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Mobikwik: From STARTUP to DIGITAL PAYMENT Pioneer

Founded by **Bipin Preet Singh and Upasana Taku,** MobiKwik was born out of Bipin's dissatisfaction with the inefficiencies in paying mobile bills. Leveraging his background in technology and his vision to simplify financial transactions, Bipin invested $250,000 of his own money to start MobiKwik.

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His wife, Upasana Taku, **brought her expertise from PayPal to co-found the company. Together,** they envisioned a platform that would make financial services accessible to millions of Indians.

EARLY TIMES

Mobile recharge services via its app

Utility bill payments

DTH Recharges

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INTRODUCTION OF NEW FEATURES

'Pocket UPI', that enables users to have an enhanced control over budgeting and finance management.

Lens, a new feature that aims to provide aid in financial wellness to users.

MobiKwik offers Zaakpay, enabling online websites and mobile apps to collect payments.

MobiKwik Zip, a Buy Now Pay Later product, allows users to make payments for daily life use cases efficiently.

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Key Statistics FY24

Merchant Tie-ups: **Collaborations with online and offline merchants** enabled MobiKwik to offer cashback and discounts to users.

3.7mn strong pan India merchant network

87,333
E-Commerce

SWIGGY, zomato, Domino's, bigbasket, Flipkart Health+, blinkit, IRCTC, ixigo, Reliance Retail, zepto, PharmEasy, meesho, Urban Company, 1mg, Myntra

