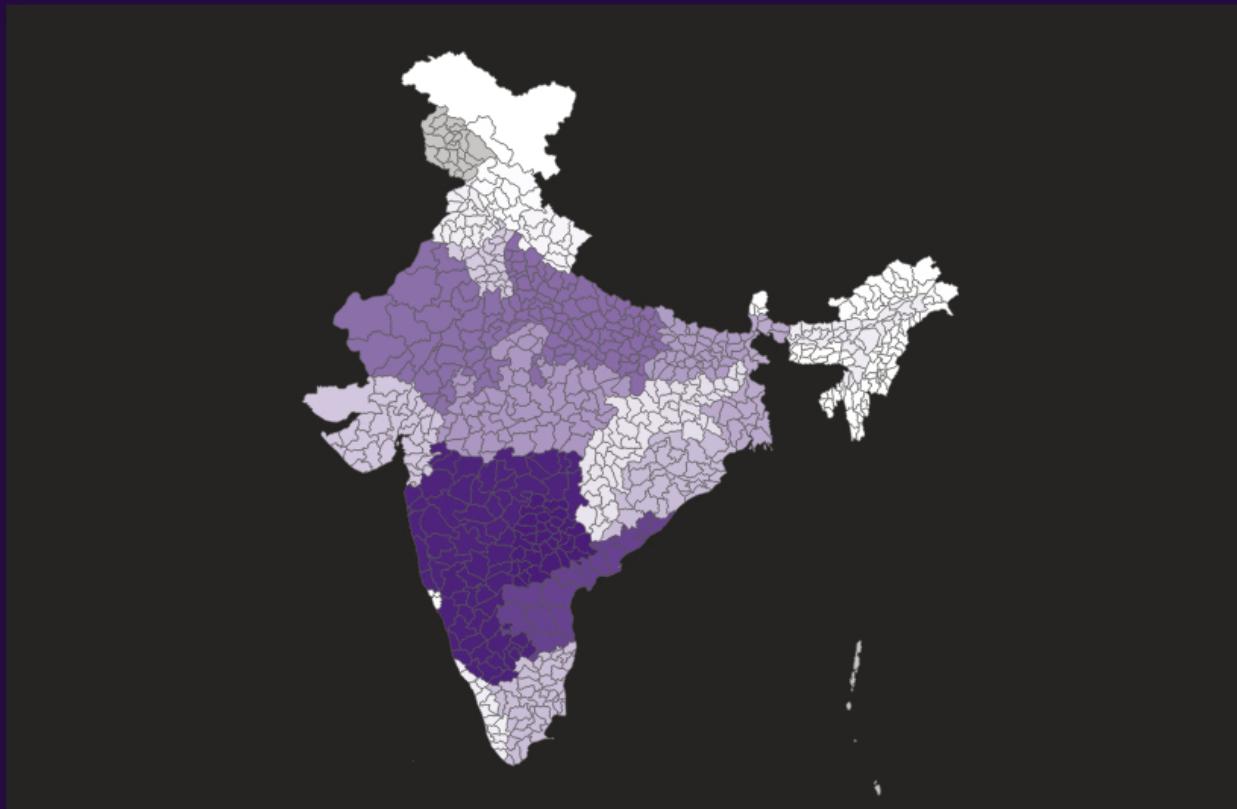




PhonePe Pulse 360

Digital Payments Analytics & Forecasting Engine

Start Insights



State & Year

All

345.52T

Transaction Amt. (in Rs)

235bn

Transactions

1.47K

Avg Transaction Amt. (in Rs)

Live State Rankings (in Rs)

Andhra Pradesh 41655955630076.31

Karnataka 40678721773666.36

Maharashtra 40374195687971.69

State & Year

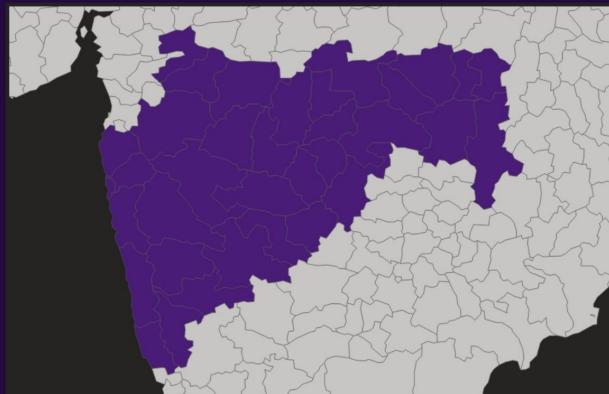
Multiple selections

- Maharashtra
 - 2018
 - 2019
 - 2020
 - 2021
 - 2022

State & Year

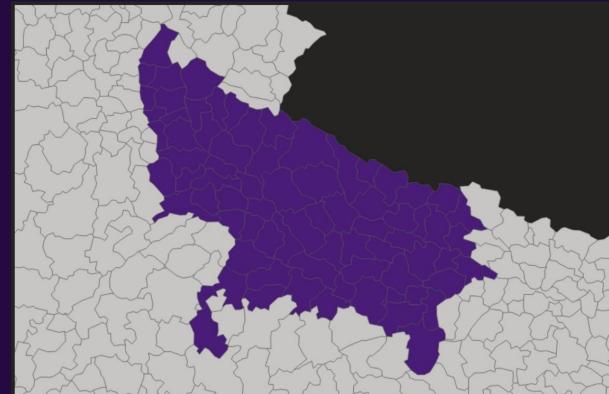
Multiple selections

- Telangana
 - 2018
 - 2019
 - 2020
 - 2021
 - 2022



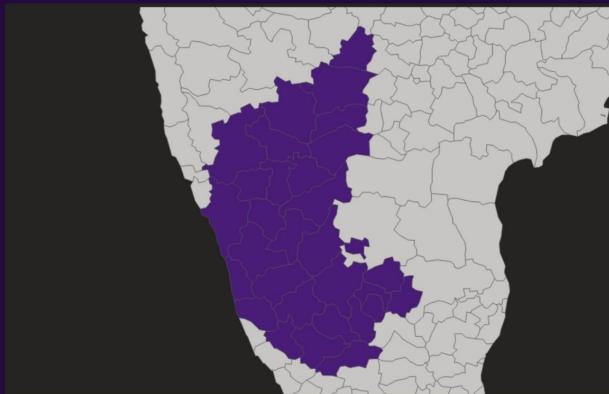
Live State Rankings (in Rs)
Maharashtra 40374195687971.69

Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).



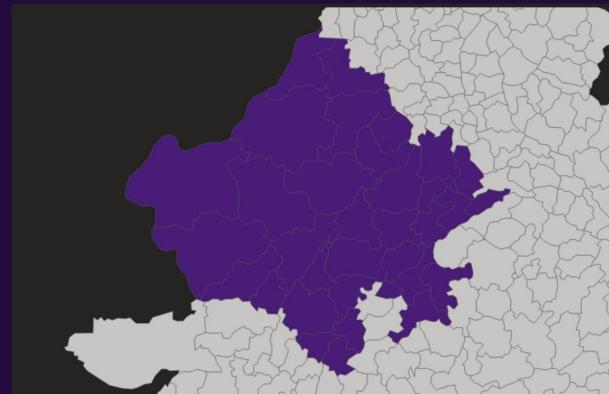
Live State Rankings (in Rs)
Uttar Pradesh 26885212184899.87

Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).



