



PRECAP

CAN PHONEPE'S INDUS BEAT GOOGLE PLAY STORE?



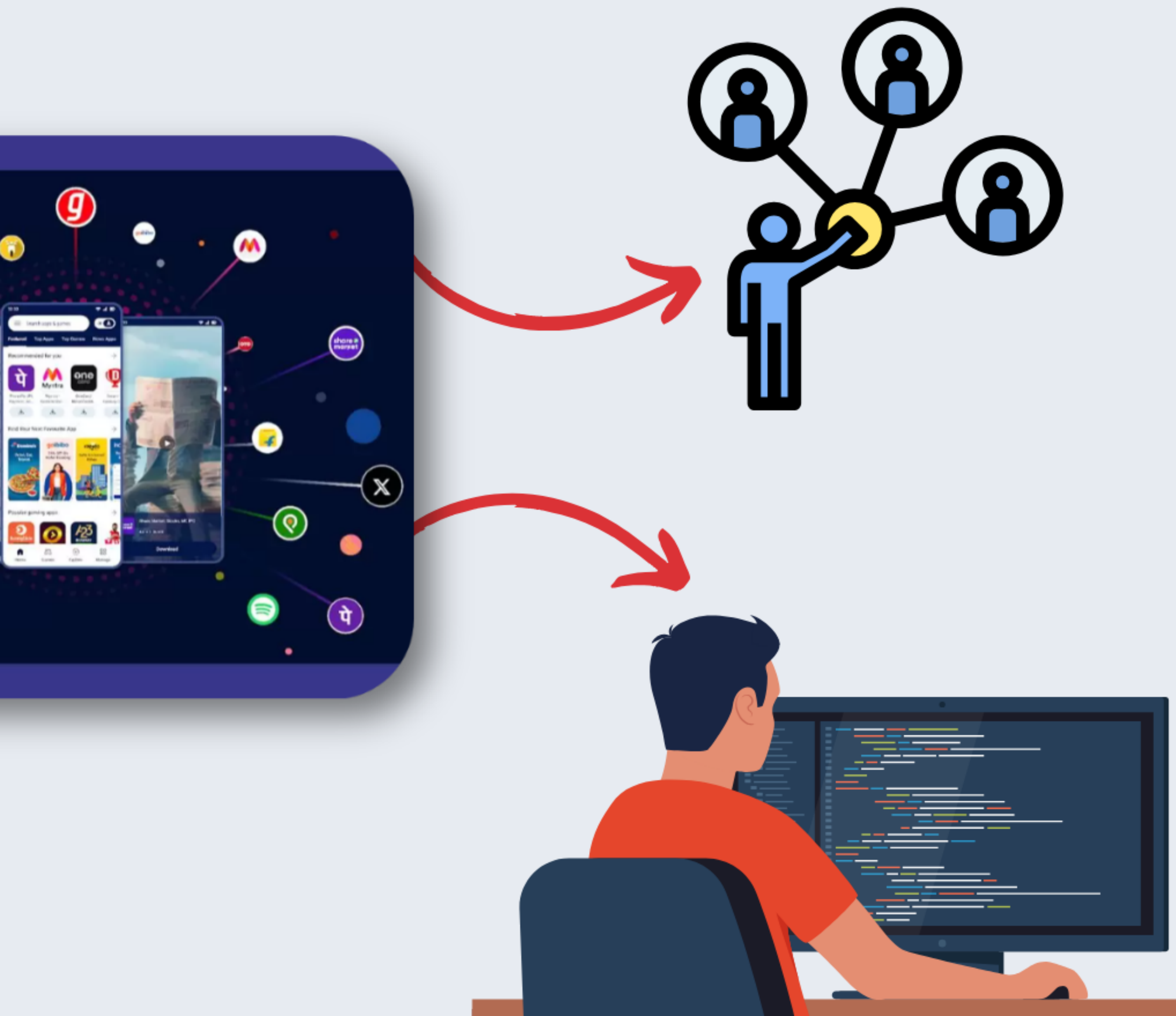
For years, India's mobile application domain has been dominated by Google's **Play Store** and Apple's **App Store** for Android and iOS devices.



But the status quo is changing soon with the release of the **Indus Appstore** developed by PhonePe on 21 February 2024. It is a native app store that offers localised and customised experiences for Indian users.



