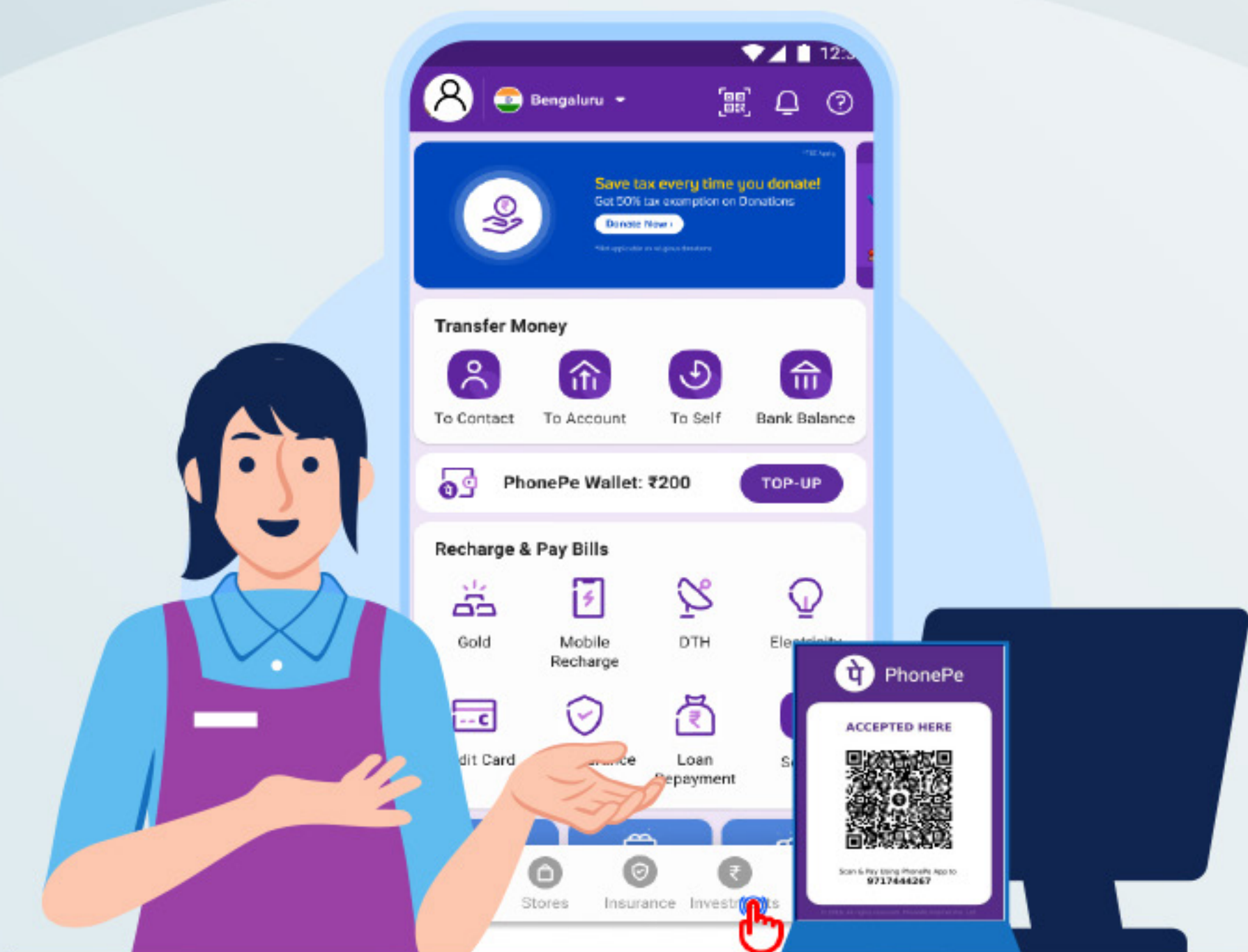




INSPIRING

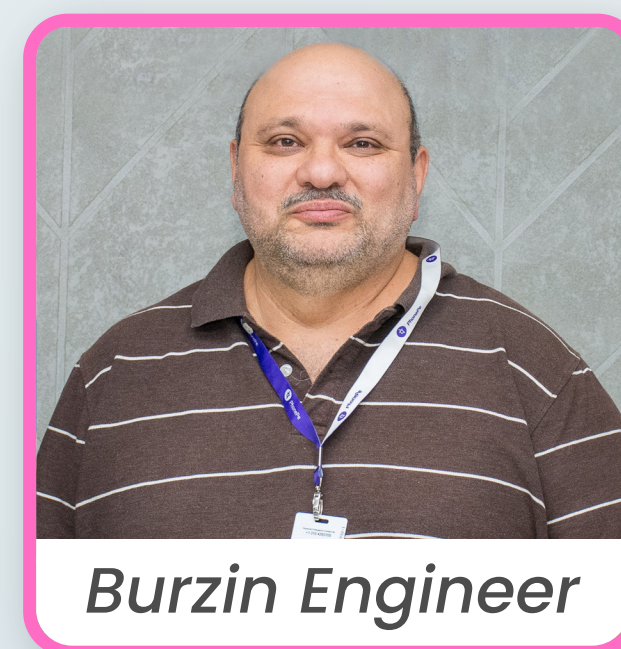
— S T O R Y —



Inception and the **VISION**



Founded By



