TestMu AI
Formerly LAMBDATEST

BAJAJ FINSERV

How Bajaj Finserv Cut Test Execution Time by 60% and Brought Escaped Defects Below 3%

Success Metrics

70%
faster automation runtime

17%
reduction in test maintenance

40%
fewer escaped defects

38%
higher test coverage

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Introduction

As one of Asia's largest NBFCs, Bajaj Finserv has built a large digital financial ecosystem spanning lending, asset management, wealth management, and insurance. With 24 products across 12 lines, the organization serves 40 million mobile users and generates 2.5 million monthly website sessions.

And being in a highly regulated fintech environment, delivering consistent performance across platforms is a high priority, but as digital adoption grew, testing infrastructure struggled.

With local-first setups, limited parallel execution, and no scalable infrastructure, release cycles slowed at exactly the moment the business needed them to move faster, making it harder to maintain high-quality digital experiences at scale.

About Bajaj Finserv

Bajaj Finserv Ltd (BFS), an unregistered Core Investment Company, is one of India's leading financial services promoters, with consolidated revenue of ₹1,33,822 crore (FY2024–25). Serving over 308 million customers, it offers a wide range of solutions including loans, insurance, investments, and payments. BFS focuses on innovation through technology and data to deliver seamless customer experiences and is listed on the BSE Sensex and Nifty 50. It also drives social impact through initiatives in skilling, education, health, and inclusion, having positively impacted over 3.4 million lives across India.

At a glance

Industry :

Financial Services

Challenge :

Bajaj Finserv's test infrastructure was unable to match the release velocity. Full regression cycles took 8 hours, testing windows kept shrinking due to development overruns, and zero visibility into the reason for failures.

Location :

Pune

Key Highlight :

Migrating to HyperExecute's cloud-based parallel execution slashed runtime from 8 hours to 2, boosted test coverage from 60% to 83%, dropped escaped defects below 3%, and reduced maintenance burden.

Solution Used :

Real Devices
Native Mobile App Testing
HyperExecute
SmartUI
Kane AI

For a Regulated NBFC, the In-House Test Infrastructure Was Holding Back Release Velocity

"It's a consumer website, consumer app. Most things are changing on a daily basis. So it's always a catch-up game for us," says Abhijeet. For Bajaj Finserv's QA team, that catch-up game had a structural problem. Development timelines regularly ran over.

Development moved fast. Testing had to absorb whatever was left. QA team against a product that shipped continuously, with timelines that kept shrinking from both ends. Development ran over. Testing got compressed. What started as a full testing window became half. Sometimes less.

"In a scenario where two weeks of testing get compressed to one, the tools weren't there to deliver a compliance sign-off within the timeline," says Abhijeet, .

On a platform serving millions of consumers across loans, insurance, and payments, a broken CTA or a 404 redirect is not a minor bug. It is a visible failure on a platform people use to manage their financial lives. For a regulated NBFC, there is no tolerance for that.

Moving to Cloud Execution Reduced The Automation Runtime from 8 Hours to 2

The root constraint was infrastructure. Bajaj Finserv's automation suite existed, but it ran locally, sequentially, and without any mechanism for parallel execution. A full regression cycle took 8 hours.
"Time to market matters a lot. It's a consumer-facing website and app," –says Abhijeet.
When Bajaj Finserv evaluated testing platforms, two requirements were non-negotiable.

- **First:** Cross-browser testing across multiple environments at speed
- **Second:** Parallel CI/CD execution for faster results and release decisions

The integration was direct. HyperExecute was plugged in as a runner inside Bajaj Finserv's Azure Pipelines workflow. The existing Selenium-based suite was re-pointed to the cloud.

> *"Previously, it was taking 8 hours to execute our automation suite for sanity, regression, or anything during the hot fixes or production deployment. Right now it's taking around 2 hours only. That's a 70% reduction in timeline,"*
> ***-Abhijeet***

For a product team running seasonal campaigns on tight go-live schedules, that compression changes what is possible. Sign-offs that previously couldn't be made in time can now be made with actual test data behind them.

Better Debugging Visibility Cut Test Maintenance from 60% to 50%

Before HyperExecute, the team had no visibility into failures during a run. When a test broke, engineers reproduced the failure manually on local machines. There were no logs tied to individual test runs, and no video of the execution state at the point of failure.

Two capabilities changed this:

> *Test-level logs allow engineers to pinpoint exactly where a failure occurred without a manual reproduction cycle. The failure is visible, the context is preserved, and triage starts immediately.*

> *Video capture during execution changed how the team understands failures altogether. Rather than hypothesizing what went wrong, they watch it. "The feature we are using religiously is the video capturing capability during execution," - Abhijeet Teware, Head of QA, Bajaj Finserv*

Together, these features significantly reduced time spent on failures and test maintenance, resulting in a 17% reduction in test maintenance.
“The maintenance-to-build ratio has shifted from 60% maintenance / 40% build to 50/50,” explains Abhijeet.

Broader Coverage, Yet Fewer Escapes to Production

For three years, Bajaj Finserv had held an escaped defect rate of under 5% as a hard KPI. Since adopting TestMu AI, that number has dropped below 3%, a 40% reduction.

What makes that number more significant is how it was achieved. The team did not grow. The same 48 engineers, supporting the same consumer platform, covering more ground than before. Test coverage moved from 60% to 83%, a 38% increase.

On a platform serving crores of consumers, every escaped defect is a failed loan application or a broken payment flow made public. For a regulated NBFC, that is not a quality metric. It is a reputational one.

Image Source : Microsoft Future Ready Event

“

LambdaTest (Now TestMu AI) **is creating that next level of efficiency** around test automation so that people can actually focus on testing versus test orchestration.”

Satya Nadella, CEO, Microsoft

What’s next

Bajaj Finserv did not hire more engineers to solve a quality problem. They fixed the constraint that was holding the existing team back. Local infrastructure became cloud execution. Sequential runs became parallel. Eight hours became two.

Everything else followed. Coverage expanded because there was finally time to run more tests. Defects stopped escaping because more of the product was covered. The maintenance burden eased because failures were visible the moment they happened.

For a platform serving crores of consumers across loans, insurance, and payments, quality is not a back-office function. It is what the brand runs on. And for the first time, the infrastructure matched the ambition.

Abhijeet Teware
Head of QA, Bajaj Finserv

About TestMu AI

TestMu AI (Formerly LambdaTest) is a fully autonomous agentic quality engineering platform that empowers teams to test intelligently, smarter, and ship faster. Over 10,000+ customers and 2 million+ users across 132+ countries rely on TestMu AI for their testing needs.

1.2 Bn+ Tests

2M+ Users

10K+ Enterprises

132+ Countires

Exploratory Testing

Enhance web and app quality to ensure seamless user experience with real-time, live, exploratory testing on 10,000+ devices.

Real Device Cloud

Test on 10,000+ real Android and iOS devices, and 3000+ browser combination cutting costs while ensuring compatibility.

KaneAI

Boost testing efficiency with an AI platform that uses natural language to create, debug and evolve tests.

HyperExecute

Accelerate testing speed by 70% with AI-Native orchestration for faster digital transformation.

Test Manager

Streamline test creation, management, & reporting for improved efficiency with AI - native unified Test Manager.

Accessibility Testing

Ensure inclusive, accessible websites with TestMu AI's manual and automated Accessibility Testing tool.

Automation Cloud

Accelerate product releases with secure, scalable, end-to-end test automation in the cloud.

Visual UI Regression

Achieve UI perfection quickly with AI-Native visual regression testing across all platforms.

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