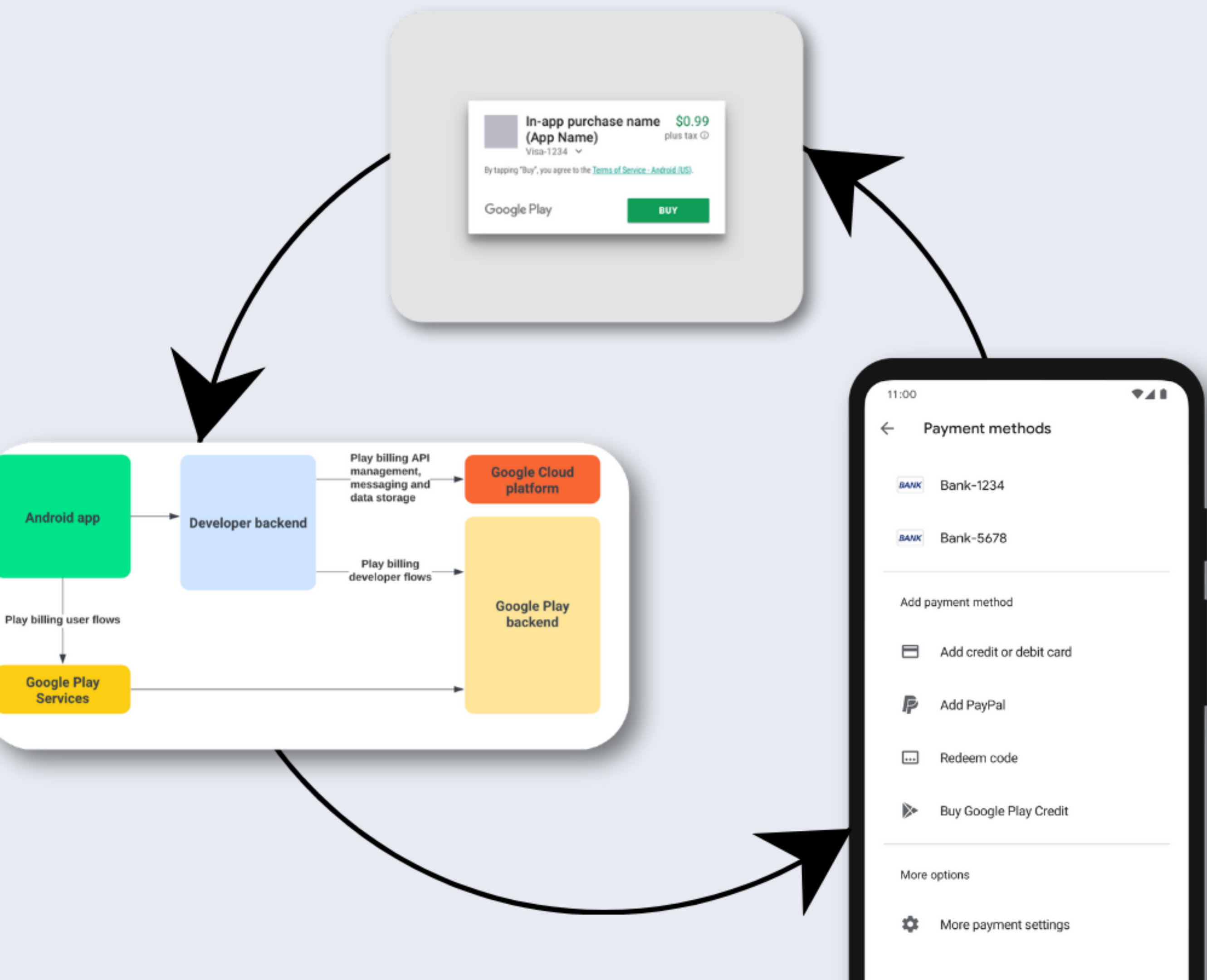
The app store is available in English and **12 major Indian Languages**, making it accessible to many users. It provides Indian developers a platform to showcase their apps and reach a wider domestic **audience**.



