

# Indian Fintech Building a Unified Accessibility Framework for Global and Indian Compliance

## Success Metrics

**70%** Reduction in accessibility testing time


**80%** of accessibility checks automated

**1200+** Accessibility issues identified and resolved pre-launch

**30+** Browser/device combinations tested

**99%** WCAG 2.1 Level AA compliance achieved

 Industry  
Fintech

 Location  
India



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# Company Profile

A leading Indian fintech platform with:

- Over millions of users globally  
Offering payments and digital banking services
- Expanding rapidly into global markets with a focus on inclusive financial access

## Customer Overview:

A leading **Indian fintech platform with a growing global footprint** delivers payments, investments, insurance, and digital banking services to millions of users. As their international footprint expanded, the engineering team committed to making every customer interaction seamless, secure, and accessible regardless of ability or geography.

Their mission centers on universal and inclusive financial access. This commitment intensified as global accessibility regulations tightened across Europe and India, turning inclusive design from an aspiration to a regulatory requirement.

## At a glance

### Industry :

Fintech

### Challenge :

The Indian fintech platform faced fragmented accessibility testing tools, manual cycles, and compliance pressures with EAA and SEBI regulations as their global presence grew.

### Location :

India (with a growing global footprint)

### Key Highlight :

Adopting TestMu AI's Accessibility Suite, the platform streamlined accessibility testing, reducing testing time by 70%, automating 80% of checks, and resolving 1,200+ issues before launch. They achieved 99% WCAG 2.1 Level AA compliance for European platforms and aligned with SEBI standards.

### Solution Used :

[Accessibility Testing Agent](#)

[HyperExecute](#)

# Facing a New Wave of Global Accessibility Regulations

The turning point arrived when the European Accessibility Act (EAA) became mandatory. The engineering and QA teams were already running thousands of functional tests daily through TestMu AI's HyperExecute across browsers and real devices. But accessibility testing remained fragmented.

Their existing approach relied on disconnected tools:

- Developer-side axe DevTools for isolated checks
- Occasional external audits with long turnaround times
- Manual testing cycles that couldn't scale
- No integration with CI/CD pipelines
- No centralized tracking for accessibility debt

This patchwork approach became untenable when regulatory deadlines appeared on the horizon.

## The Timeline: First EAA, Then SEBI

### Phase 1: EAA Readiness (Europe)

The company adopted TestMu AI's Accessibility Suite to meet European requirements across its platforms. The goal was to establish a repeatable, audit-ready workflow that could handle compliance at scale.

### Phase 2: Preparing for SEBI's Accessibility Mandate (India)

After establishing their European workflow, the team began preparing for India's accessibility requirements under [SEBI's mandate](#).

All financial platforms must **complete formal accessibility audits by 30 July 2026**.

The organisation started its internal audit cycle early, aligning digital properties with [IS 17802](#) and global best practices. Because the company had already implemented the accessibility testing framework for EAA, they could extend the same workflow to meet SEBI's expectations with minimal additional engineering effort.

# Creating a Unified Accessibility Workflow with TestMu AI

When evaluating solutions for EAA compliance, the engineering team recognized that fragmented tools would only create bottlenecks. They needed accessibility testing integrated into their existing automation workflows.

**TestMu AI's Accessibility Testing Platform** provided the integration they required. With the integration, accessibility testing became part of how they built, shipped, and monitored digital products across Europe and India.

The accessibility suite allowed them to test WCAG 2.1 Level AA, assess usability for people with disabilities, and validate both web and mobile experiences on real browsers and devices.

## Automated Accessibility Checks from Day One

Accessibility tests were triggered automatically with every pull request and nightly build. Issues that previously went unnoticed now surfaced instantly, reducing manual testing effort and helping the team cut **70%** of their accessibility testing time.

## Continuous Compliance Monitoring for EAA, and Soon SEBI

The team relies on scheduled automated scans and dashboards tracking compliance daily. What began as preparation for EAA deadlines has evolved into a continuous monitoring system now being extended for SEBI's July 2026 audit requirements.

## Streamlined Internal and External Audits

Detailed, actionable reports with severity levels, code references, and fix suggestions simplified the entire audit process. Teams could resolve issues faster and collaborate more effectively across engineering, QA, and compliance functions.

## Actionable Accessibility Reports

Developers and QA teams received clear, structured reports with issue summaries, severity levels, code references, and recommended fixes. This eliminated guesswork, reduced back-and-forth during triage, and helped teams close accessibility gaps much faster.





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

# The Impact

- 1,200+ accessibility issues identified and fixed before release
- Coverage across 30+ browser/device combinations
- Achieved 99% alignment with WCAG 2.1 Level AA for European platforms
- Faster releases with fewer last-minute blockers

What began as an initiative to meet European deadlines evolved into a scalable framework now preparing the company for India's regulatory requirements. The engineering team turned accessibility from a compliance checkbox into an integrated quality standard across their entire development lifecycle.

Integrate accessibility testing into your development workflow and prepare for global compliance requirements. [Book a demo today](#) to see how you can use TestMu AI's Accessibility Suite to identify issues early, automate compliance checks, and ship inclusive digital experiences across all markets.

# 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+**  
Countries

## Exploratory Testing

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

## KaneAI

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

## Test Manager

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

## Automation Cloud

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

## Real Device Cloud

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

## HyperExecute

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

## Accessibility Testing

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

## Visual UI Regression

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



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