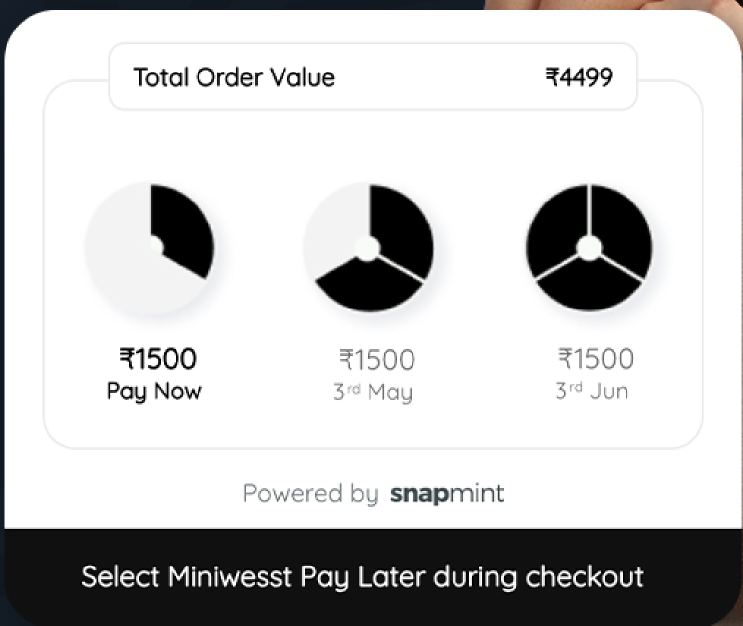
snapmint x MINI WESST

How Mini Wesst Grew Monthly GMV by 45% with Snapmint EMI

When ₹4,599 Felt Too Much,
Until Mini Wesst Made
It ₹1,533/Month



snapmint x MINI WESST

A Partnership Built on Real Growth

Snapmint has been a strong growth partner for Mini Wesst. Their seamless integration and proactive support helped Snapmint EMI Payment deliver a **21% increase in conversions**, a **45% uplift in GMV**, and strong adoption across emerging markets for premium bags priced above ₹2,000.

Aanchal Jawanpuria

Founder, Mini Wesst

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Great Products. Hesitant Carts.

- High-Ticket Carts Abandoned
- Price-Sensitive Aspirational Buyers
- Lost Revenue at Checkout