3.57mn
Physical Stores

croma, Apollo Hospitals, spencers, Crossword, pantaloons, modern bazaar online

438
Billers

vodafone, dishtv, Bharat BillPay, Jio, Tata Play, airtel

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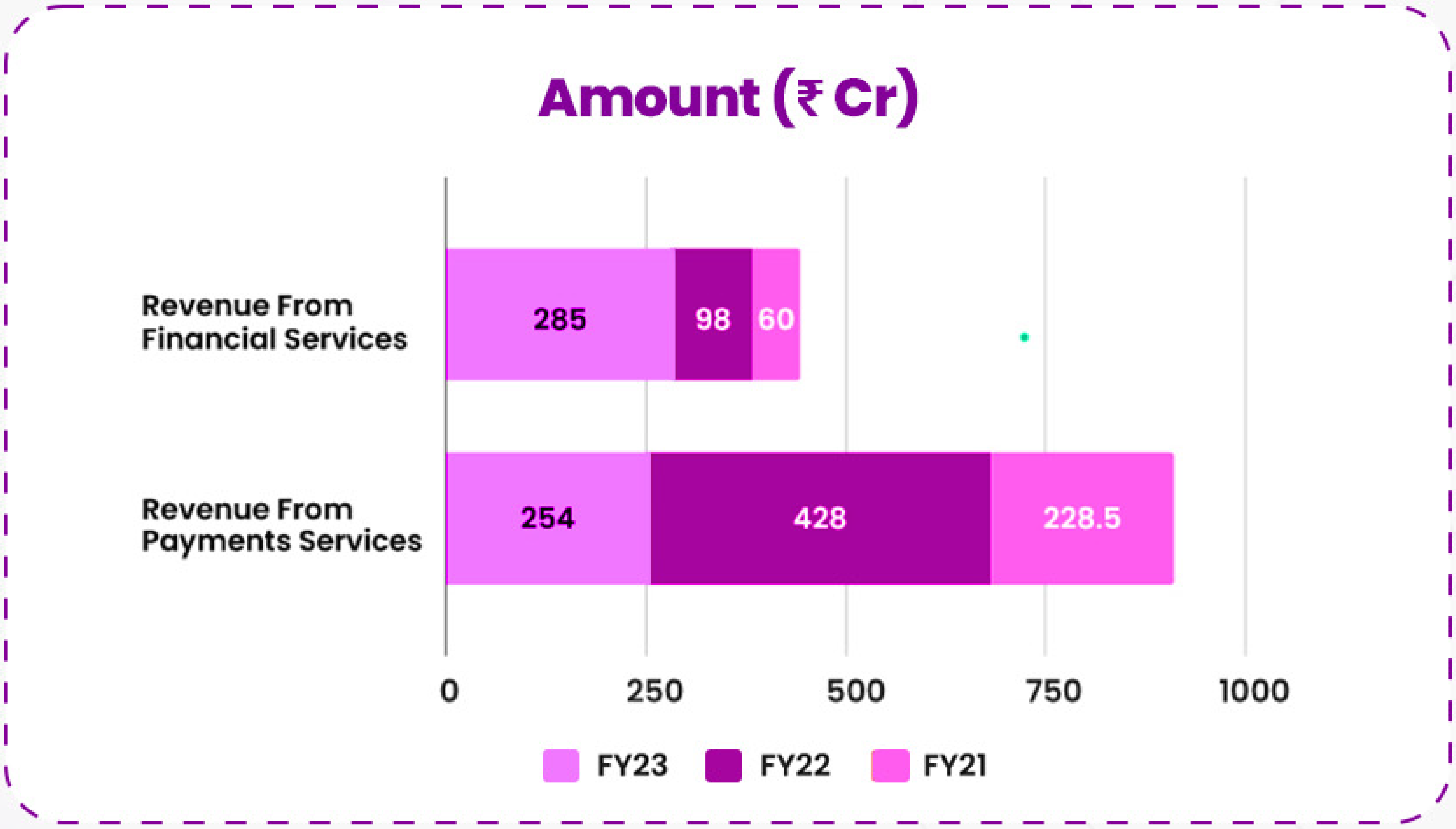
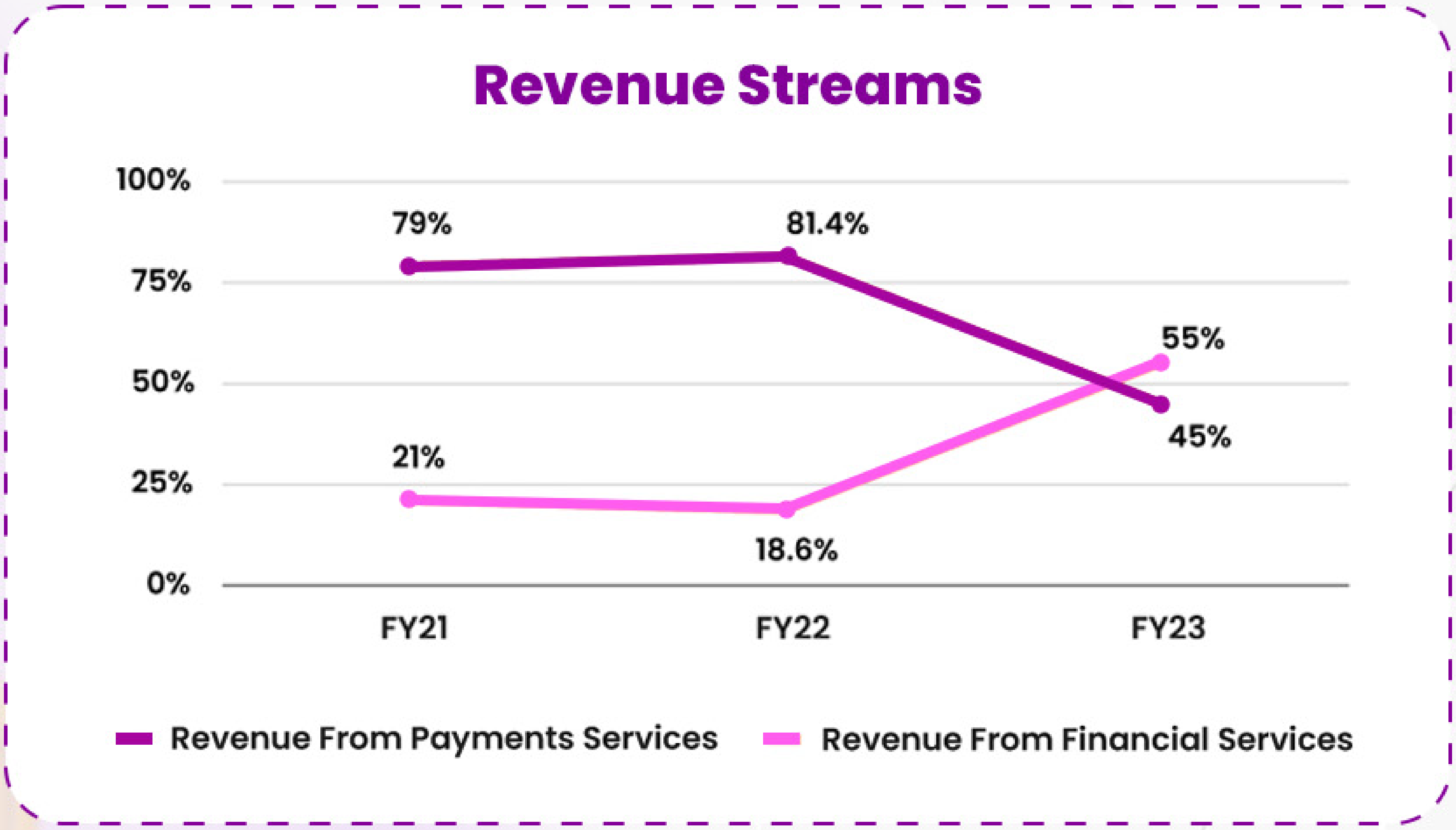
Mobikwik: Decline in revenue from the payment services