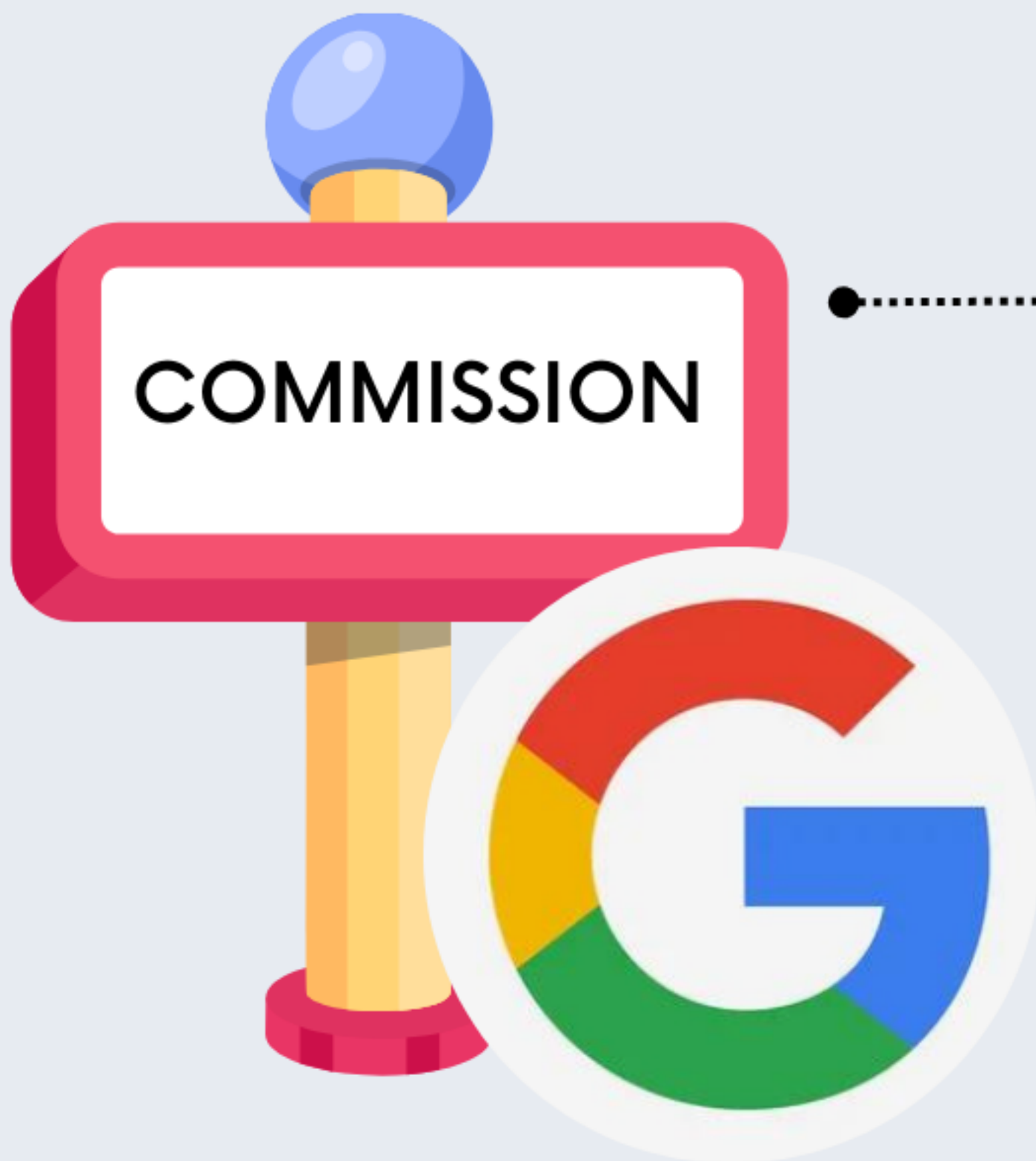
It serves as an alternative to Google and Apple, aiming to reduce the **dominance** of foreign tech giants in the Indian market. But why the need?



Developers charging for apps and downloads from Google Play must use Google Play's **payment system**. For in-app purchases, developers must use Google Play In-app Billing as the payment method, except if the payment is solely for physical products or digital content.