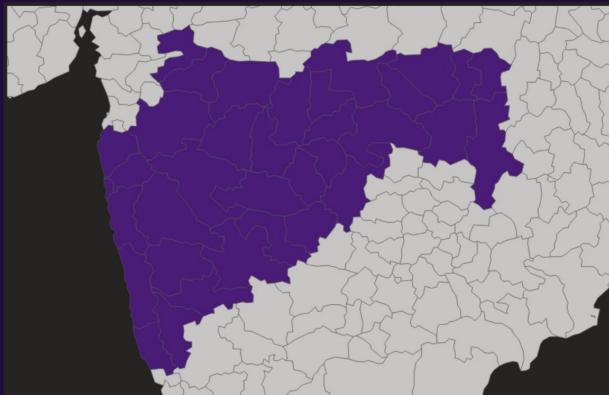
Live State Rankings (in Rs)
Karnataka 40678721773666.36

Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).



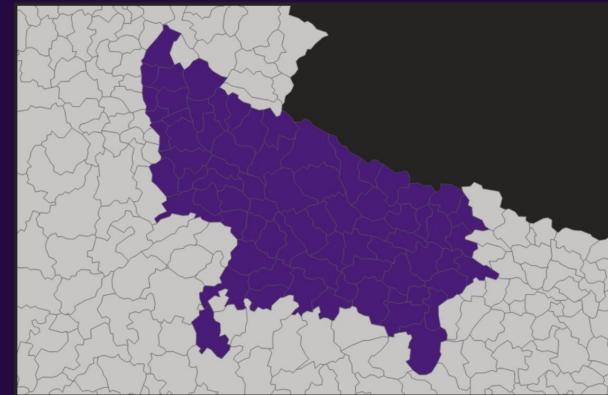
Live State Rankings (in Rs)
Rajasthan 26343235566259.24

Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).



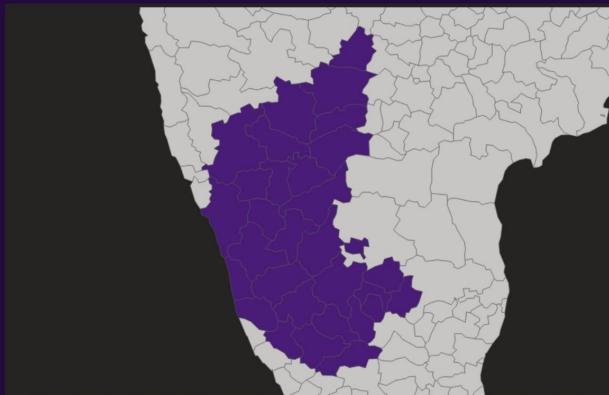
Live State Rankings (in Rs)
Maharashtra 10818477631726

Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).



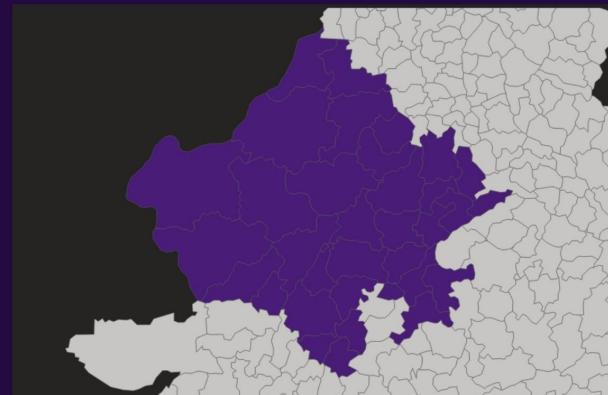
Live State Rankings (in Rs)
Uttar Pradesh 2209431888096.111

Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).



Live State Rankings (in Rs)
Karnataka 15329305728250

Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).

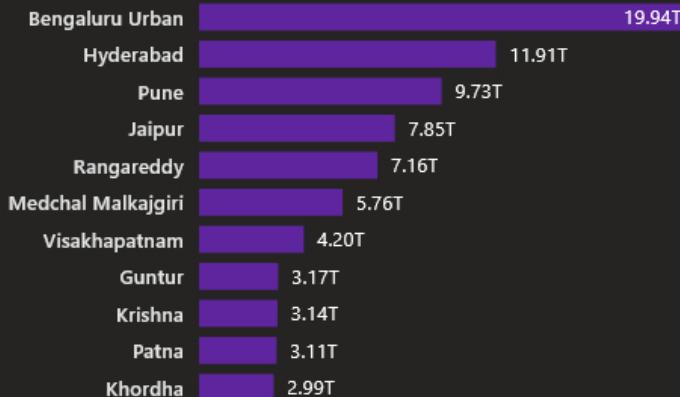


Live State Rankings (in Rs)
Rajasthan 4870329655297.457

Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).



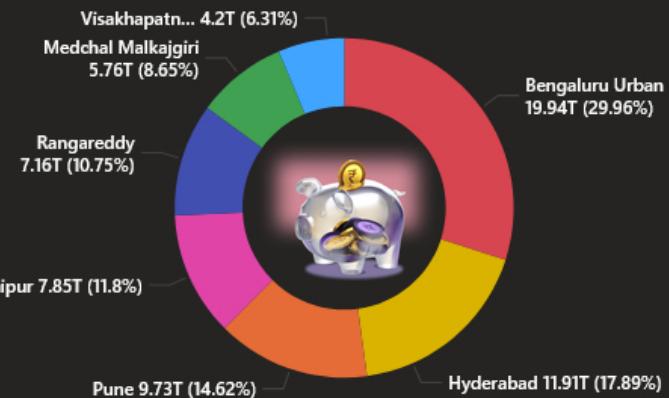
Top Districts (by Payment Amt.)



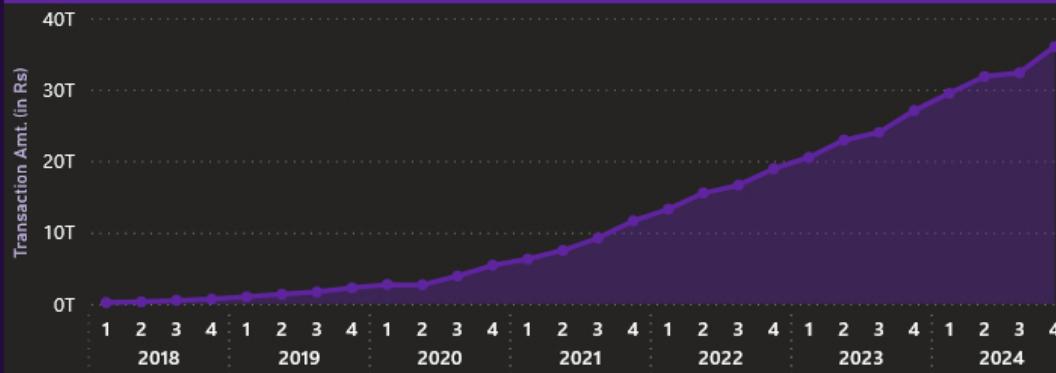
State & Year



State Contribution (by District)