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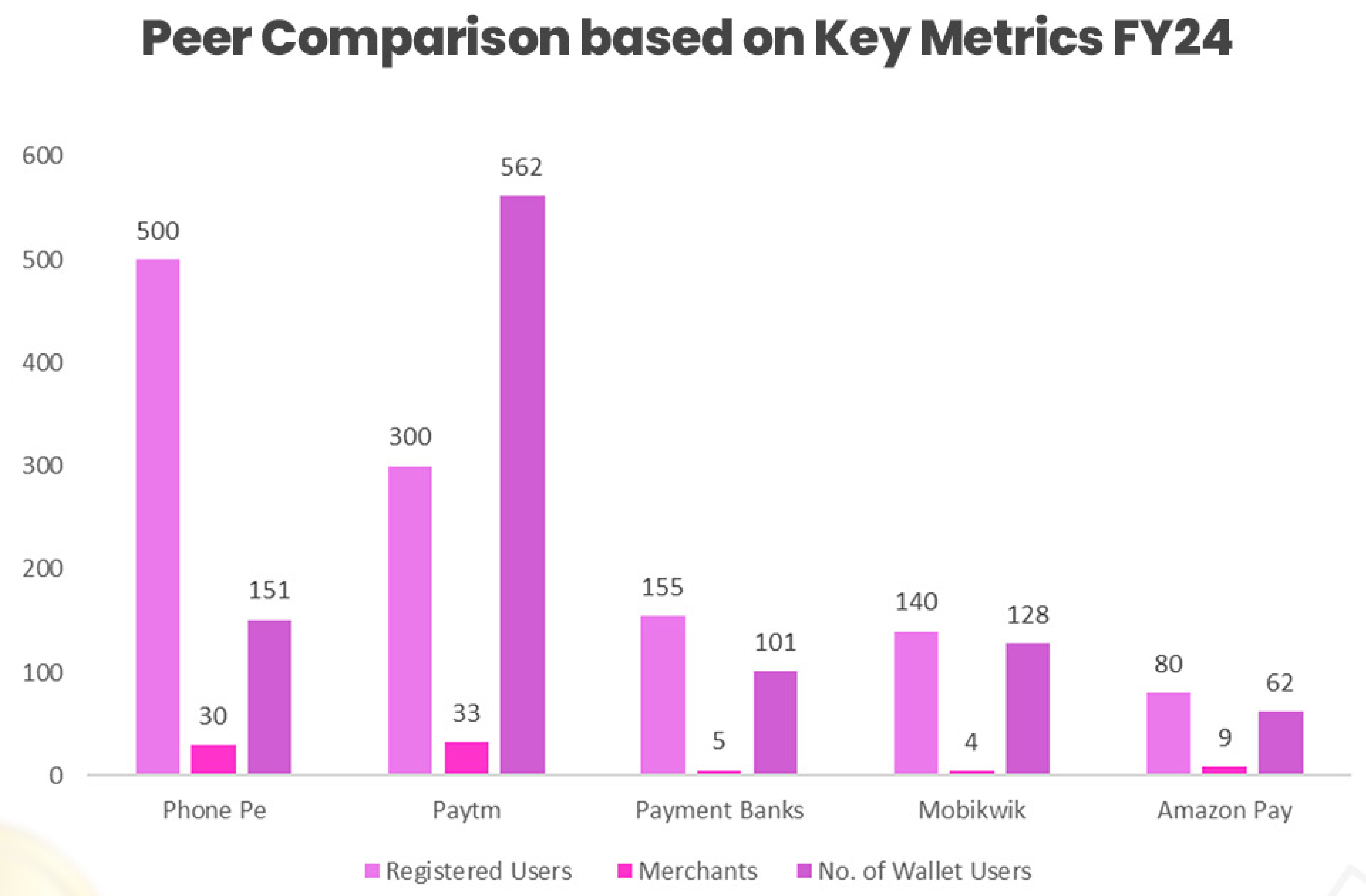
COMPETITOR ANALYSIS

