



STATE OF INDIAN FINTECH

REPORT 2024

INFOCUS : SUPER APPS



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India To Have 900 Mn+ Active Internet Users By 2025

By 2025, 56% of new internet users will come from rural areas, with women making up 65% of this growing digital demographic

	2023	2025 (E)	% Growth (Absolute)		
Smartphone Users	1 Bn+	1.1 Bn+	10%	Internet Penetration (Active Users) 55%	5G Enabled Indian Cities/Towns 7.7K+
Internet Users	821 Mn+	900 Mn+	10%	Urban Internet Penetration (Active Users) 86%	Number Of Male Internet Users 443 Mn+
Urban internet Users	378 Mn+	396 Mn+	5%	Cost Of 1 GB Internet \$0.16	Number Of Female Internet Users 378 Mn
Rural internet Users	442 Mn+	504 Mn+	14%		

Source: IAMAI, Inc42 Analysis

Fintech Market In India: A Snapshot

Market Opportunity

\$2.1 Tn+

Market Opportunity (2030)

18%

CAGR (2024 - 2030)

Lendingtech

The Most Lucrative Segment

837 Mn+

User Base for fintech super apps by 2028

Venture Capital

\$29+ Bn

Total Funding (2014 - Q3 2024)

14%

Funding CAGR (2018-2023)

4.2K+

Active Fintech Startups

700+

Funded Fintech Startups

Unicorns & Soonicorns

26

Unicorns In India

37

Soonicorns In India








\$76 Bn+

Combined Valuation Of Unicorns

\$12 Bn+

Combined Valuation Of Soonicorns

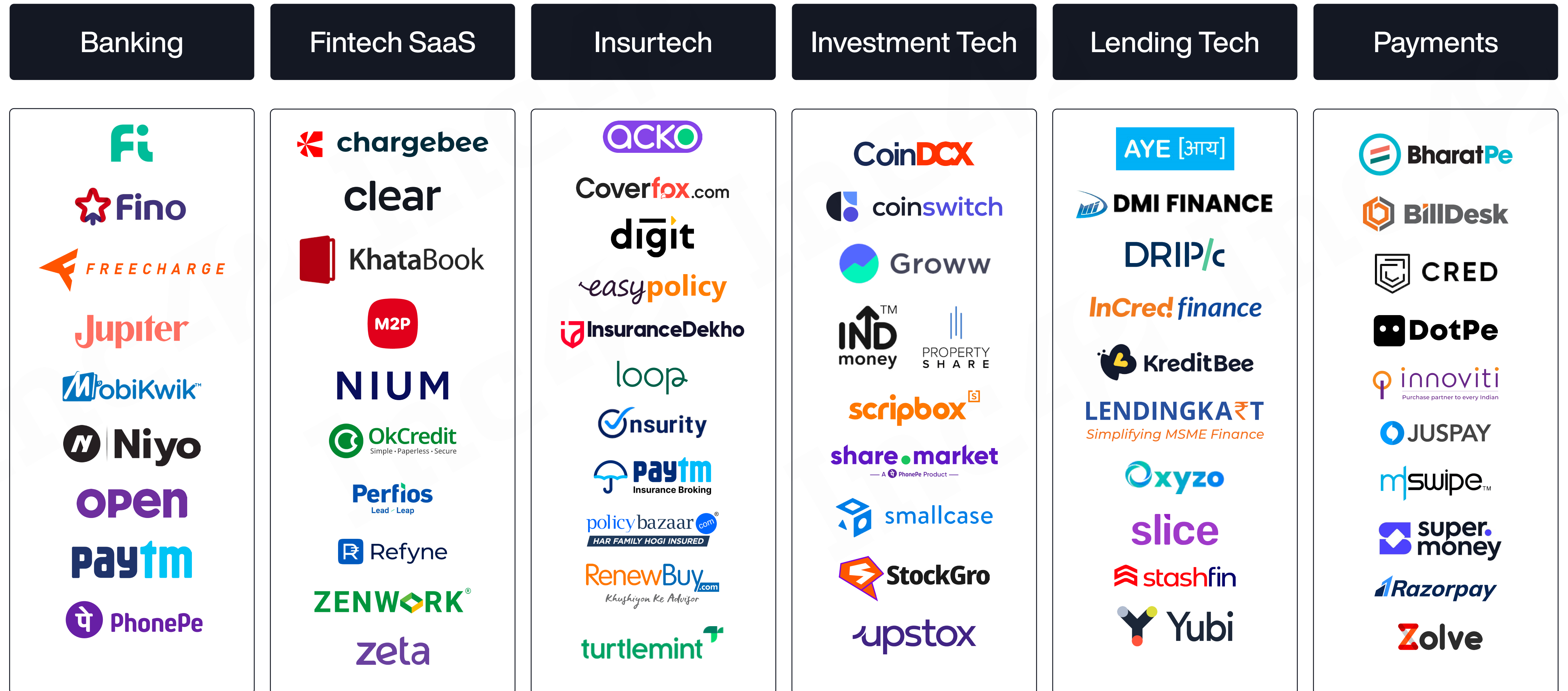
Digital Lending Spearheads India's \$2.1 Tn+ Fintech Market Opportunity

