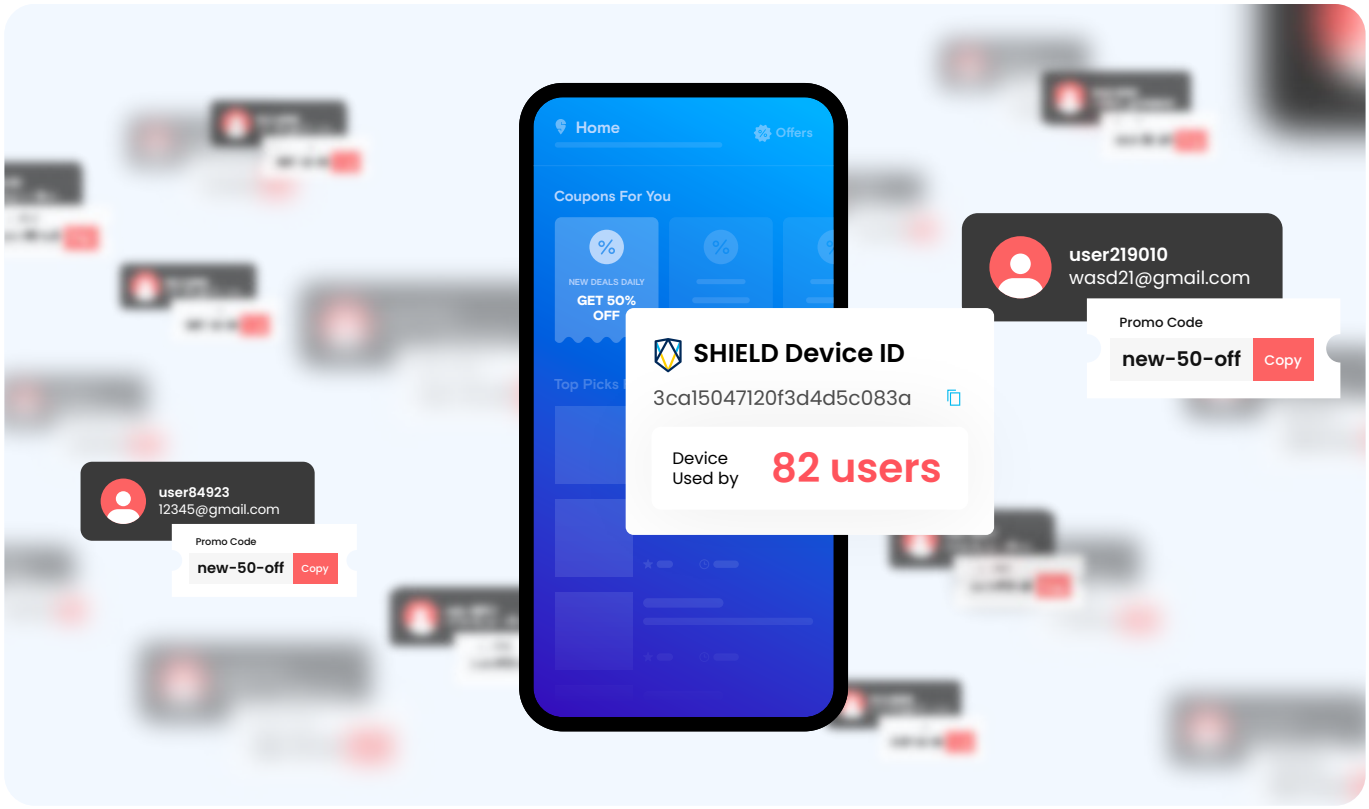
The **SHIELD Device ID** was particularly accurate in identifying the root of fraud - the physical devices used to create multiple fake accounts creation which in turn helped Swiggy to detect fraudulent users and significantly reduce promo abuse. Swiggy was able to ensure that their resources were invested into genuine users instead.

At the same time, SHIELD's Risk Intelligence returned real-time actionable risk signals, helping Swiggy identify and take swift action in instances where malicious tools and techniques were used - including **app cloners**, **tampered apps**, and **GPS spoofers**.

Utilizing SHIELD's AI-powered technology, the Swiggy team was able to optimize their fraud prevention processes and redirect their focus towards enhancing the customer experience. SHIELD's Device Intelligence operated seamlessly in the background, allowing Swiggy to differentiate between genuine users and fraudsters in real time.

> *"Swiggy's vision is to elevate the quality of life of urban consumers by offering unparalleled convenience. Our partnership with SHIELD has enhanced Swiggy's Fraud Prevention & Detection mechanisms through device-first risk intelligence. This has empowered us to focus our resources on genuine users and proactively manage potential abuse on the platform."*

Dolly Sureka
Vice President and Head - Assurance and Business Advisory, Swiggy



Paving the Way for Accelerated Growth

SHIELD's device-first risk intelligence enabled Swiggy to identify and deter fraudulent users and delivery partners from promo abuse, the monopolization of limited-time promotions, and incentive abuse. By reducing fraud and unfairness on its platform, Swiggy set the standard for trust and convenience in delivery, while paving the way for the business's continued growth.

Dolly Sureka, Vice President and Head - Assurance and Business Advisory at Swiggy, said "Swiggy's vision is to elevate the quality of life of urban consumers by offering unparalleled convenience. Our partnership with SHIELD has enhanced Swiggy's Fraud Prevention & Detection mechanisms through device-first risk intelligence. This has empowered us to focus our resources on genuine users and proactively manage potential abuse on the platform."

SHIELD is a device-first risk intelligence company. We are dedicated to helping organizations worldwide eliminate fake accounts and all malicious activity with the global standard for identification and intelligence.

Leveraging AI, we identify the root of fraud and provide actionable risk signals in real time, helping all online businesses stop fraud, build trust, and drive growth.

With offices in San Francisco, Miami, London, Berlin, Jakarta, Bengaluru, Beijing, and Singapore, we are rapidly achieving our mission - eliminating unfairness to enable trust for the world.

For more information, visit **shield.com**.

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