Navigating Competition: The company faced fierce competition from other players in the digital payments space - giants like Phone pe and paytm.



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Mobikwik
IPO Details

MobiKwik's anticipated IPO range of INR 800-INR 900 per share, translating into a valuation of INR 4,500 Cr INR 5,100 Cr.

	DRHP January, 2024	DRHP July, 2021
Pre - IPO Placement	₹ 140 Cr	₹ 400 Cr
Fresh Issue	Equity Shares worth ₹ 700 Cr	Equity Shares worth ₹ 1,500 Cr
Offer for Sale	N/A	Equities worth ₹ 400 Cr
Issue Type	Book Built	Book Built
Face Value of shares	₹ 2	₹ 2
Listing	BSE & NSE	BSE & NSE

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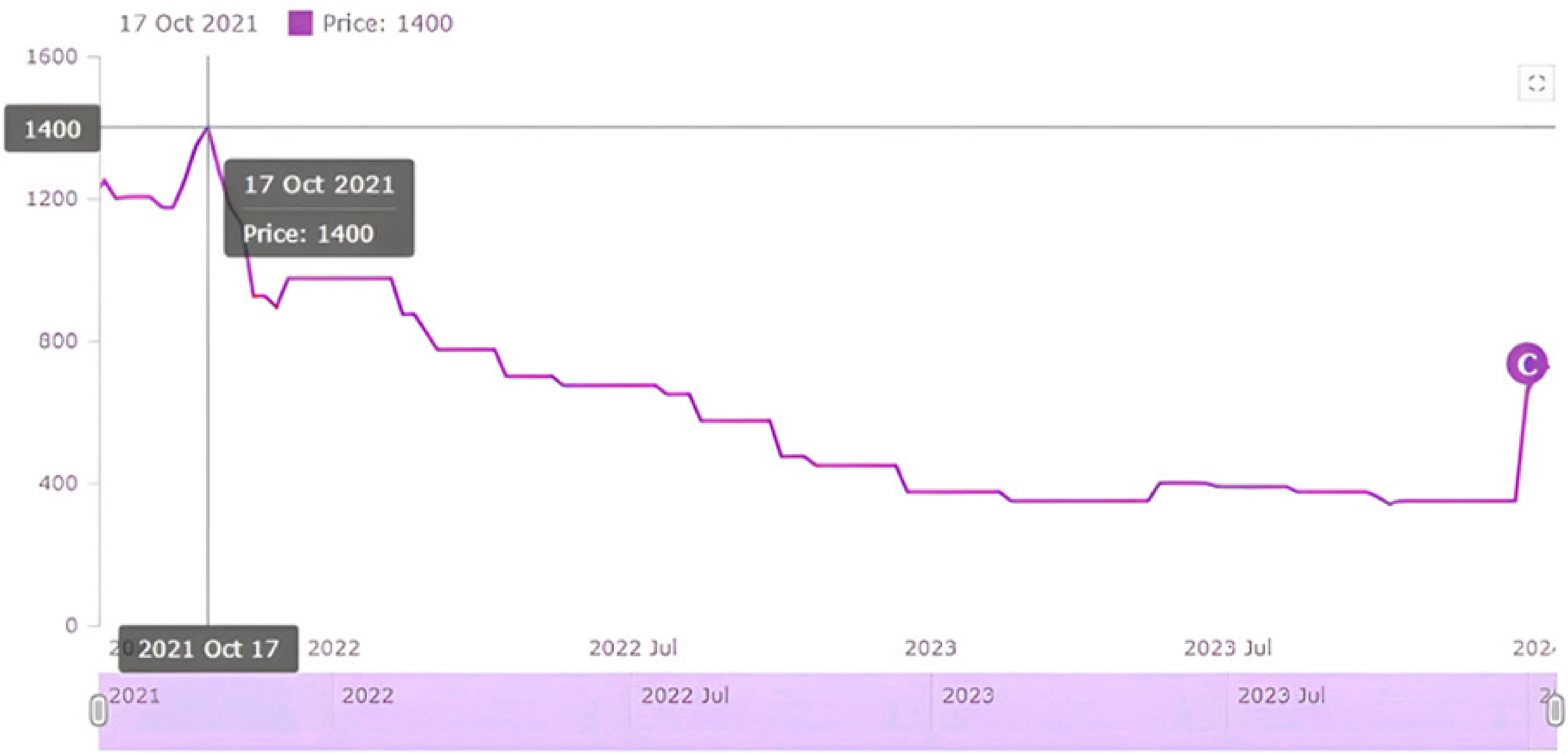
Investor's Perception

