

"Empowering Transactions: How Credit Card with UPI Integration Revolutionized Convenience and Boosted Consumer Engagement"

Credit on UPI market in India

12%

45%

Market share has increased from 3% in FY 2023 to 12% in FY 2024

In October 2024, UPI processed ₹23.49 lakh crores across 16.58 billion transactions, reflecting a 45% year-on-year growth.

Overview

8x

Growth on average transaction per month compared to traditional credit card

750 million

Transactions worth INR 63000 crore were processed by October 2024



UPI is set to dominate India's digital payments, projected to contribute 90% by FY 2026-2027, driven by its ease of use and security. The digital payment market is expected to reach INR 624 billion by 2032, with RuPay credit card integration increasing from 3% to 12% in just one year.



BY TYPE

- Peer to Peer
- Peer to Merchant

BY APPLICATION

- Money Transfer
- Bill payment
- Point of Sale

BY VERTICAL

- Retail
- BFSI
- IT
- Telecom
- Healthcare

Sub Segment

Efficient Bill Splitting

Users need a seamless way to split bills with friends or family, ensuring everyone pays their fair share without complicated calculations or cash exchanges.

Instant Payment Processing

Users require immediate confirmation and processing of bill payments to avoid late fees and ensure timely service continuity, such as utilities or subscriptions.

Jobs to be done Tracking Payment History

Users want to easily track their payment history and reminders for upcoming bills to manage their finances effectively and avoid missed payments.

User-Friendly Interface

Users seek a straightforward and intuitive app interface that allows them to make payments quickly without technical difficulties or lengthy processes.

Security and Privacy

Users prioritize secure transactions and data protection when making payments, needing assurance that their financial information is safe from fraud.



Case Study

"Jobs to be done" refers to the specific goals or tasks customers aim to accomplish when using a product or service.

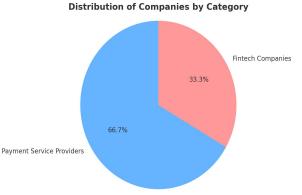




National Payments Corporation of India (NPCI)

Major Banks

- ICICI Bank
- State Bank of India (SBI)
- Bank of India
- HDFC Bank
- Axis Bank



Payment Service Providers

- PhonePe
- Google Pay
- Paytm
- Mobikwik

Fintech Companies

- Razorpay
- Cashfree Payments

Key Players

What are the key parameters around which the value proposition of the players lie?

COST EFFICIENCY

Lower transaction fees attract users seeking cost savings, enhancing competitiveness and user retention.

SPEED OF TRANSACTIONS

Instant payment processing boosts user satisfaction by reducing late fees and enhancing overall experience.

USER EXPERIENCE

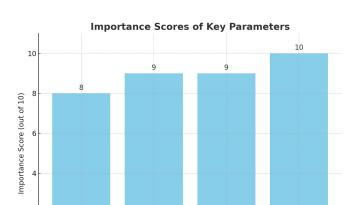
An intuitive interface attracts and retains customers, fostering loyalty through seamless interactions.

SECURITY AND TRUST

Secure transactions build trust, mitigating fraud concerns and fostering user confidence in financial services.

CUSTOMER SUPPORT

Reliable customer service is essential for addressing user concerns and resolving issues promptly.



Cost Efficiency Speed of Transactions User Experience Security and Trust

Case Study



Key parameters are vital as they enhance user satisfaction, trust, and engagement. They drive adoption and retention, ensuring competitive positioning and success in the rapidly evolving P2P bill payment market.

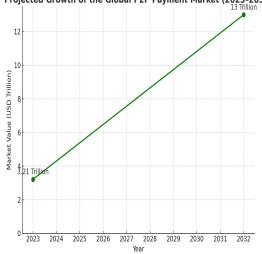


Rapid Growth

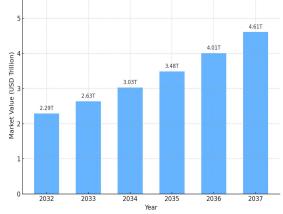
Case Study

Shift towards business









RECENT TRENDS

Case Study

How do you see this market changing in the future?



Increased Global Expansion

The P2P payment market will see significant growth due to enhanced digital connectivity, enabling seamless international transactions and expanding access across diverse regions, particularly in emerging markets.



Integration with Social Media

Social media platforms will increasingly incorporate P2P payment features, allowing users to send and receive money directly through apps like Facebook and WhatsApp, enhancing user engagement and convenience.







Enhanced User Experience:

Offering a highly intuitive and user-friendly interface that simplifies the payment process, integrates social features, and allows for easy bill splitting can attract users seeking convenience and engagement.

Innovative Security Measures:

Implementing advanced security protocols, such as AI-driven fraud detection and biometric authentication, can differentiate a new entrant by building trust and ensuring user confidence in transaction safety.

Unique Value-Added Services:

Providing additional features like budgeting tools, personalized spending insights, or loyalty rewards can create a compelling value proposition, encouraging users to choose the platform over established competitors.

What can be the differentiation factors for a new entrant in this market?