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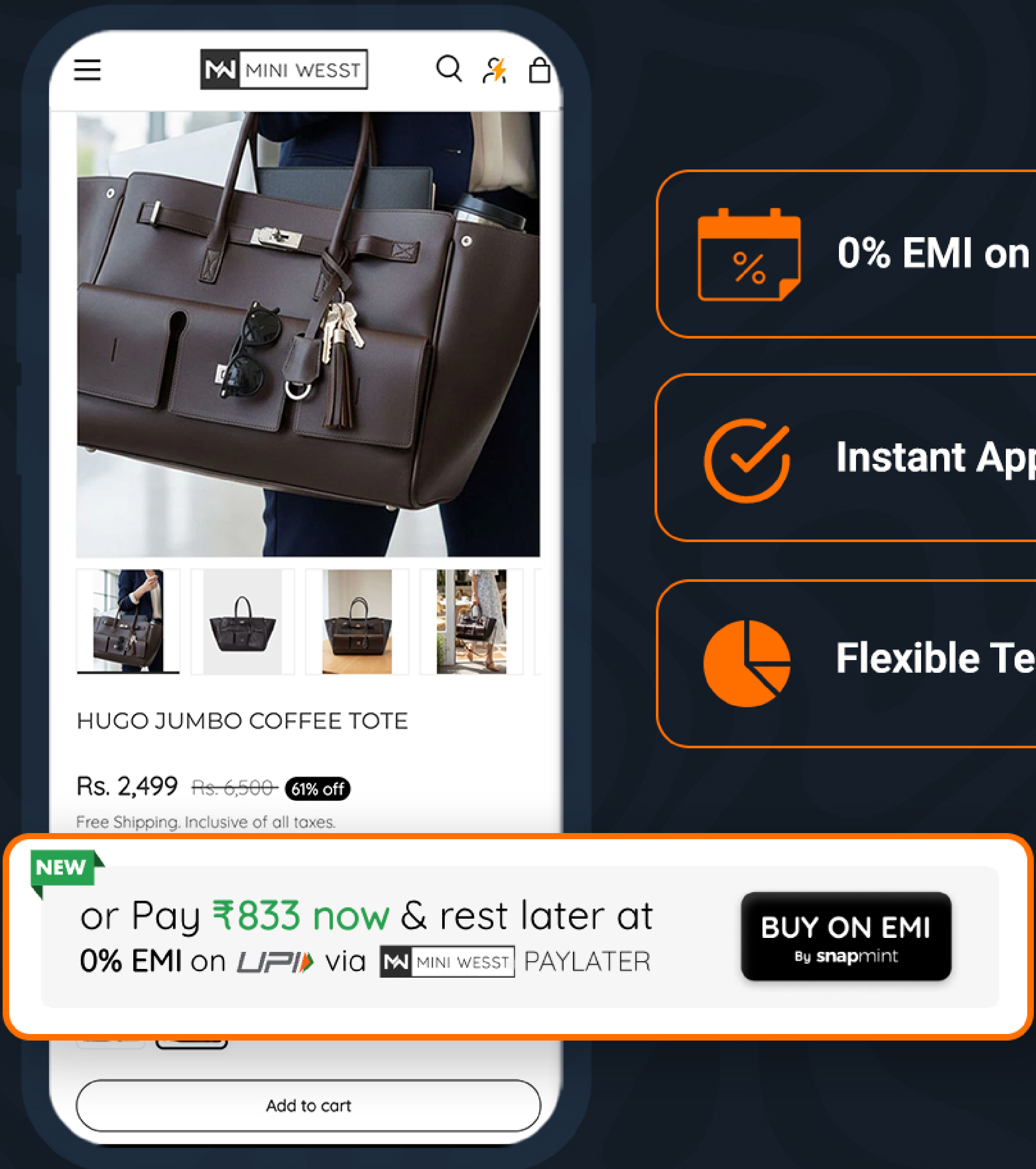
Snapmint Turned Price Barriers Into Conversions