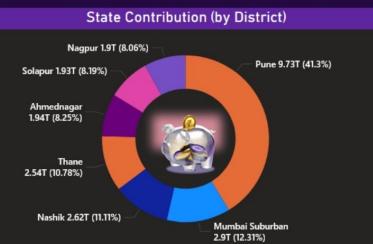
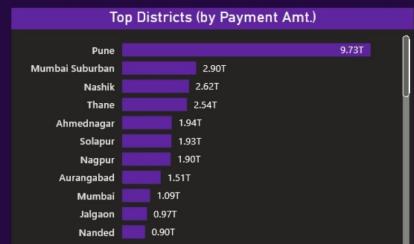


Growth Trend



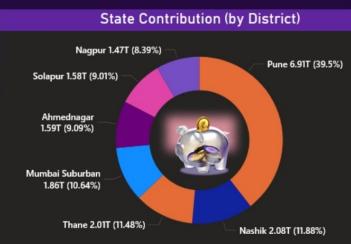
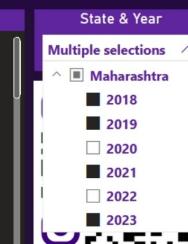
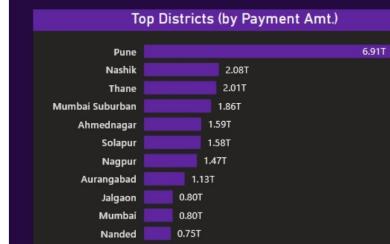
District Matrix

District	Transaction Amt. (in Rs)	Transactions
Bengaluru Urban	19,937,841,648,191.41	17108133846
Hyderabad	11,906,937,011,997.75	7701373666
Pune	9,730,217,773,958.36	9369053544
Jaipur	7,854,091,516,464.19	5396870406
Rangareddy	7,155,140,430,405.51	5038415120
Medchal Malkajgiri	5,758,877,771,328.42	4107321900
Visakhapatnam	4,198,568,092,579.27	2575752191
Guntur	3,174,526,721,513.15	1702223654



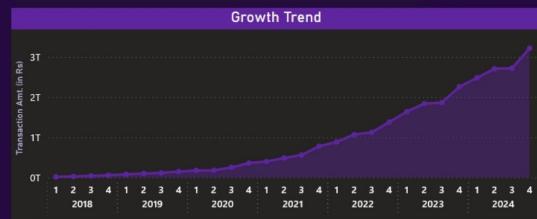
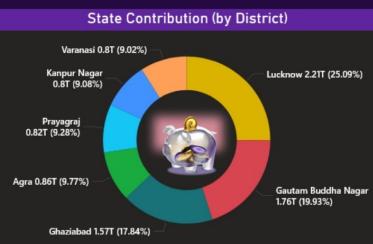
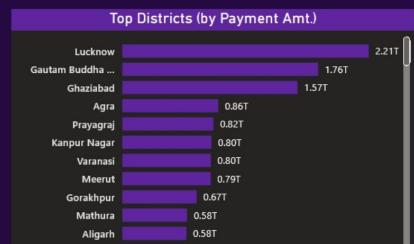
District Matrix

District	Transaction Amt. (in Rs)	Transactions
Pune	9,730,217,773,958.36	9369053544
Mumbai Suburban	2,898,912,678,195.53	2396700372
Nashik	2,618,293,755,272.43	1920924388
Thane	2,539,802,526,535.95	2192427201
Ahmednagar	1,942,427,393,734.10	1255234802
Solapur	1,929,241,786,989.47	1257324894
Nagpur	1,899,187,532,678.35	1451423357
Aurangabad	1,508,826,202,715.26	1192947843



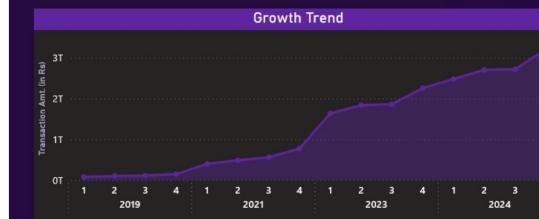
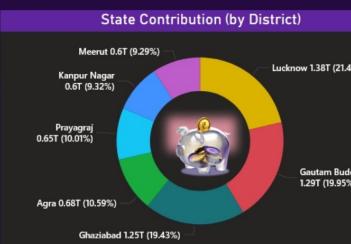
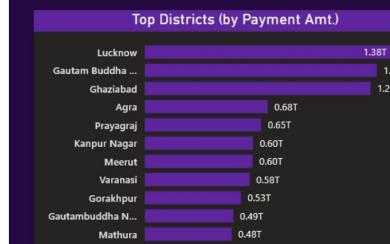
District Matrix

District	Transaction Amt. (in Rs)	Transactions
Pune	6,910,214,296,556.99	6964714745
Nashik	2,079,064,720,552.65	1553295052
Thane	2,008,923,719,605.78	1797835780
Mumbai Suburban	1,862,230,153,489.96	1629419074
Ahmednagar	1,591,025,289,165.55	1049512312
Solapur	1,575,595,286,008.84	1054820016
Nagpur	1,467,708,154,841.43	1151073627
Aurangabad	1,127,794,075,231.80	913854486