Objective:

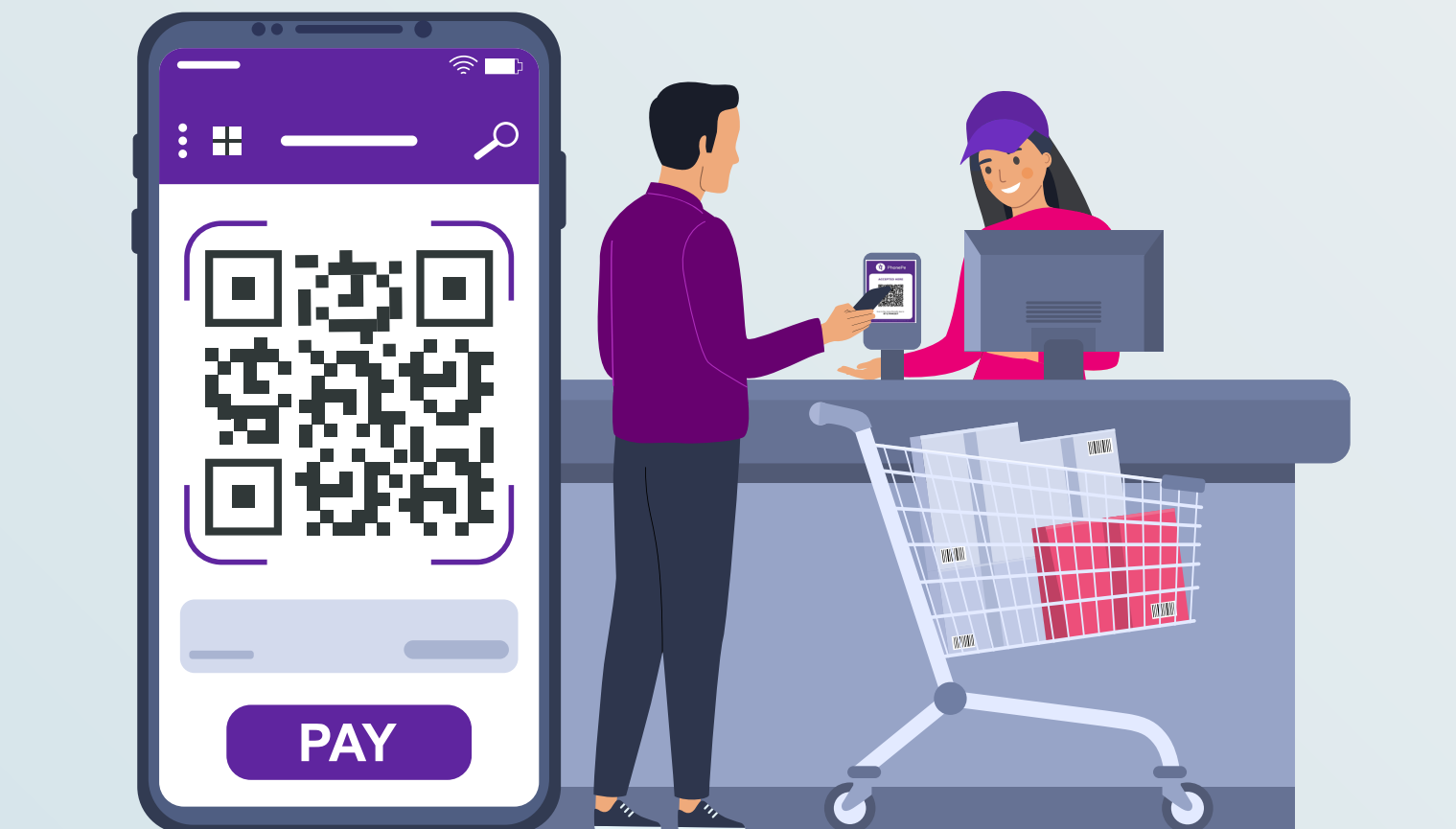
Vision to create a seamless, safe, and convenient Way for Indians to make **digital payments**.

