

Is paisabazaar.com legit? TrustSniffer's high-trust assessment: 75/100

paisabazaar.com

Verdict

75

OUT OF 100

HIGH TRUST

paisabazaar.com appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Low Risk

Assessed 2026-08-02 by automated analysis. Classification confidence 45%.

What this site appears to be

Paisabazaar presents itself as an established Indian financial marketplace for comparing and applying for loans, credit cards, investments, insurance, and related services. The page includes an OTP verification flow for accessing personalized offers, extensive product navigation, customer support details, security claims, and testimonials.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	18 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by DigiCert Global G2 TLS RSA SHA256 2020 CA1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- No flags from the reputation services TrustSniffer consulted at assessment time.
- The operator behind the site could not be independently connected to a real-world brand or person.

Full analysis

Overview

Paisabazaar is an established Indian financial marketplace that helps visitors compare and apply for loans, credit cards, investments, insurance, and related services, supported by lead-generation and referral arrangements with financial providers.

Scam/Impersonation Risk

No contradictions, phishing indicators, brand-impersonation signals, or confirmed blacklist findings were observed. The homepage presents a coherent financial-services marketplace with customer-support details, product navigation, testimonials, and an OTP flow directed to personalized offers; the available behavioral evidence also showed no hidden forms, wallet activity, cloaking, or suspicious script behavior.

- The homepage identifies the service as “Paisabazaar – Compare Cards, Loans & Check Credit Score Online.”
- The homepage provides customer-service numbers, operating hours, product navigation, and financial-service content.
- External reputation checks recorded zero malicious and zero suspicious detections, with no blacklist or phishing finding.

Regulatory Verification Notes

The homepage describes comparison, application, referral, cashback, and financial-information services spanning loans, cards, credit scores, investments, insurance, and bill payments. The supplied site content does not present a license claim or license number; this is a transparency item for regulatory confirmation, not evidence of deception. No broker-related reputational match was identified.

- Domain registered in 2009 and approximately 17.52 years old; registrar: GoDaddy.com, LLC.
- Hosted on AS16625 (Akamai Technologies, Inc.).
- TLS certificate issued by DigiCert Global G2 TLS RSA SHA256 2020 CA1, with OV validation, subject organization Paisabazaar Marketing And Consulting Private Limited, valid to 2026-10-24.
- The homepage’s business description identifies partnerships and lead-generation or referral arrangements with banks, NBFCs, insurers, and other financial providers.

What to Verify Next

For regulated financial use, confirm any applicable authorization or registration directly with the relevant Indian regulator or provider registry, and independently confirm the organization and service terms before entering into a material financial arrangement.

- The homepage includes an OTP verification flow using a mobile number.
- The supplied content identifies the service as a financial marketplace rather than a deposit-taking or broker-dealer institution.
- The homepage provides stated customer-support channels and service hours for independent confirmation.

Summary Verdict

Paisabazaar presents as a legitimate, established, and trustworthy financial-services marketplace with no observed scam or impersonation contradictions. Normal interaction, including account login and standard use, is appropriate.

Infrastructure Integrity

The site is served through Akamai infrastructure, providing a mainstream protective delivery layer. Its transport security uses a valid OV certificate issued by DigiCert to Paisabazaar Marketing And Consulting Private Limited, which supports infrastructure integrity but does not independently establish regulatory status.

Closing Assessment

Standard use is appropriate, with proportionate confirmation of applicable regulatory credentials recommended before any significant financial commitment.

Written analysis generated 2026-08-02 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	UNVERIFIED
Identity score	30/100
Identity verification confidence	25%

- No on-site identity signals detected

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of paisabazaar.com.

- The request stayed on paisabazaar.com. It was not redirected to another domain. CLEAR
- Registration is published under GoDaddy.com, LLC. CLEAR
- DNS for this domain is served by akam.net, across 6 name servers. NOTED
- The registration is paid up to 2028-01-28. CLEAR

- It is hosted on AKAMAI-AS, from a server in NL. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	AKAMAI-AS - Akamai Technologies, Inc., US
Country	NL
Server IP	2.23.245.169
Name servers	A1-41.AKAM.NET, A16-64.AKAM.NET, A2-65.AKAM.NET, A4-66.AKAM.NET, A5-67.AKAM.NET, A7-64.AKAM.NET
SSL issuer	DigiCert Global G2 TLS RSA SHA256 2020 CA1
SSL expiry	2026-10-24
Domain age	17.5 years
Domain expiry	2028-01-28
Archive first seen	Not available
Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about paisabazaar.com at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/paisabazaar.com> · assessed 2026-08-02