Sectors & Segments	Market Size (2024)	Market Size (2030)	CAGR (2024 to 2030)	% Share Market Size (2030)
 Overall Market	\$793 Bn+	\$2.1 Tn+	18%	-
 Lending Tech	\$402 Bn +	\$1.3 Tn+	22%	60%
 Insurtech	\$119 Bn+	\$307 Bn+	17%	14%
 Payments	\$182 Bn+	\$253 Bn+	6%	12%
 NeoBanking	\$67 Bn+	\$183 Bn+	18%	9%
 Investment Tech	\$16 Bn+	\$74 Bn+	29%	3%
 Fintech SaaS	\$7.4 Bn+	\$31 Bn+	28%	1.5%

Source: Inc42

Note: The total addressable market (TAM) showed above is calculated using a bottom up approach for the overall fintech market size and top down for the fintech segments mentioned

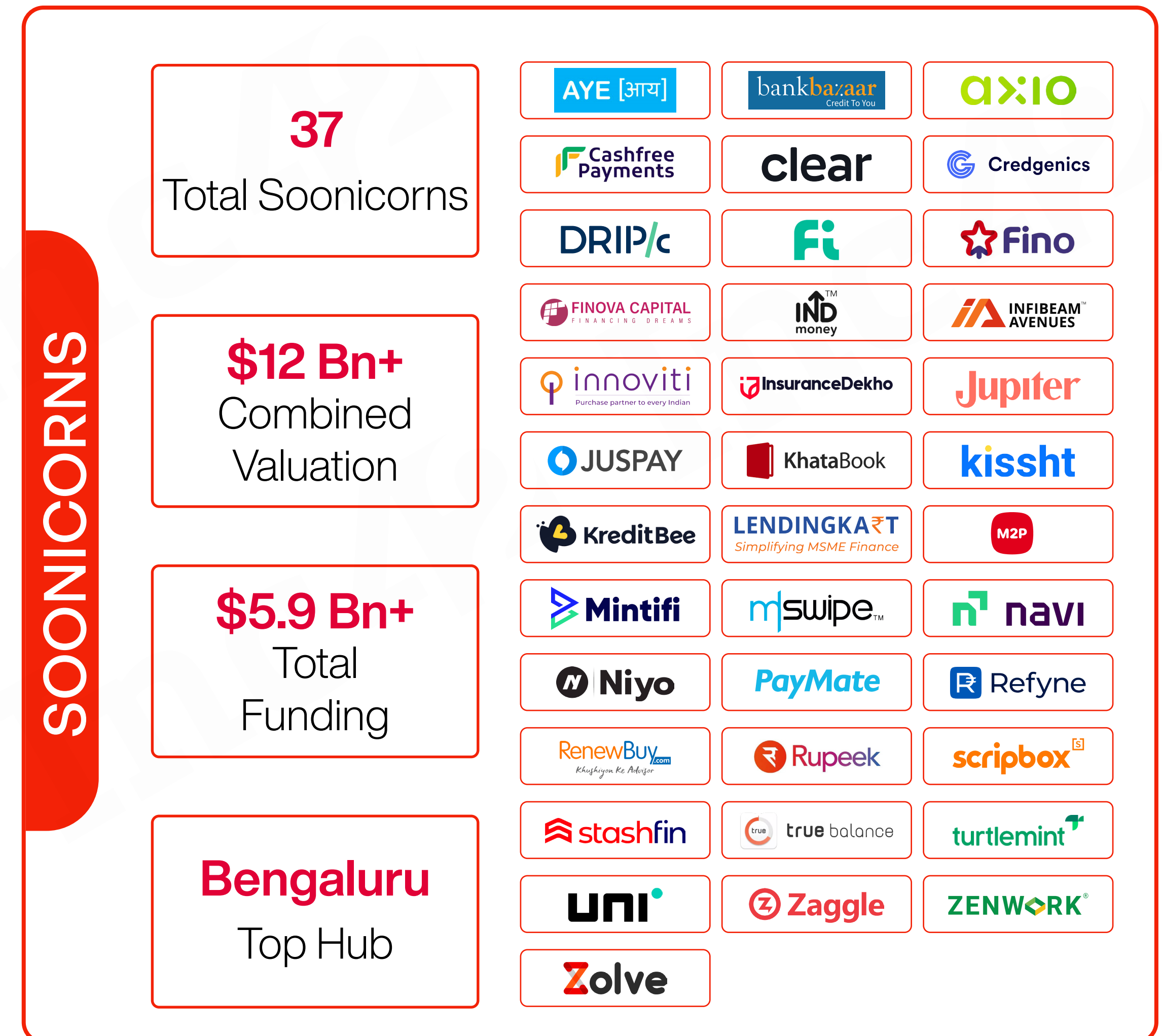
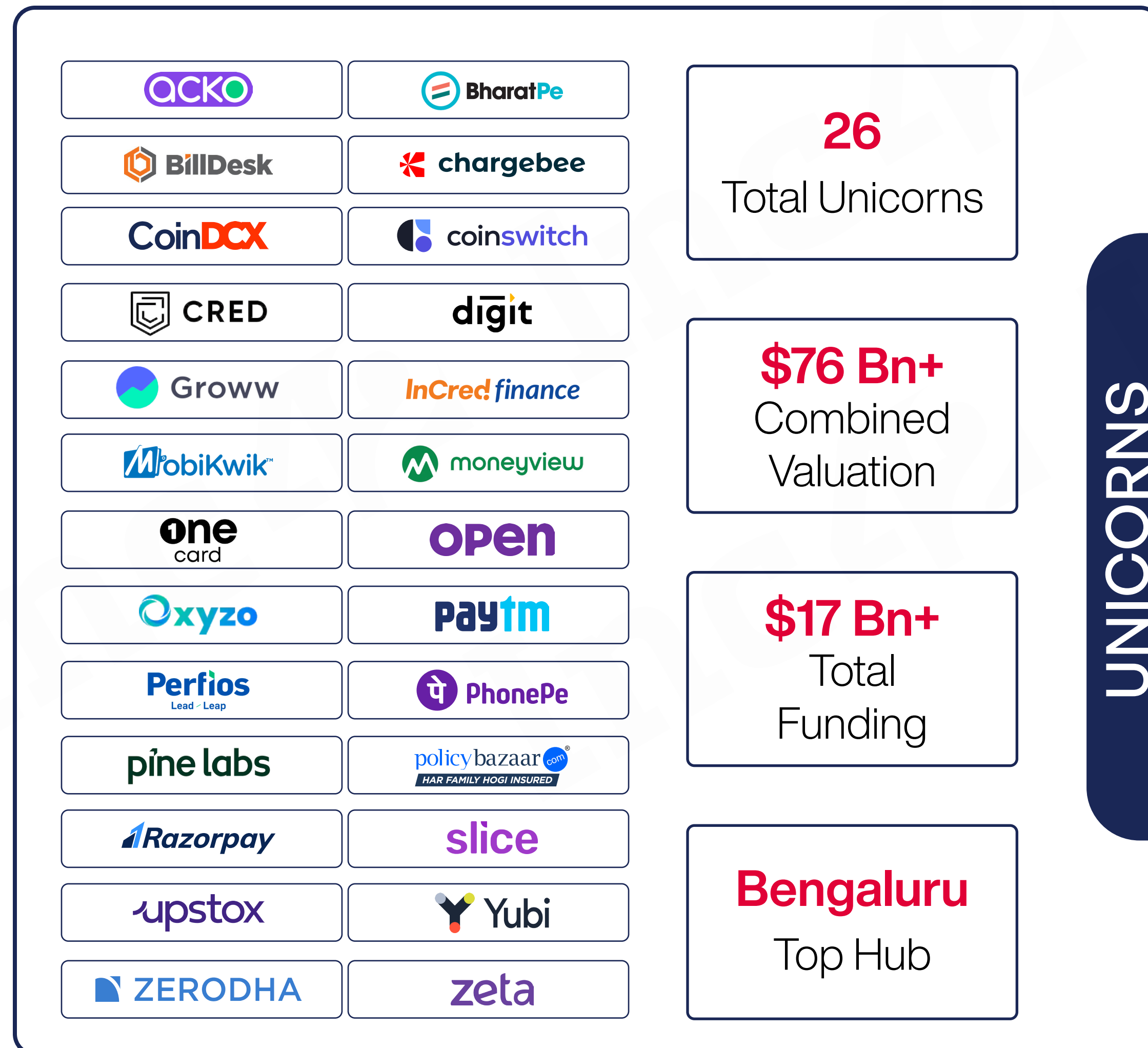
India's Fintech Startup Landscape: Who's Who Across Subsectors