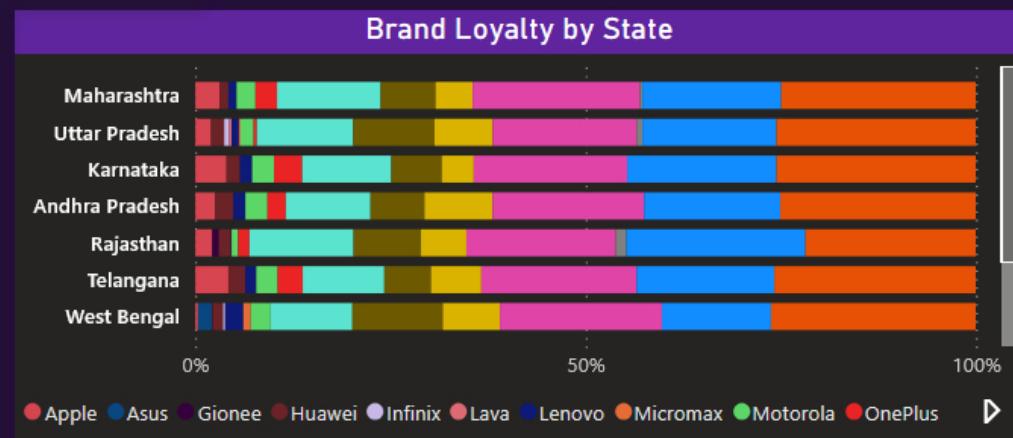
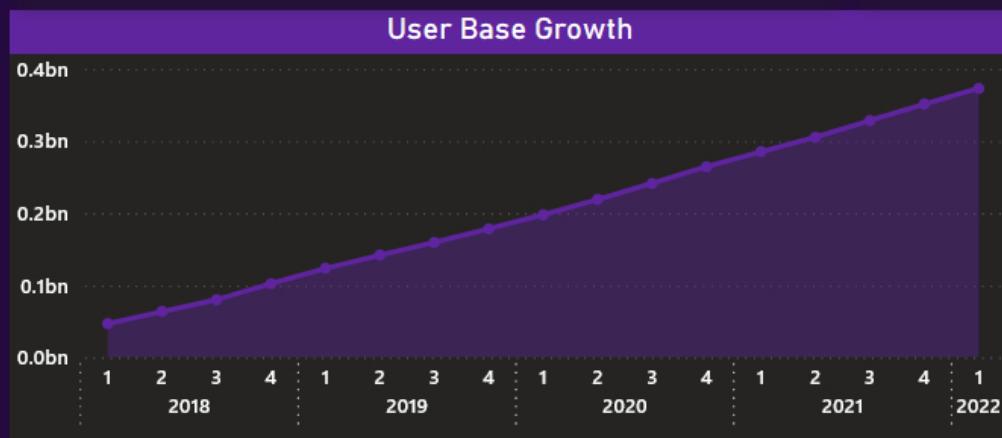
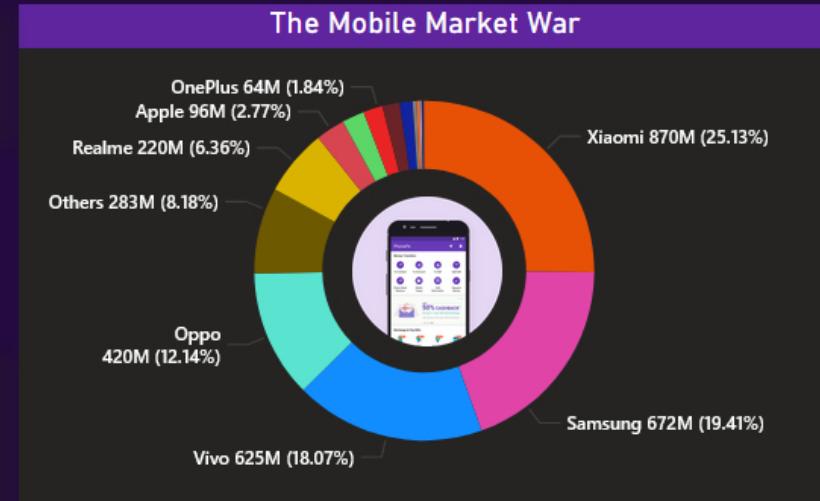
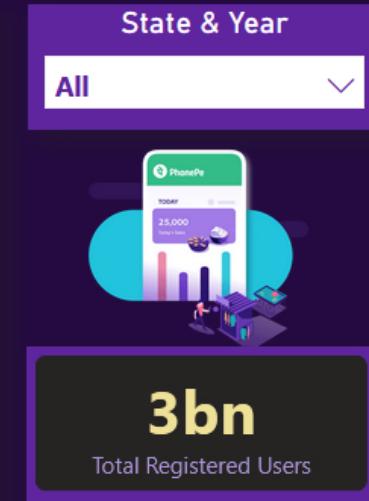
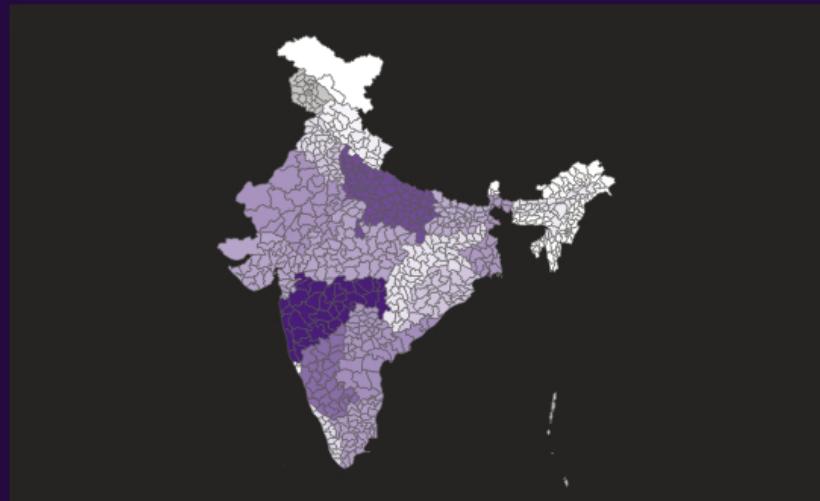
District Matrix

District	Transaction Amt. (in Rs)	Transactions
Lucknow	2,214,194,448,879.77	1545948392
Gautam Buddha Nagar	1,759,392,991,419.97	1741220270
Ghaziabad	1,574,690,453,420.71	1206697496
Agra	861,902,316,815.56	564724612
Prayagraj	818,801,262,199.52	618984198
Kanpur Nagar	801,230,323,330.44	515310976
Varanasi	795,879,203,301.60	534761590
Meerut	794,028,901,541.58	507920375



District Matrix

District	Transaction Amt. (in Rs)	Transactions
Lucknow	1,382,299,442,847.38	1043329817
Gautam Buddha Nagar	1,288,544,845,080.89	1345857815
Ghaziabad	1,254,586,216,591.11	1000219373
Agra	683,634,022,376.28	463362291
Prayagraj	646,589,809,028.08	511882258
Kanpur Nagar	602,122,880,255.05	400403475
Meerut	599,792,878,321.33	394827599
Varanasi	583,159,151,059.13	402894584





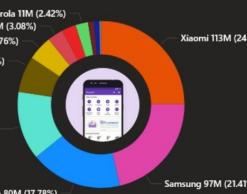
State & Year

Maharashtra

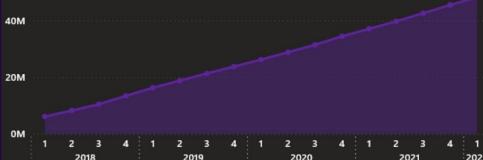
**452M**

Total Registered Users

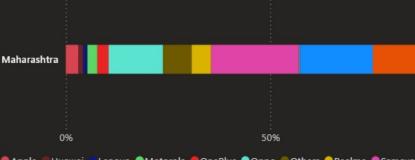
The Mobile Market War



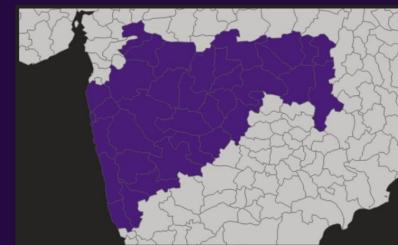
User Base Growth



Brand Loyalty by State



Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024). Note: Device demographic data is available up to Q4 2022. Recent trends reflect historical device adoption patterns.

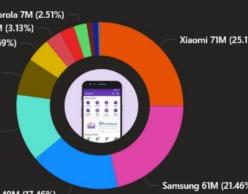


State & Year

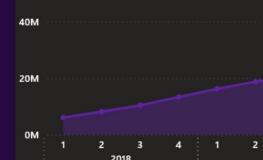
Multiple selections

- Madhya Pradesh
 - Maharashtra
 - 2018
 - 2019
 - 2020
 - 2021
 - 2022
- Total Registered Users

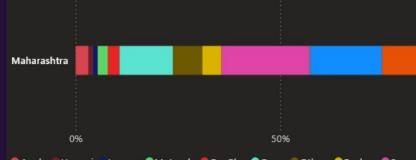
The Mobile Market War



User Base Growth



Brand Loyalty by State



Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024). Note: Device demographic data is available up to Q4 2022. Recent trends reflect historical device adoption patterns.