Navigating ^{the} Challenges

Like any ambitious venture, **PhonePe** faced numerous challenges along the way like

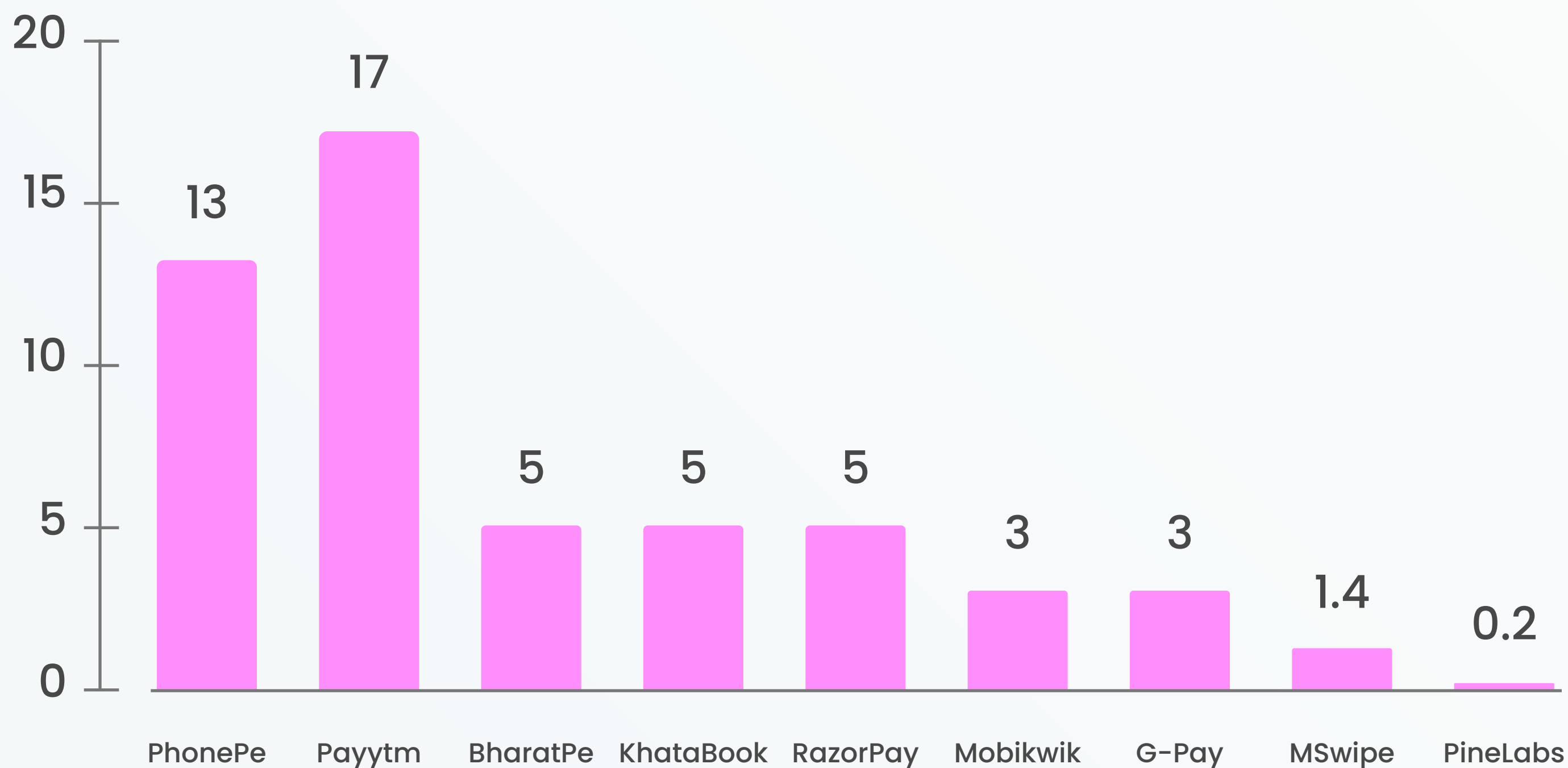
1. Regulatory hurdles

2. Competition from well Established players

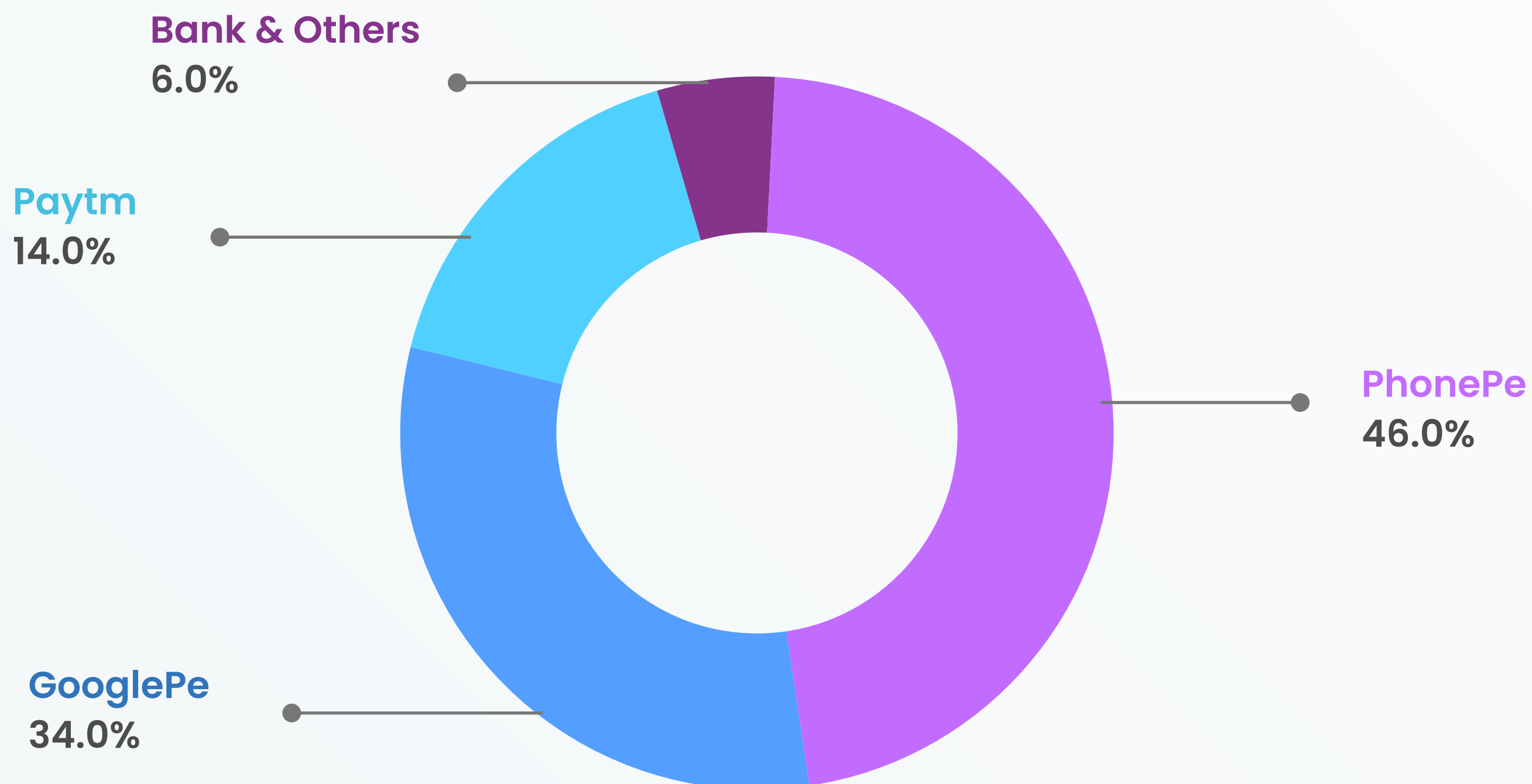


With relentless innovation, effort and an unwavering belief in its mission, **PhonePe** began gaining traction among Users and merchants.

Dominance in Merchants Acquired(In Mn) (2022)



Market Share Dominance(%) (2022)



The **TURNING** Point

PhonePe's big break came when it was acquired by **Flipkart**, India's leading E-commerce giant, in 2016. This strategic partnership provided **PhonePe** with

1

Massive user base

2

Financial wherewithal
to scale its operations

3

With Flipkart's support, PhonePe expanded its offerings, adding new features and services

Innovation and SERVICES

PhonePe's constant focus on innovation and introducing New services has helped it stand out from the competition. It has expanded its offerings to include various financial Services, such as

Mutual
Fund investments

Insurance

Digital gold

Bill payments

This made financial services accessible to millions of Indians who were previously underserved by Traditional banking systems.