Source: Inc42

Note: This is not an exhaustive list

India's Fintech Landscape



Source: Inc42

Note: This is not an exhaustive list

Indian Fintech Startups: Funding Highlights [Q3 2024]

▶ **\$677 MN+**
Total Funding Raised By
Indian Fintech Startups

▶ **51%**
Year-On-Year Growth In
Total Funding Amount

▶ **\$54 MN+**
Total Funding Raised By
Fintech Startups In Seed Stage

▶ **67%**
Year-On-Year Increase In
Seed Stage Funding Amount

▶ **\$115 MN+**
Total Funding Raised By
Fintech Startups In Growth Stage

▶ **-17%**
Year-On-Year Correction
In Growth Stage Funding Amount

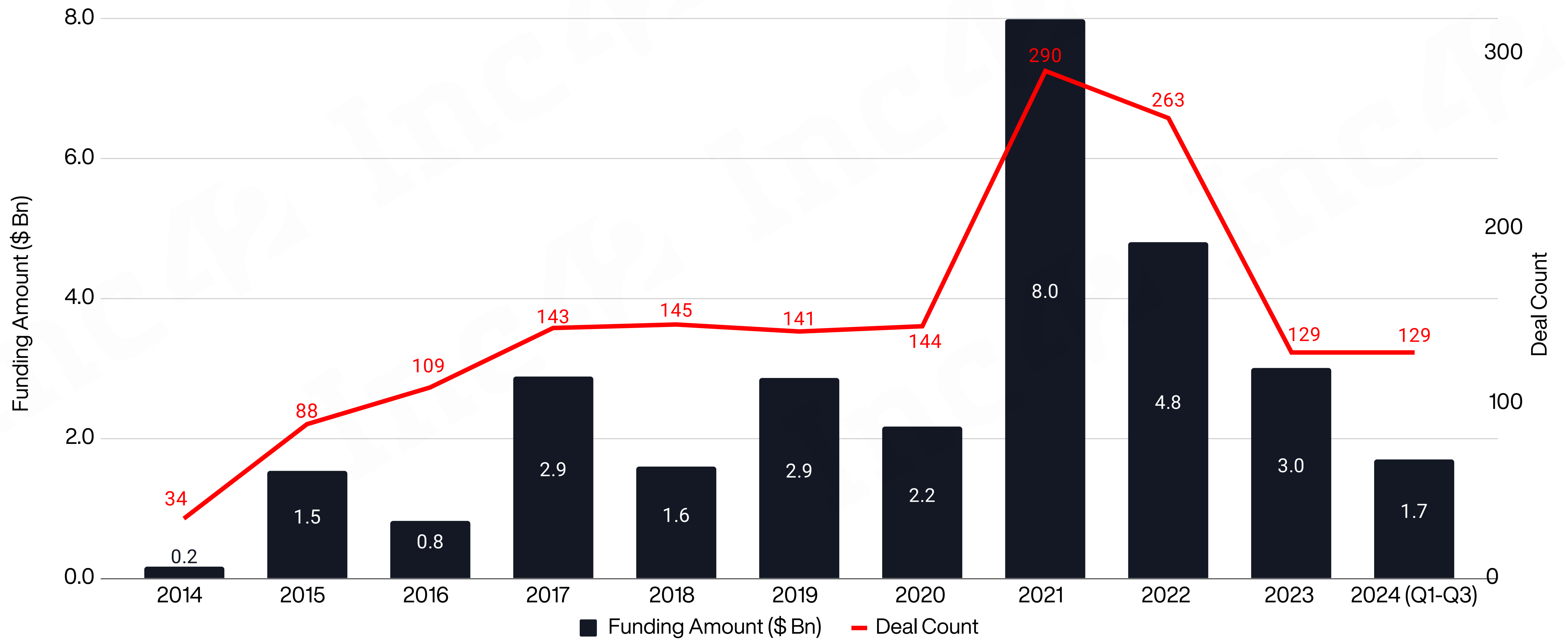
▶ **MUMBAI**
The Most Funded
Fintech Hub