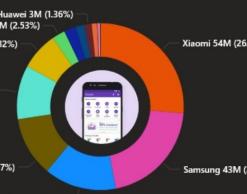
State & Year

West Bengal

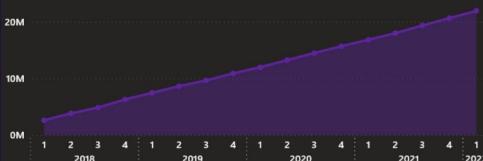
**206M**

Total Registered Users

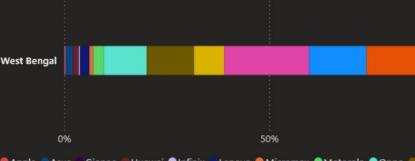
The Mobile Market War



User Base Growth



Brand Loyalty by State



Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024). Note: Device demographic data is available up to Q4 2022. Recent trends reflect historical device adoption patterns.

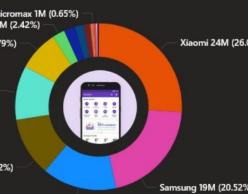


State & Year

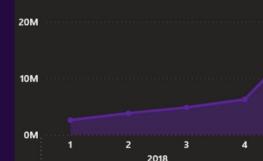
Multiple selections

- Uttarakhand
 - West Bengal
 - 2018
 - 2019
 - 2020
 - 2021
 - 2022
- Total Registered Users

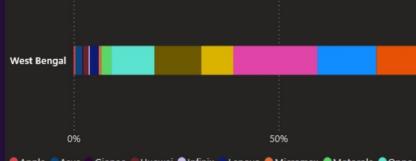
The Mobile Market War



User Base Growth

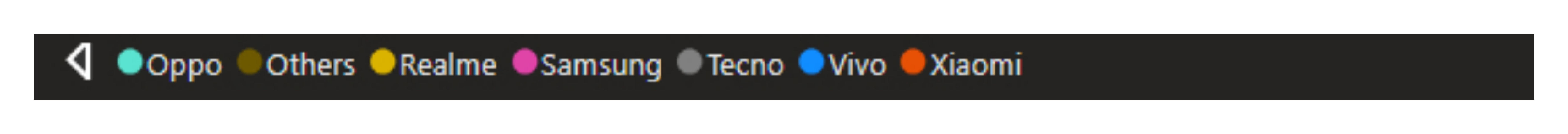


Brand Loyalty by State



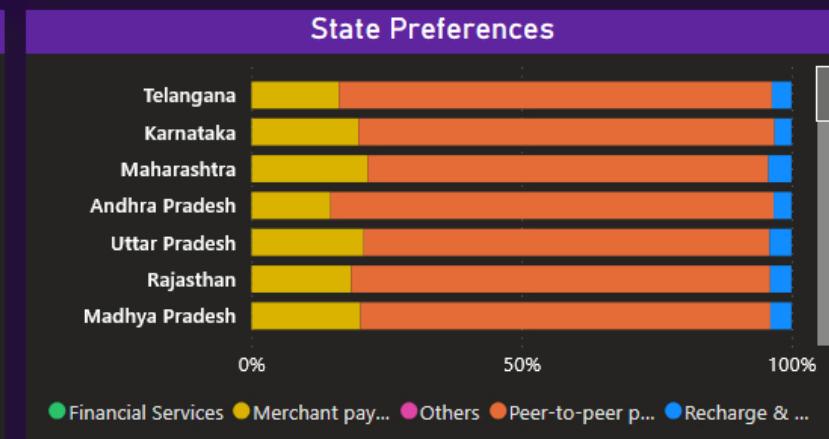
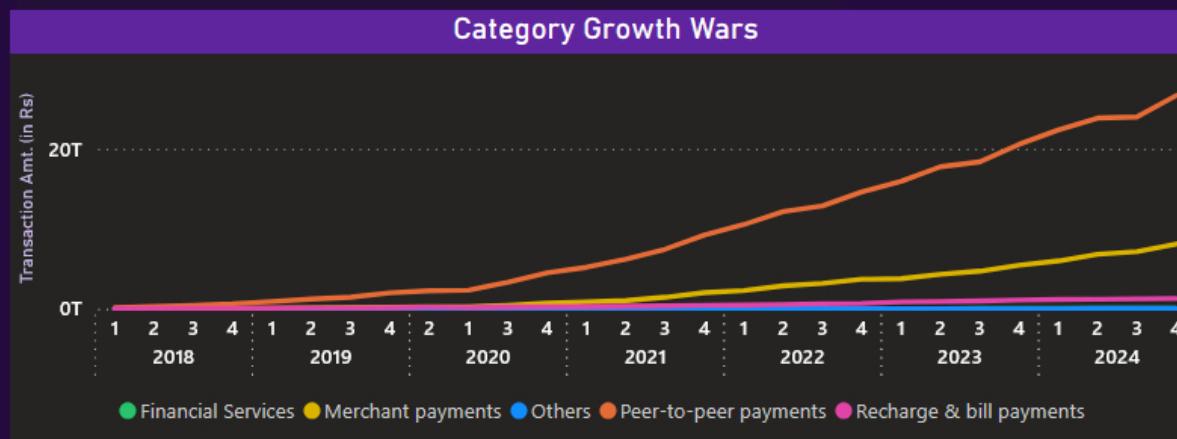
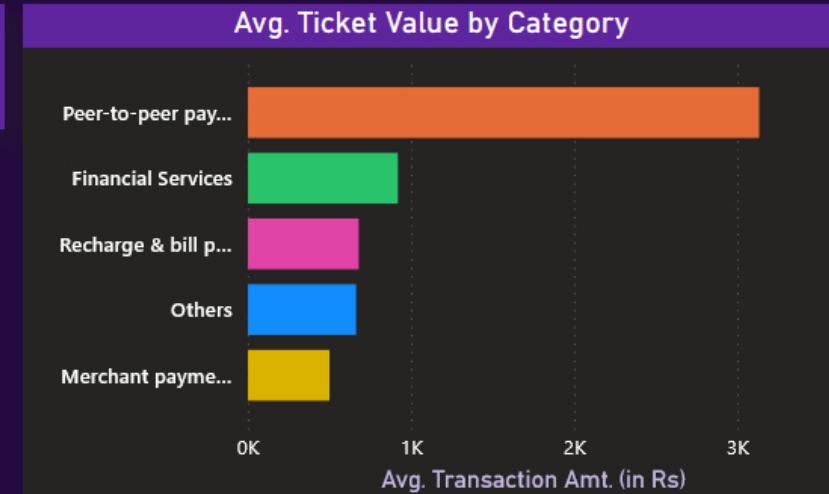
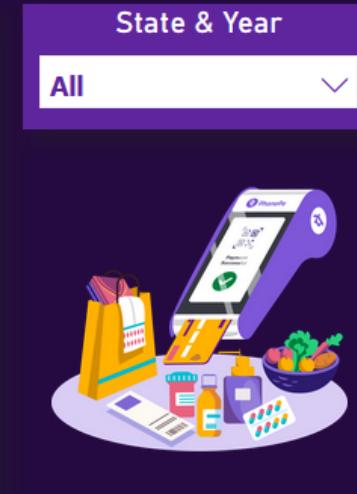
Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024). Note: Device demographic data is available up to Q4 2022. Recent trends reflect historical device adoption patterns.