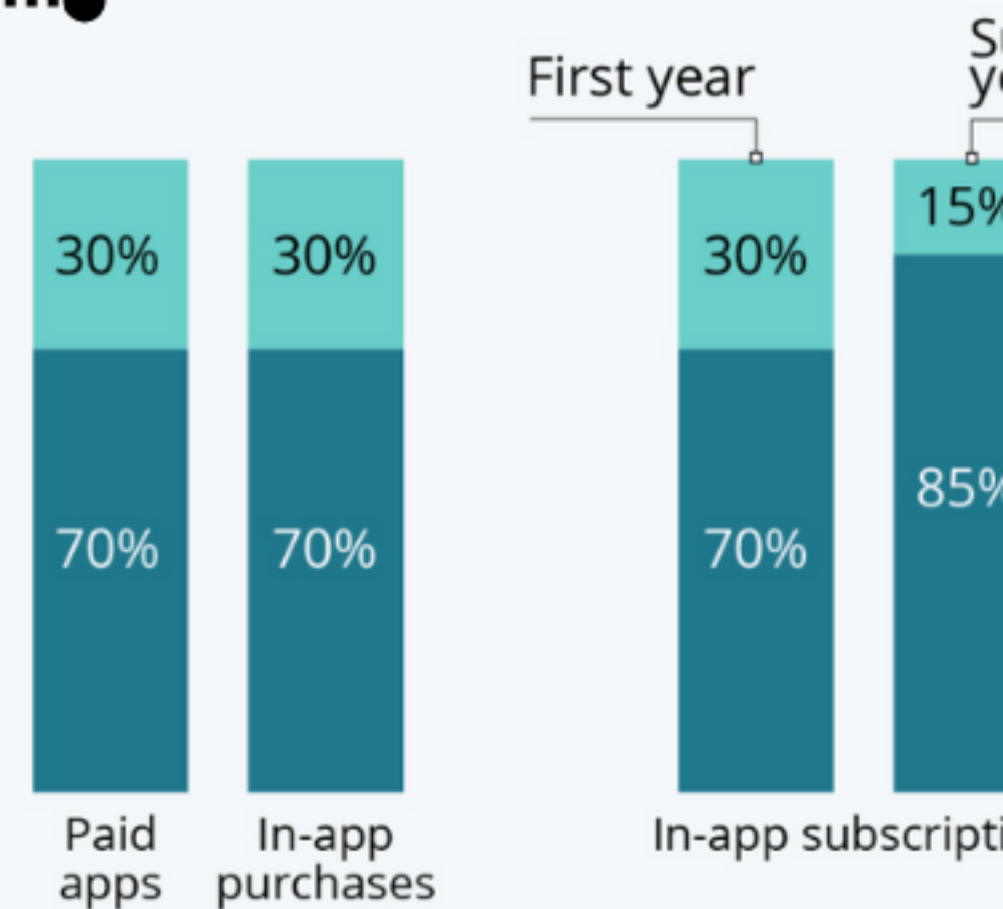
Google takes a **30% share** of your app revenue as well, and also Google's cut on your revenue for subscriptions decreases to **15%** after a year. There's also a one-time \$25 registration fee for the developer account.



The App Store Model

Revenue split between developers and app stores on the App Store and Google Play

■ Developers' share ■ App Store/Google Play share



Sources: Apple, Google



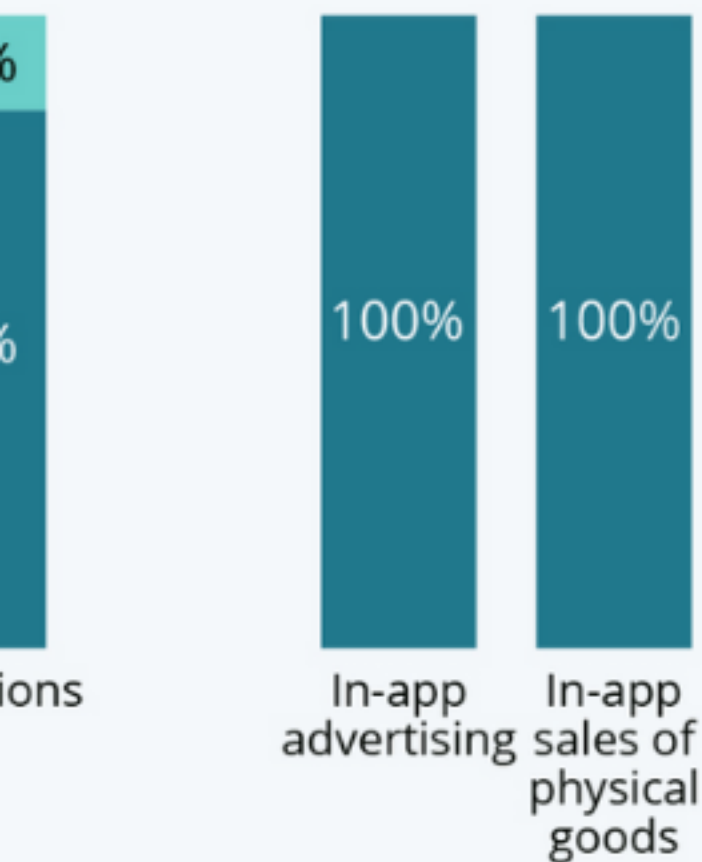
Apple has similar terms and conditions, with **30%** for apps and in-app products, except **15%** for subscriptions after 12 months, a \$99 annual fee for the Apple Developer Program and a \$299 annual fee for the enterprise version.