0% EMI on UPI

Instant Approval

Flexible Tenures

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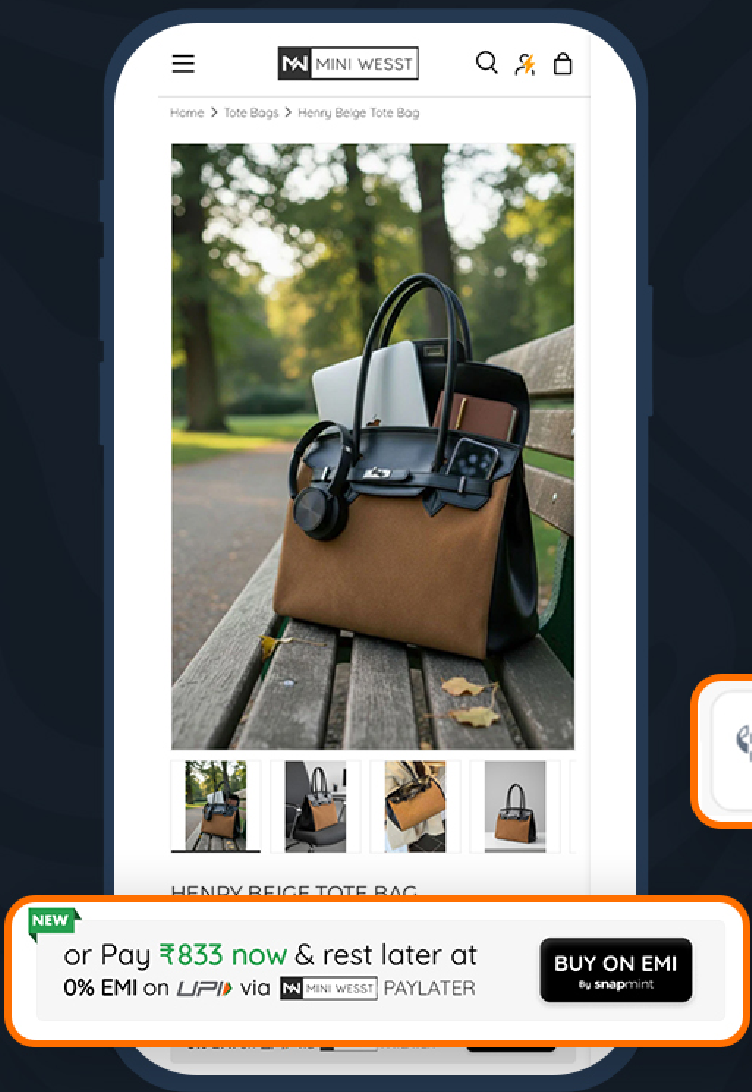
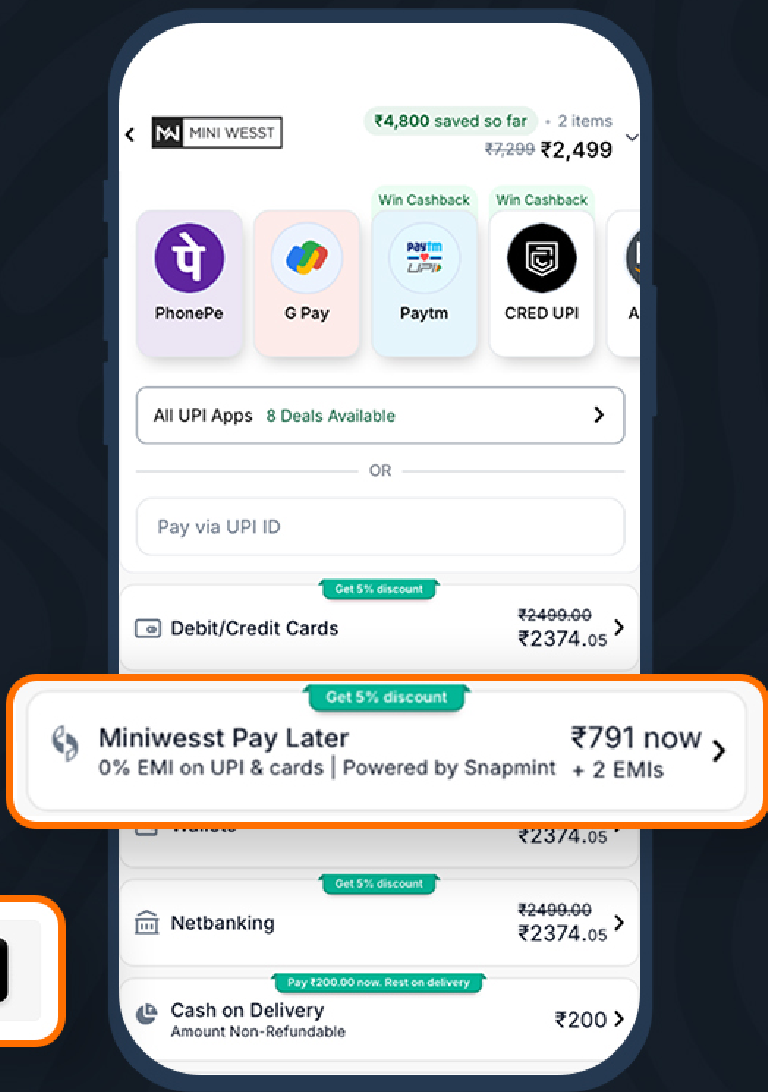
EMI Visibility at Every Step

High-intent shoppers become more likely to complete their purchase

PDP EMI Widget



Checkout EMI Option



snapmint x MINI WESST

Flexible Payments Move Markets

45%

GMV Growth

Month-on-Month Post-Snapmint

21%

Conversion Uplift

Premium SKUs > ₹2000

9%

RTO Drop

Fully Prepaid Orders

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Convert Purchase Intent Into Revenue

45% of Snapmint orders driven by Emerging Markets, unlocking new demand for Mini Wesst.

Pay with snapmint

www.snapmintbusiness.com