● Apple ● ASUS ● Gionee ● Huawei ● Infiniti ● Lava ● Micromax ● Motorola ● OnePlus ▶





PhonePe





State & Year

Delhi

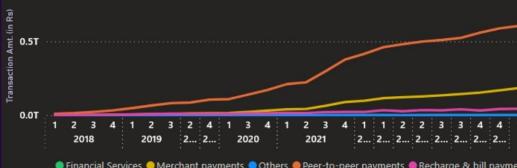


Avg. Ticket Value by Category

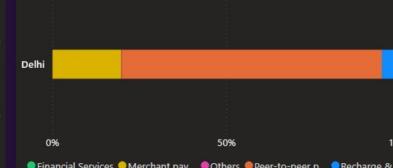
	Avg. Transaction Amt. (in Rs)
Peer-to-peer pay...	~2500
Financial Services	~1500
Recharge & bill p...	~1000
Others	~500
Merchant pay...	~300

Avg. Transaction Amt. (in Rs)

Category Growth Wars



State Preferences



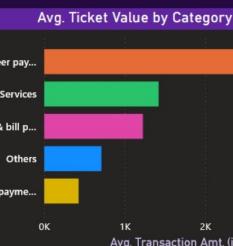
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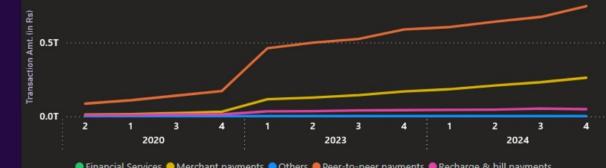
State & Year

Multiple selections

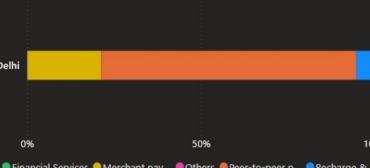
<input checked="" type="checkbox"/>	Delhi
<input type="checkbox"/>	2018
<input type="checkbox"/>	2019
<input checked="" type="checkbox"/>	2020
<input type="checkbox"/>	2021
<input type="checkbox"/>	2022
<input checked="" type="checkbox"/>	2023



Category Growth Wars



State Preferences



Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).



State & Year

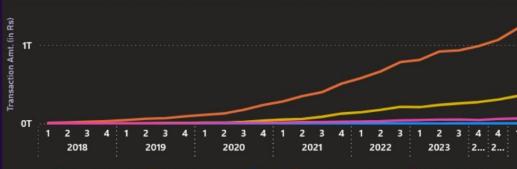
Madhya Pradesh



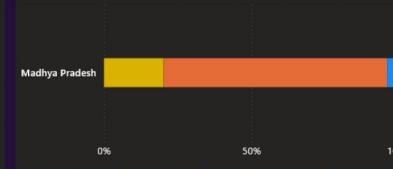
Avg. Ticket Value by Category

	Avg. Transaction Amt. (in Rs)
Peer-to-peer pay...	~2500
Financial Services	~1500
Others	~500
Recharge & bill p...	~1000
Merchant pay...	~300

State Preferences



Category Growth Wars



Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).



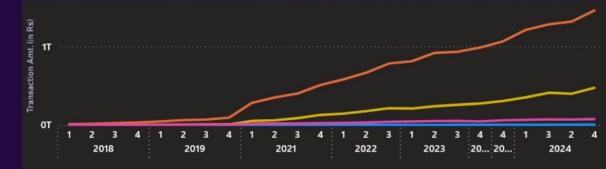
State & Year

Multiple selections

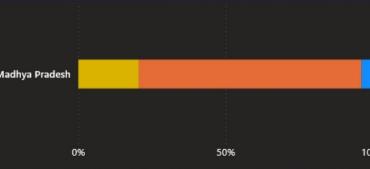
<input type="checkbox"/>	Lakshadweep
<input checked="" type="checkbox"/>	Madhya Pradesh
<input type="checkbox"/>	2018
<input type="checkbox"/>	2019
<input type="checkbox"/>	2020
<input type="checkbox"/>	2021
<input type="checkbox"/>	2022



Category Growth Wars



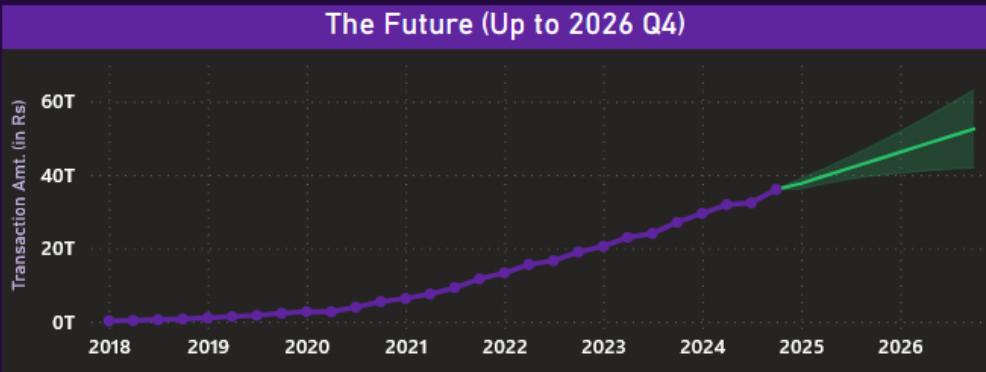
State Preferences



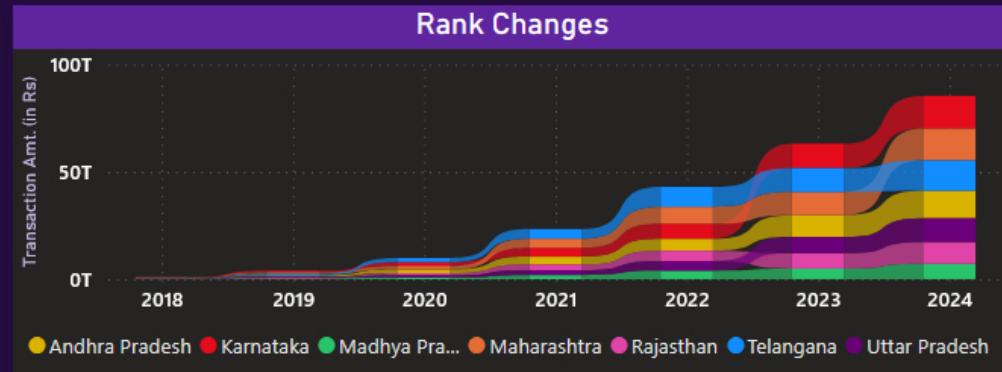
Powered by PhonePe Pulse Open Data API. Last Updated: March 2025 (Data through Q4 2024).