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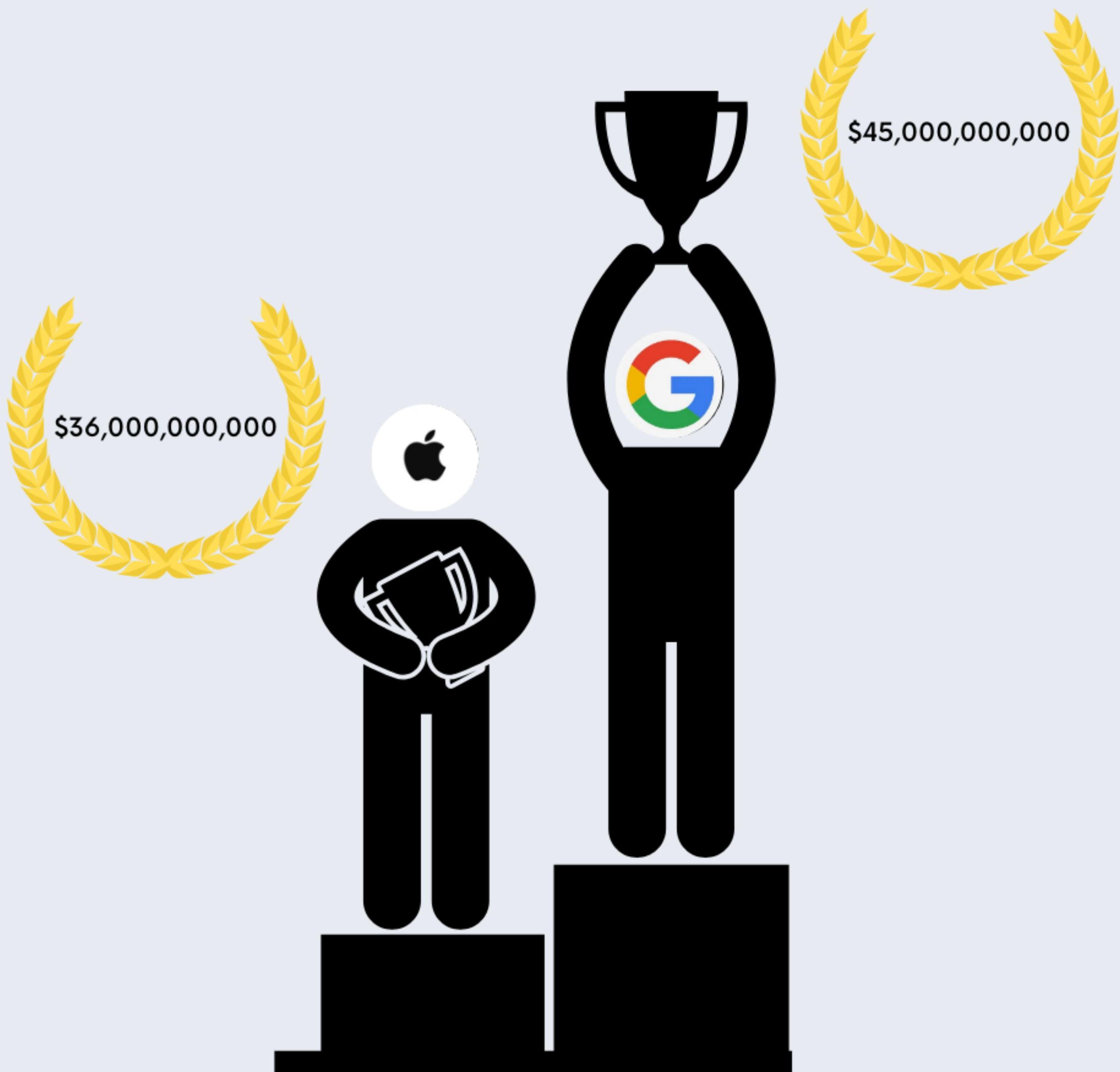


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COMMISSION



Apple earned over \$36 billion from its app store in 2022, while Google's Play Store brought in a revenue of \$45 billion in 2023, and thus, both of them maintain a **duopoly** over the market.



Can Indus seize the market from Google?

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