



# PhonePe 2024

## Transaction Volumes, Success Rates & Optimization Roadmap

₹6.7B Processed

371K transactions in Q1

96% Success Rate

Strong baseline, room to optimize

Target: 99%

Focused fixes across services



# Executive Summary: Q1 2024

₹6.7B

Total Processed  
+15% YoY growth

371K

Transactions  
+12% YoY growth

356K

Successful  
+18% YoY growth

15K

Failed  
-5% YoY decline

## Top Service

Loans/Credit: ₹2.4B (+20%)

Insurance: ₹513M (+10% MoM)

## Reliability Leaders

Recharges/Bills: 99% success

General Services: 96% success

# Service Breakdown: Five Pillars

1	<div>General Services</div> <div>₹3.3B   300K txns   96% success</div> <div>Issue: Server errors (67%)</div>
2	<div>Insurance</div> <div>₹513M   Car/Bike/Life/Health</div> <div>Issue: 48% success, Wrong PIN (77%)</div>
3	<div>Loans &amp; Credit</div> <div>₹2.4B   Auto/Gold/Mutual Funds</div> <div>Critical: 2.84% success, 97% fail</div>
4	<div>Money Transfer</div> <div>₹378M   20.4K txns   70% success</div> <div>Issue: Insufficient funds (45%)</div>
5	<div>Recharges &amp; Bills</div> <div>₹51M   51K txns   99% success</div> <div>Electricity, DTH, Mobile, Cable</div>

Trends & Growth Trajectory