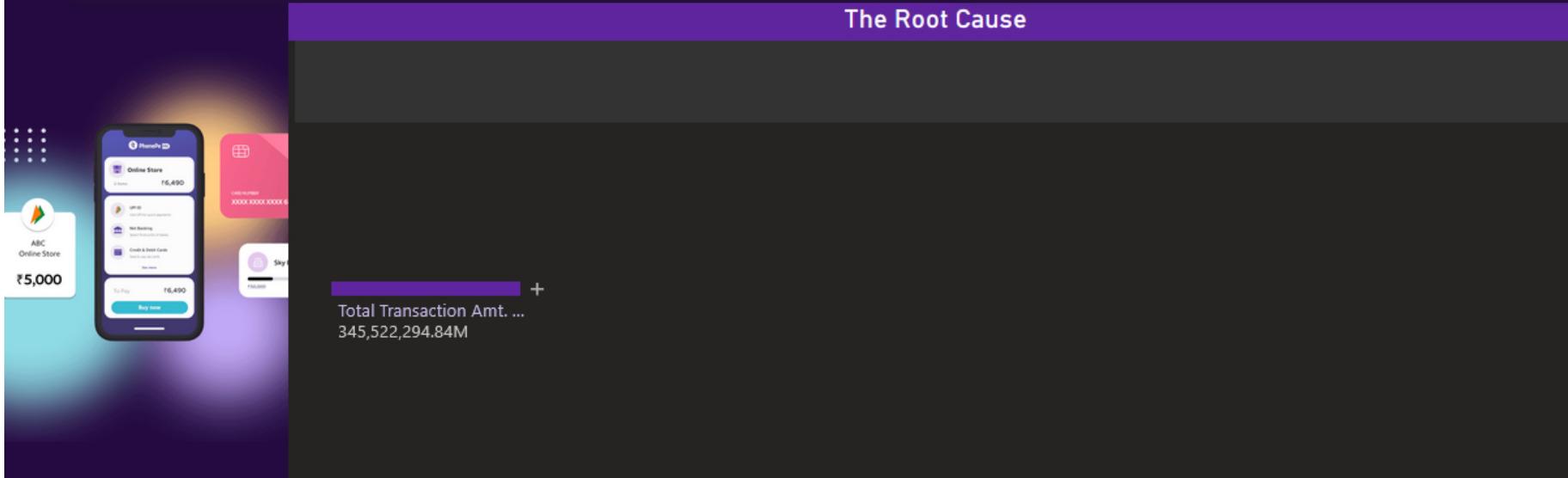
The Future (Up to 2026 Q4)

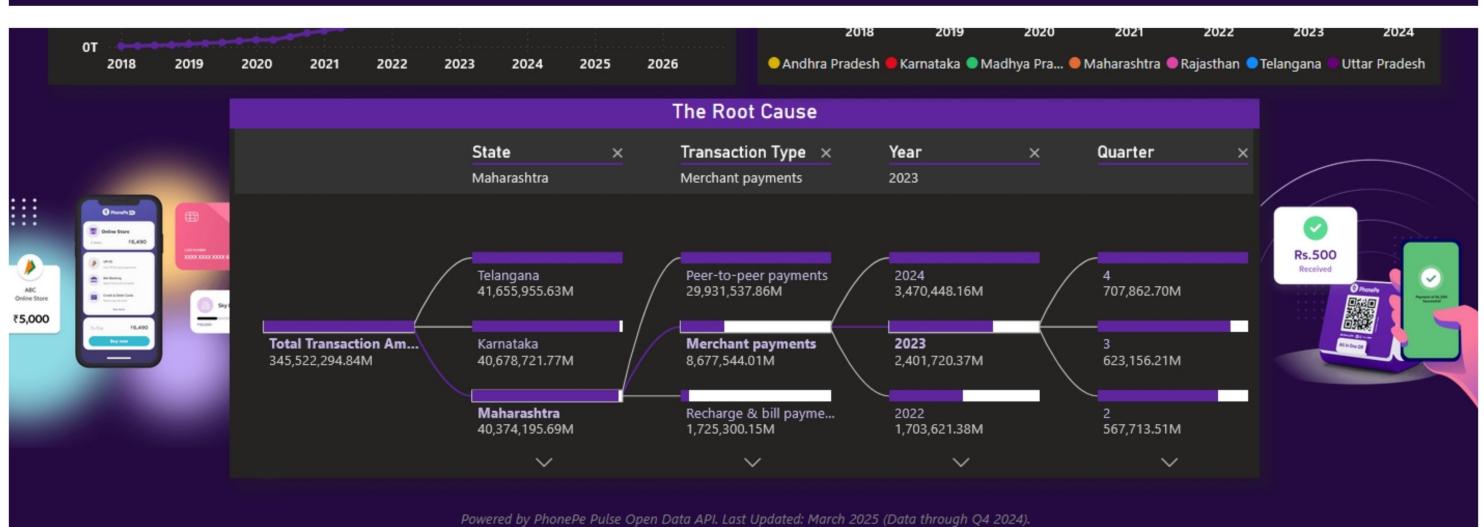
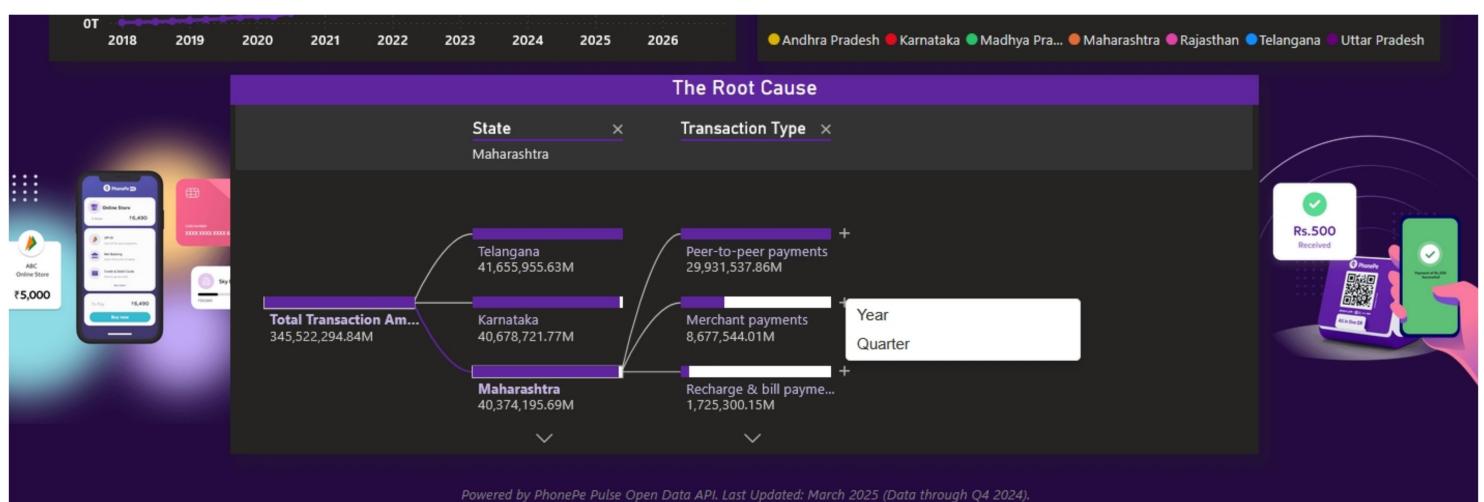
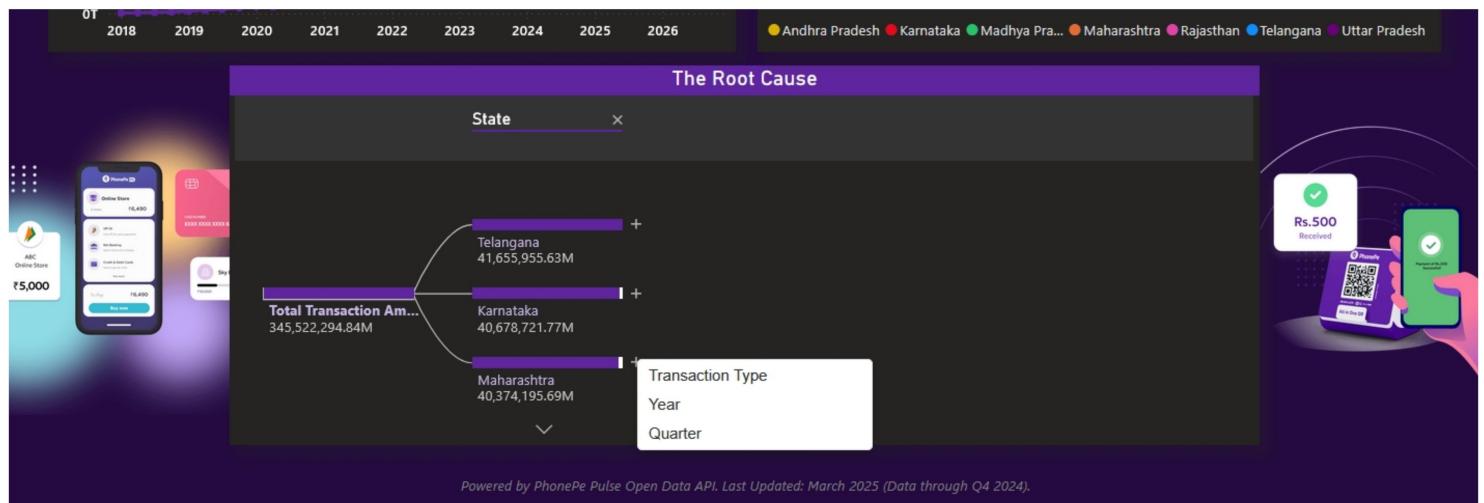
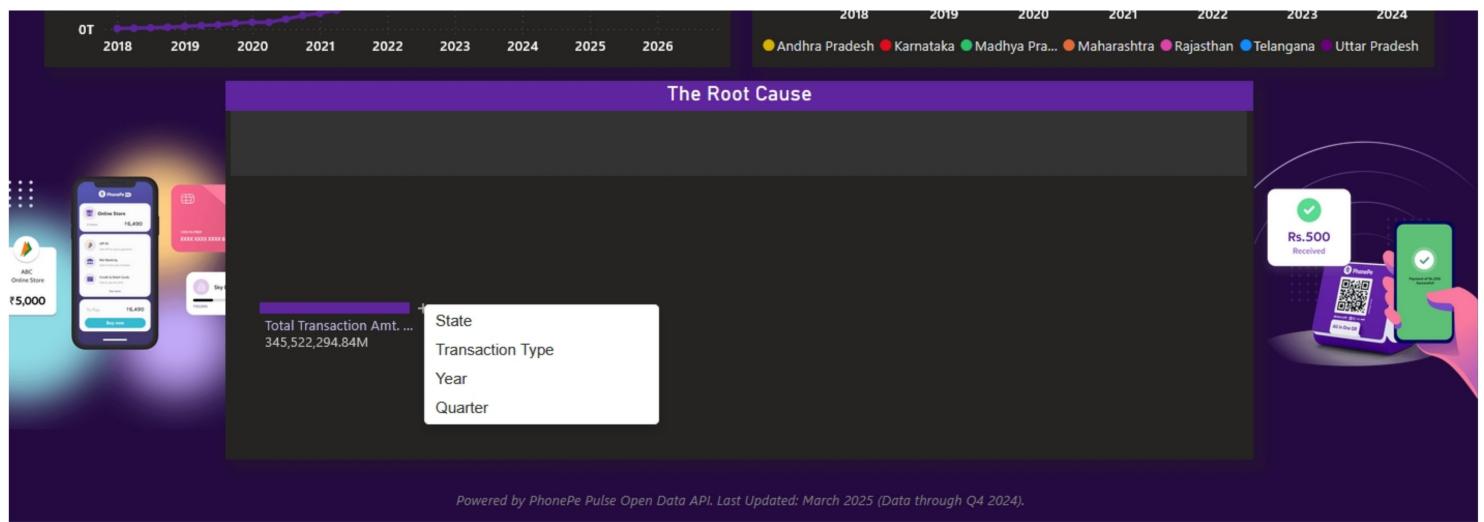


