

**UPI**  
UNIFIED PAYMENTS INTERFACE

**VISA**

**RuPay**

VS

**MasterCard**



**UPI Soars to  
New Heights in  
February 2025!**



Saurabh Giri

India's digital payment  
landscape is evolving  
rapidly!   




✓ 1,611 Cr+ transactions  
worth ₹21.96 Lakh Cr  
processed via UPI in Feb  
2025


✓ 575 million transactions  
daily 

✓ ₹78,446 Cr payments  
per day 



## Top UPI Players & Market Share

 UPI Player	 Market Share (by Volume)	 Market Share (by Value)
PhonePe	48.4%	50.1%
Google Pay	37.3%	36%
Paytm	7.2%	5.5%


With Visa & Mastercard nearly replaced in daily transactions, UPI has become India's go-to payment system. 





# How Do UPI Companies Generate Revenue?

Even though UPI transactions are free for consumers, platforms like PhonePe, Google Pay, and Paytm have multiple revenue streams:



 **Merchant Fees – Charging businesses for accepting UPI payments.**

 **Value-Added Services (VAS) – Offering financial products like insurance, loans & mutual funds.**

 **Subscription-Based Services – Charging merchants for premium features & hardware solutions.**





**Data Monetization & Ads – Providing targeted promotions & cashback offers to users.**



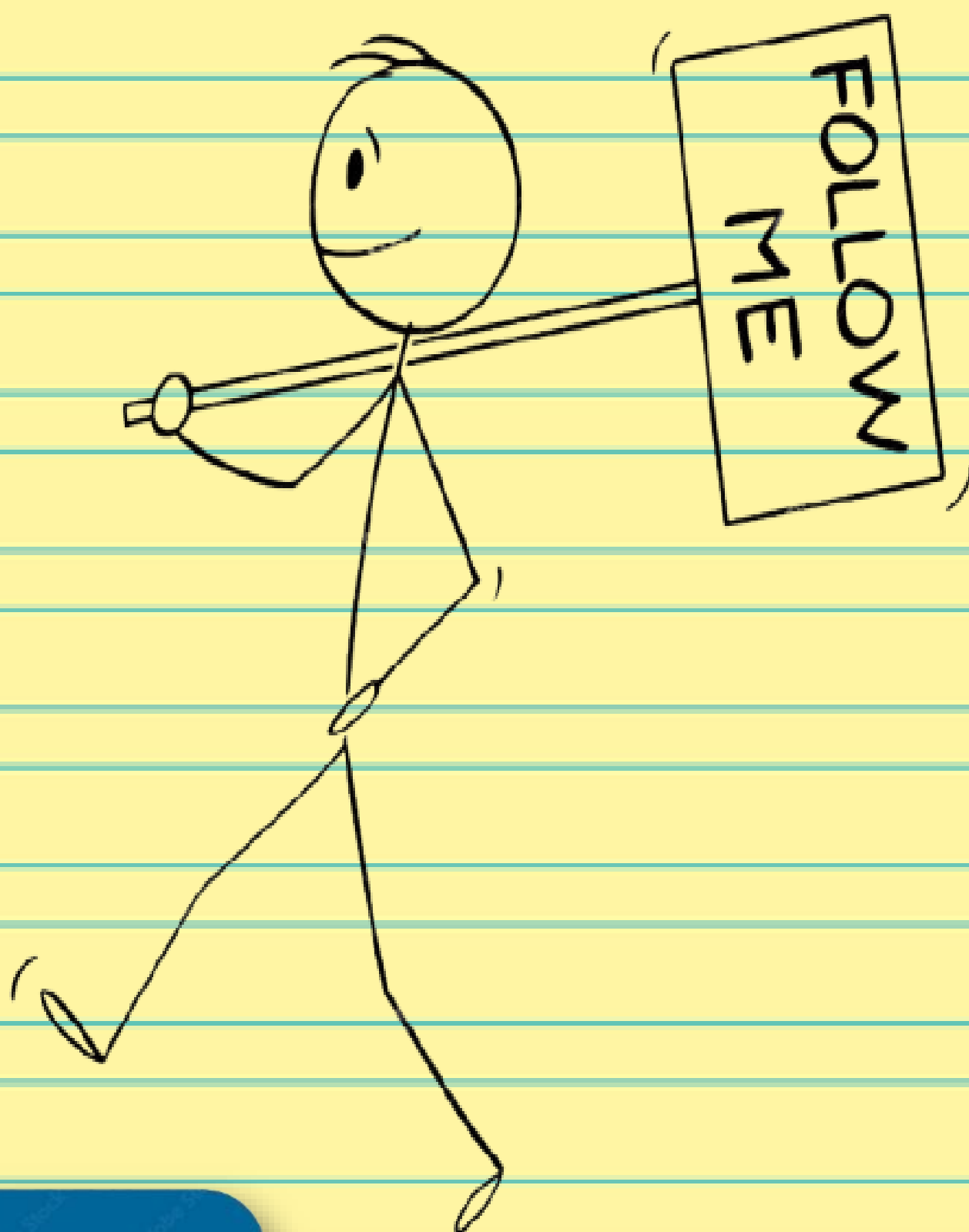
**Bill Payments & Recharges – Earning commissions from utility bill payments & mobile recharges.**



💡 With Visa & Mastercard losing dominance, UPI is now the backbone of India's digital economy! 100

📢 What's your take on this cashless revolution?





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