▶ **\$5 MN**
Median Ticket Size Of
Fintech Funding

▶ **138%**
Year-On-Year Rise In Median
Ticket Size Of Funding Amount

\$29 Bn+ Raised By Indian Fintech Startups Since 2014

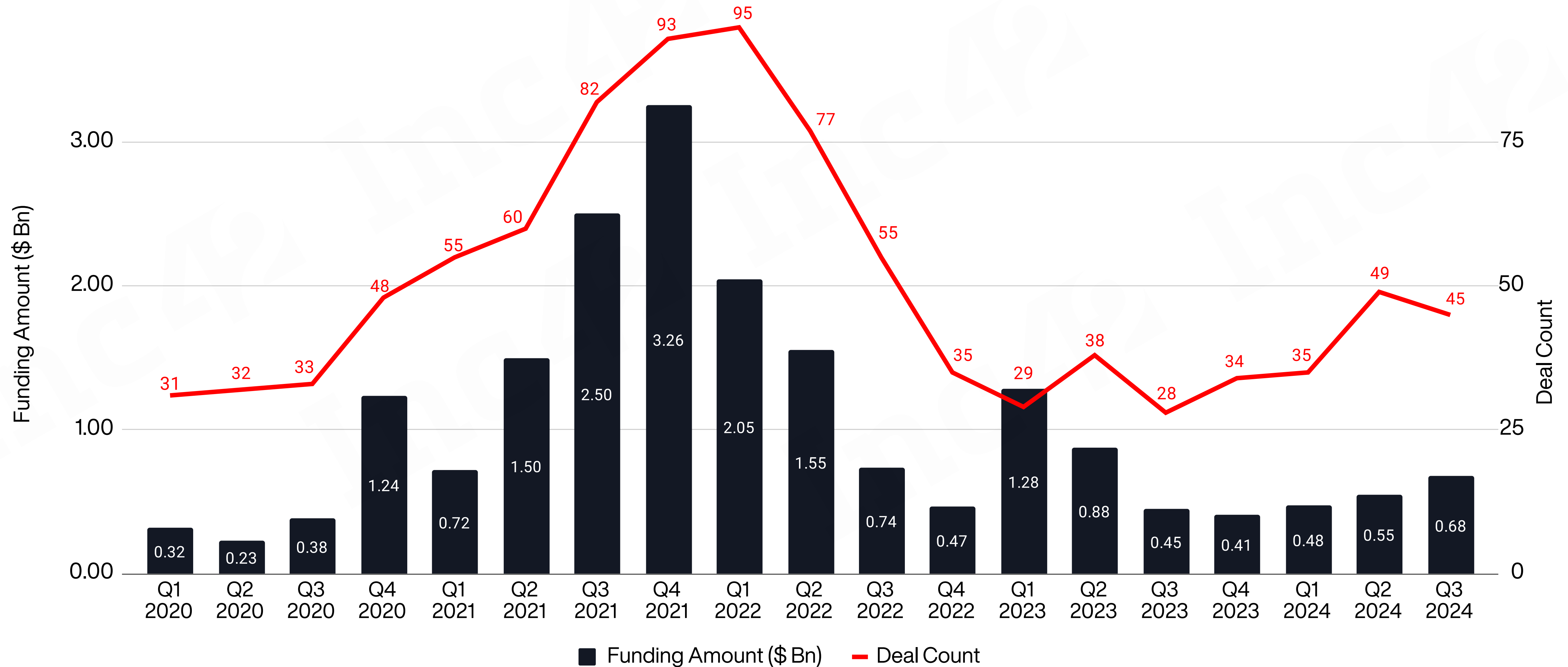
In 2023, funding amount decreased by 38% and deal count by 51% YoY basis