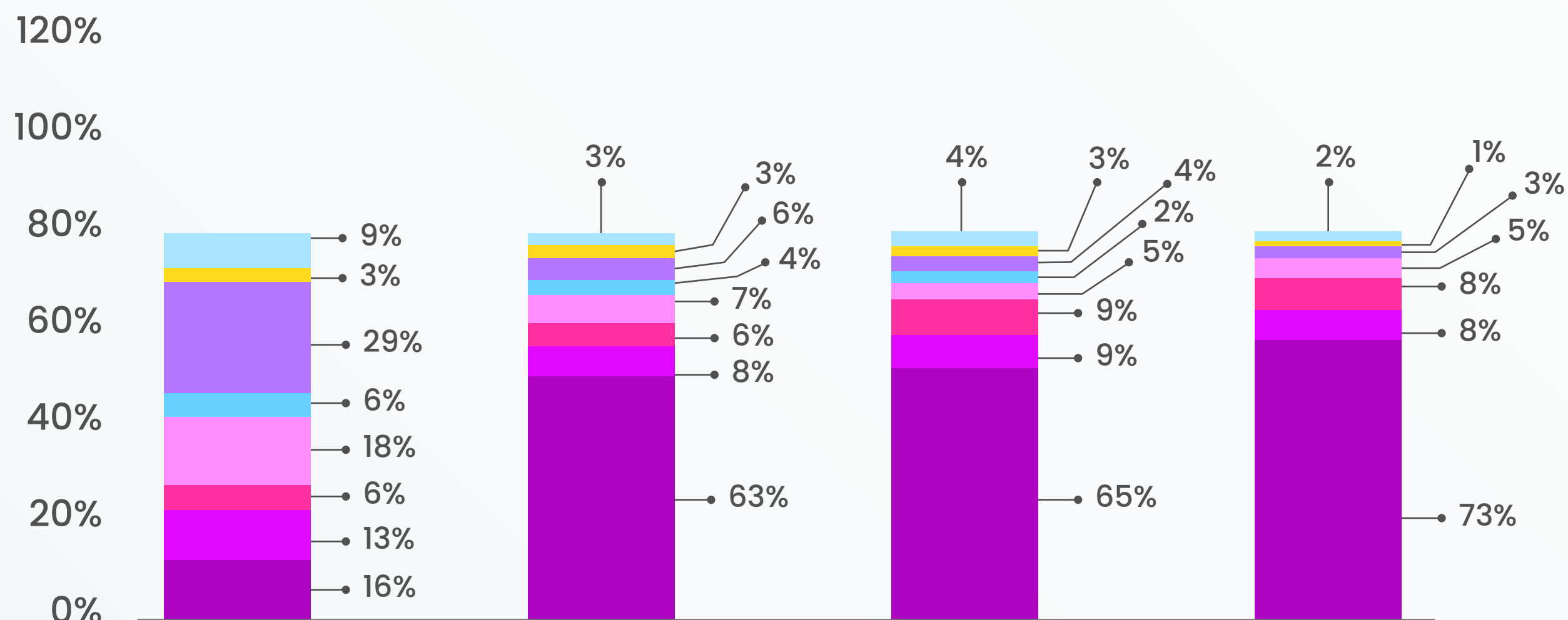
Rising As a



Unicorn

In **early 2018**, PhonePe achieved a significant milestone by becoming the first Indian **digital payment** platform to reach the coveted status of a unicorn – a privately held **startup** valued at over **\$1 billion**. This remarkable achievement was a testament to the team's dedication, innovative solutions, and user-centric approach.





The above chart predicts a very bright future for our fintech. ecosystem. It is projected that by 2026, 73% of total payments would be made by UPI which shows the tremendous scope that UPI platforms can tap into by introducing new user-specific innovative features.



Scaling New Heights

Over the years, PhonePe's user base grew exponentially, reaching hundreds of millions across India. Its user-friendly interface, security measures, and constant innovation made it a preferred choice for **digital payments**. PhonePe also forged partnerships with various businesses, expanding its reach and transforming how transactions were conducted in urban and rural areas.

Conclusion



PhonePe's journey from a bold vision to becoming a leading player in India's fintech ecosystem is a testament to the power of innovation, collaboration, and unwavering dedication. Through its inspiring story, **PhonePe** has not only transformed digital payments in India but has also left an indelible mark on the nation's **financial landscape**.

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