Mobikwik price has dropped in the unlisted market showcasing the investor perception of Mobikwik as a risky investment, likely due to its narrow focus on the highly competitive lending market.



Source: INC42

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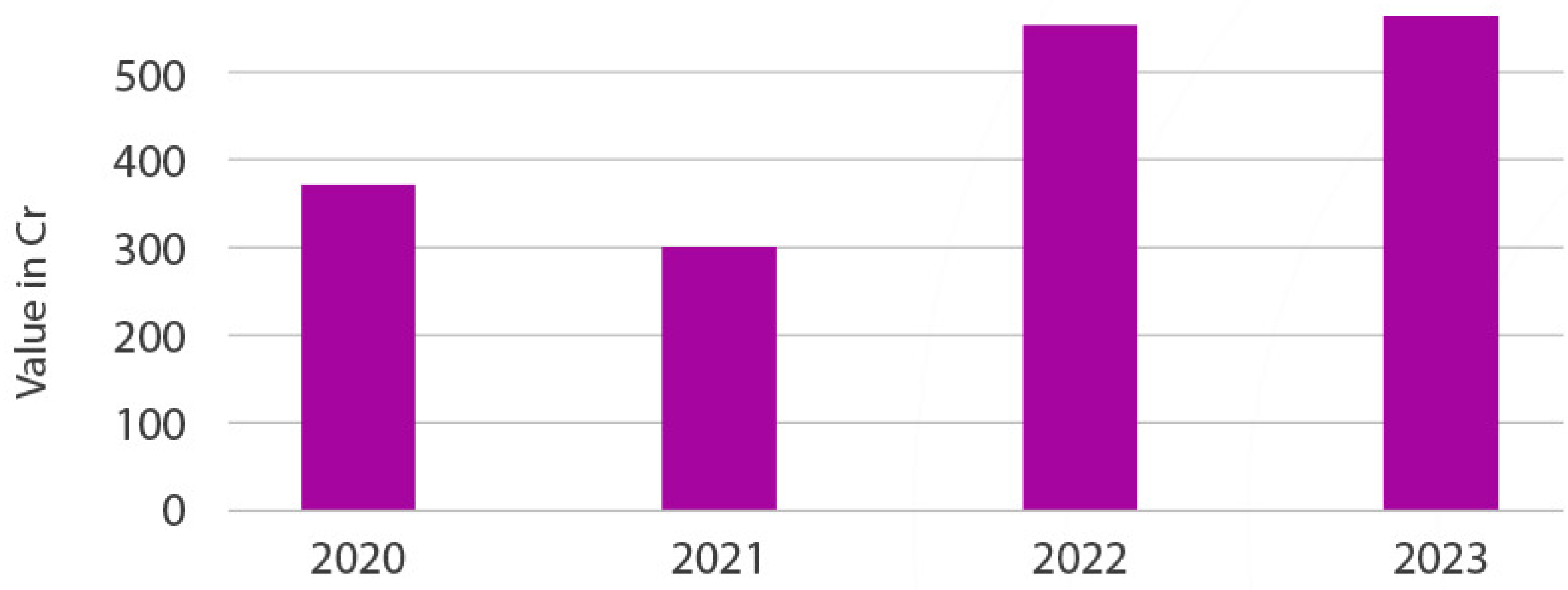
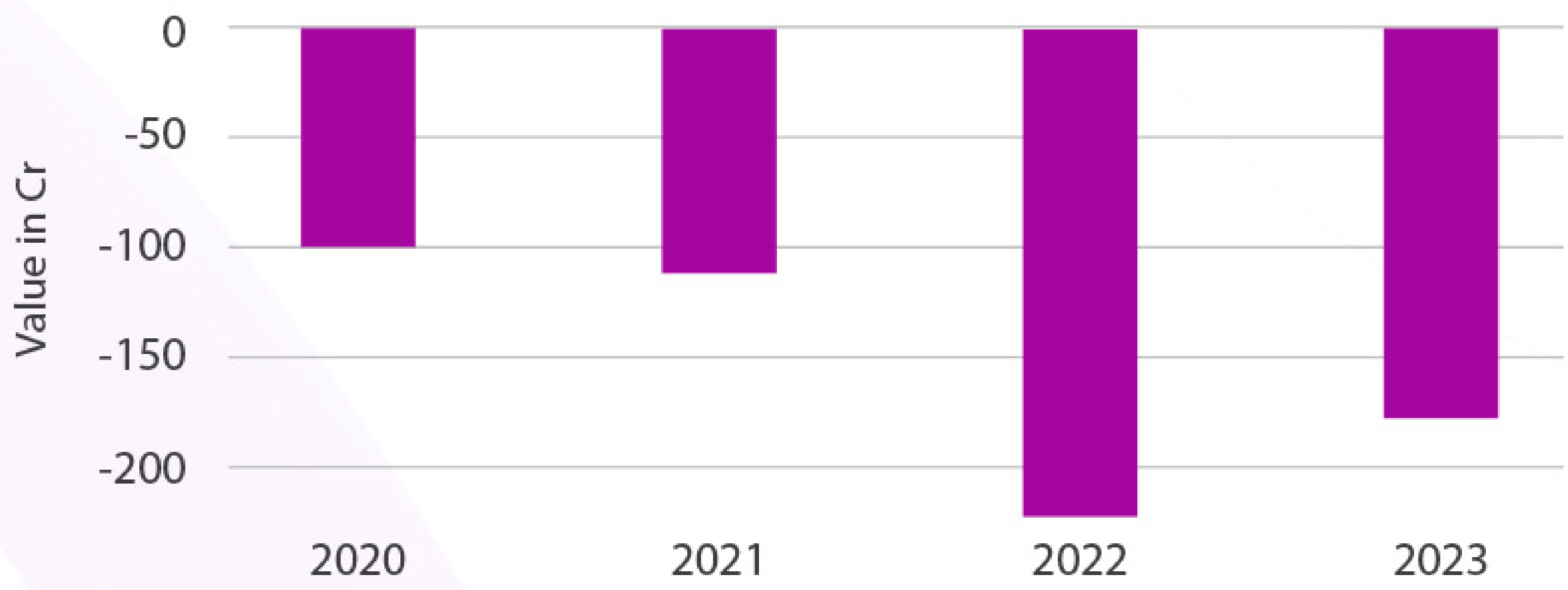
Mobikwik Revenue Growth



Mobikwik Net Profit Growth (PAT)



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FUNDING ROUNDS

MobiKwik, the digital payments platform, has raised $183.4 million in funding across 20 rounds from a total of 35 investors.

Date	Funding Rounds	Amount Raised
March 2024	Debt Financing	$183.4 million
June 2021	Series G	$20.4 million
April 2021	Series F	$5 million
November 2020	Series E	$5.57 million
March 2020	Debt Financing	$24.6 million

Primary investors ▶ peak xv PARTNERS, SEQUOIA, BOSCH, NET1

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