Source: Inc42
Note: 2024 data as of September 30

Funding Raised By Fintech Startups Increased By 51% YoY In Q3 2024

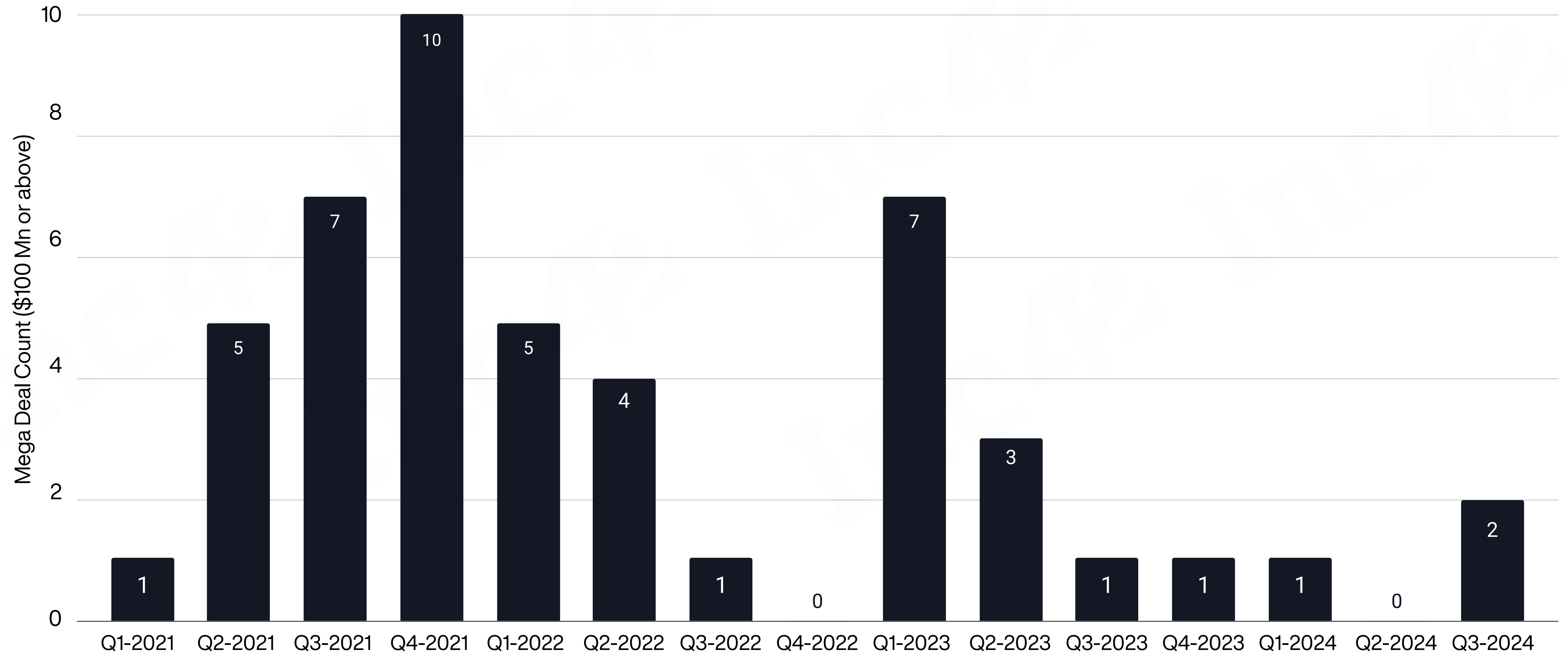
Q3 2024 saw a 60% surge YoY in fintech funding deals



Source: Inc42
 Note: 2024 data as of September 30










Fintech Mega Deals Fail To Pick Pace

Avanse Financial, Drip Capital & M2P Fintech are the top three mega deals from Q1 2024 to Q1 2023