Rank Changes



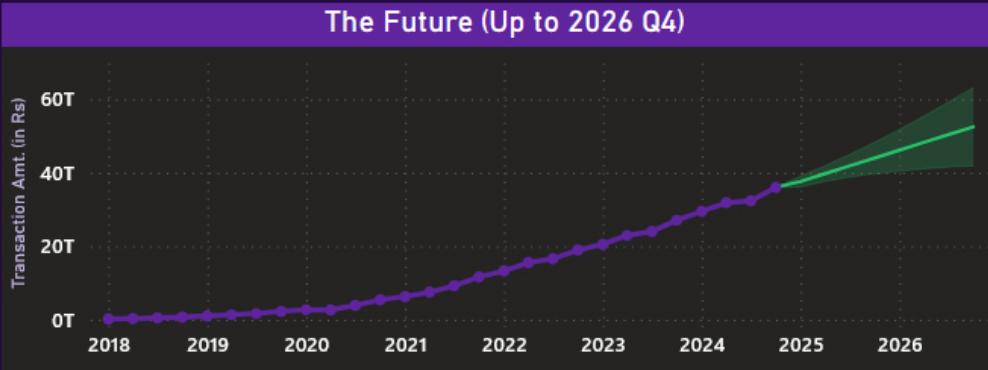
The Root Cause



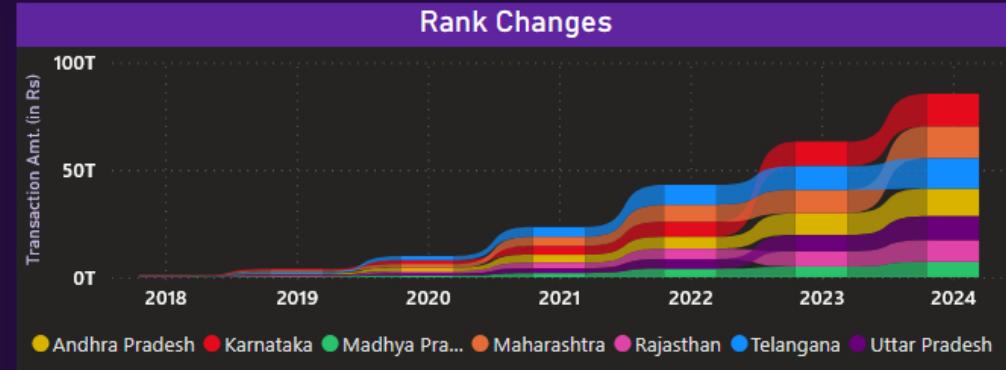




The Future (Up to 2026 Q4)



Rank Changes



The Root Cause

