MapleLMS
Anywhere. Anytime. Any device

Groww

30% REDUCTION IN TRAINING ADMIN COSTS

CASE STUDY

Transforming Employee Training at Groww by Implementing a Unified LMS for Efficient Learning & Compliance

OVERVIEW

Groww, a leading Indian fintech platform, faced significant challenges in managing employee training without a dedicated Learning Management System (LMS). By adopting MapleLMS even prior to their IPO or being listed, Groww streamlined its training processes, automated onboarding, integrated with its system, and enhanced overall workforce development. This case study explores how MapleLMS solved its key pain points, leading to improved efficiency, employee engagement, and business growth.



ABOUT GROWW

Groww is an online investment platform founded in 2016 and headquartered in Bengaluru, India.

It offers services like stock trading, mutual funds, ETFs, IPOs, and digital gold, making investing accessible to millions.

As of 2026, Groww serves over 20 million active investors and employs approximately 1,400 people. The company has grown rapidly, with its broking arm reporting ₹298 crore in profit for FY 2023–24.

Groww's mission is to democratize finance, and it has expanded from mutual funds to a full-suite brokerage, leveraging technology like Google Cloud for scalability.

THE CHALLENGES

Prior to implementing the LMS, Groww encountered several hurdles in employee training and development, particularly as the company scaled:



1. Lack of Structured Employee Training
Without a centralized system, training was ad-hoc, manual, and inconsistent, leading to gaps in skill development for a growing workforce.

2. Inadequate Tools for Industry Compliance and Updates
Keeping up with fintech regulations, conducting competency assessments, and managing peer reviews were manual and error-prone, increasing the risk of non-compliance in a fast-evolving sector.

3. Manual Onboarding Processes
New hires faced lengthy, paper-based onboarding, delaying productivity and increasing administrative overhead.

4. Fragmented Learning Ecosystem
Employees used multiple tools and apps for learning, causing confusion and inefficiency.

5. Non-Automated Course Assignments
Mandatory profile-based and time-sensitive courses were assigned manually, leading to missed deadlines and incomplete training.

6. Disconnected Data Systems
Employee data in the SuccessFactors system was not integrated with training tools, resulting in data silos and manual updates.

THE SOLUTION

Groww partnered with MapleLMS who addressed these challenges directly.

The implementation focused on automation, integration, and user-centric features:



1. Centralized Employee Training Platform
The MapleLMS provided a unified hub for all training modules, enabling structured programs tailored to roles, with tracking and analytics for progress.

2. Advanced Compliance Features
MapleLMS incorporated the competency matrix, peer review tools, and real-time updates on industry standards, ensuring employees stayed compliant and competitive.

3. Onboarding Automation
The system streamlined onboarding with digital workflows using AI, self-paced modules, and automated checklists, reducing setup time significantly.

4. Single-App Learning Ecosystem
Groww consolidated all learning into one single learning ecosystem within their integrated system, simplifying access and enhancing user experience.

5. Automated Course Management
Profile-based mandatory courses and time-specific assignments were automated via AI-based features, with reminders and escalations.

6. Seamless Two-Way Integration with SuccessFactors
The MapleLMS integrated with their SuccessFactors system, syncing employee data in real-time for accurate records and personalized training paths.

THE RESULTS

When Groww engaged with us, they were operating without year-over-year headcount growth and lacked a centralized learning infrastructure. Training was manual, onboarding was inconsistent, and compliance was largely reactive. Here is what changed in the first year of MapleLMS going live:

40% Reduction in Onboarding Duration: Automated induction journeys and role-specific checklists replaced paper-based workflows — getting new hires productive faster and reducing the administrative load on managers.

80% to 95% Course Completion: Automated role-based assignments and escalation workflows closed the gaps that manual follow-up never could. The improvement was structural, which is what made it sustainable.

Compliance Training — Automated and Audit-Ready: Mandatory regulatory courses, competency assessments, and compliance updates were fully centralized and automated, removing manual errors and keeping Groww's workforce continuously audit-ready.

Attrition Down from 27.1% to 20%: Engineering and product attrition dropped from 27.1% in FY25 to 20% in early 2026. Internal stakeholders cited structured learning pathways and visible development opportunities as key contributing factors.

30% Reduction in Training Administration Costs: SuccessFactors integration and end-to-end automation reduced training administration costs by approximately 30% within the first year — freeing the L&D team for higher-value work.

Built to Scale With the Business: As headcount grew 20% year-over-year, MapleLMS maintained training quality and compliance across every cohort — without adding operational overhead.

CONCLUSION

By transitioning from no LMS to a robust, integrated MapleLMS, Groww not only resolved its training inefficiencies but also positioned itself for sustained growth in the competitive fintech landscape.

This case demonstrates how strategic technology adoption can enhance workforce capabilities, ensure compliance, and drive operational excellence, ultimately contributing to better employee satisfaction and business performance.



CONCLUSION

About MapleLMS

Together We Learn, Together We Grow

MapleLMS is the Top Rated Salesforce LMS on AppExchange, eLearning, G2, and others. We are a leading AI-powered LMS for Associations, Nonprofits, and Enterprises for learning and training.

Trusted by 400+ organizations worldwide

Contact:

For more information about how MapleLMS can transform your organization's learning infrastructure, visit www.maplelms.com or contact care@maplems.com

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