Source: Inc42

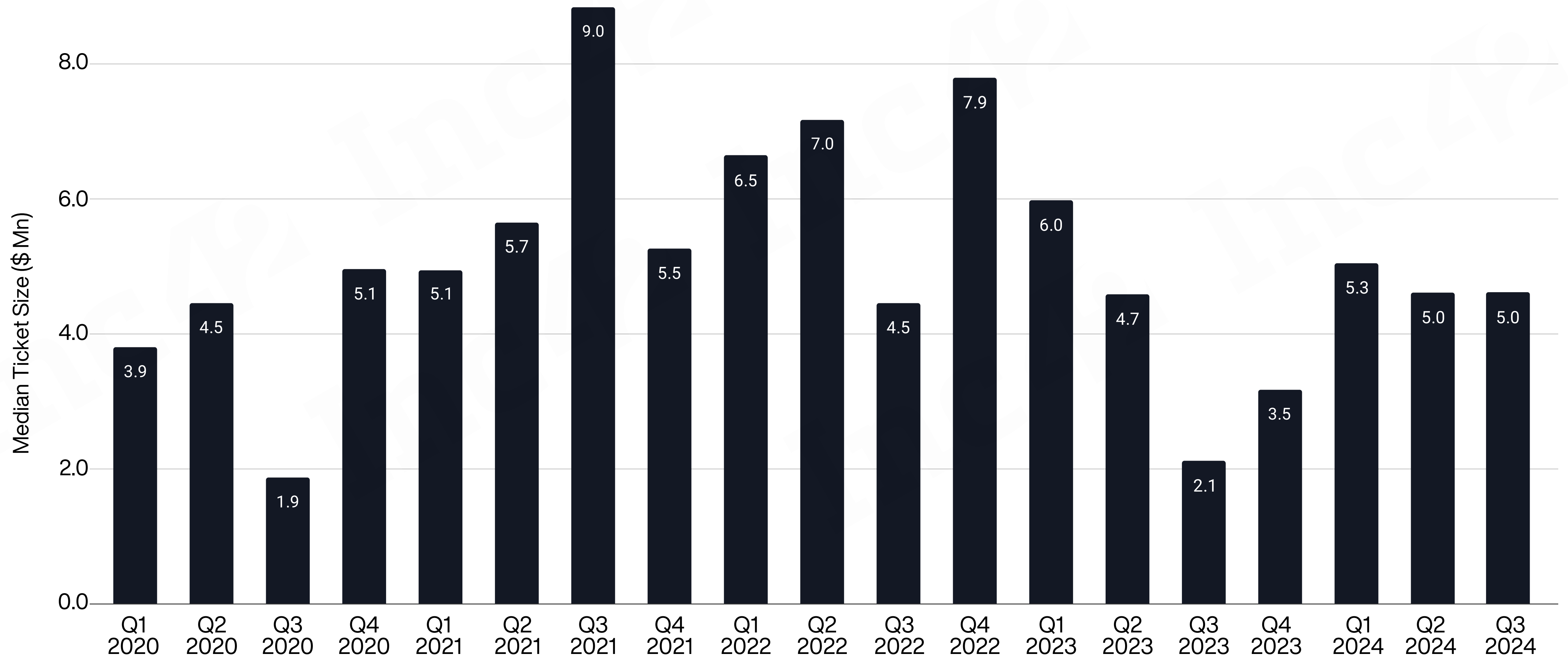
Big Money Moves: Top 10 Indian Fintech Funding Rounds In Q3 2024

Startup Name	Sub Sector	Round Size	Notable Investors
 DRIP/c	Lending Tech	\$113 Mn	GMO Payment Gateway, Sumitomo Mitsui Banking Corporation
 M2P	Fintech SaaS	\$101 Mn	Helios Investment Partners, Flourish Ventures
 neo	Investment Tech	\$47 Mn	Peak XV Partners, MUFG Bank, Euclidean Capital
 FLEXILOANS	Lending Tech	\$35 Mn	Accion, Maj Invest, Nuveen, Fundamentum
DEZERV	Investment Tech	\$32 Mn	PremjiInvest, Elevation Capital, Matrix Partners, Accel
 slice	Lending Tech	\$30 Mn	Neo Asset Management
 AYE [आय]	Lending Tech	\$30 Mn	ABC Impact, British International Investment
 CLXX	Lending Tech	\$26 Mn	Apollo Global Management, Pramod Bhasin, Anil Chawla
 Insurity	Insurtech	\$21 Mn	Creaegis, International Finance Corporation, Nexus Venture Partners
 VAYANA™	Lending Tech	\$21 Mn	SMBC Asia Rising Fund, Quantum Mutual Fund, Jungle Ventures

Source: Inc42

Fintech Funding Median Ticket Size Stalls At \$5 Mn In 2024




In Q3 2024, median ticket size surged by 2.4x time on an YoY basis



Source: Inc42

Note: 2024 data as of September 30




Fintech Funding In India: Stagewise Outlook [2014 - Q3 2024]

Investment Stage	Funding Amount	Deal Count	Median Ticket Size
 Seed Stage	\$1.4 Bn+	660+	\$1.1 Mn
 Growth Stage	\$9.7 Bn+	494+	\$9.5 Mn
 Late Stage	\$18 Bn+	274+	\$30 Mn

Source: Inc42

Note: Based on Indian startup funding deals recorded between 2014 and Q3 2024

Fintech Funding In India: Funding Stagemwise Analysis [Q3 2024]

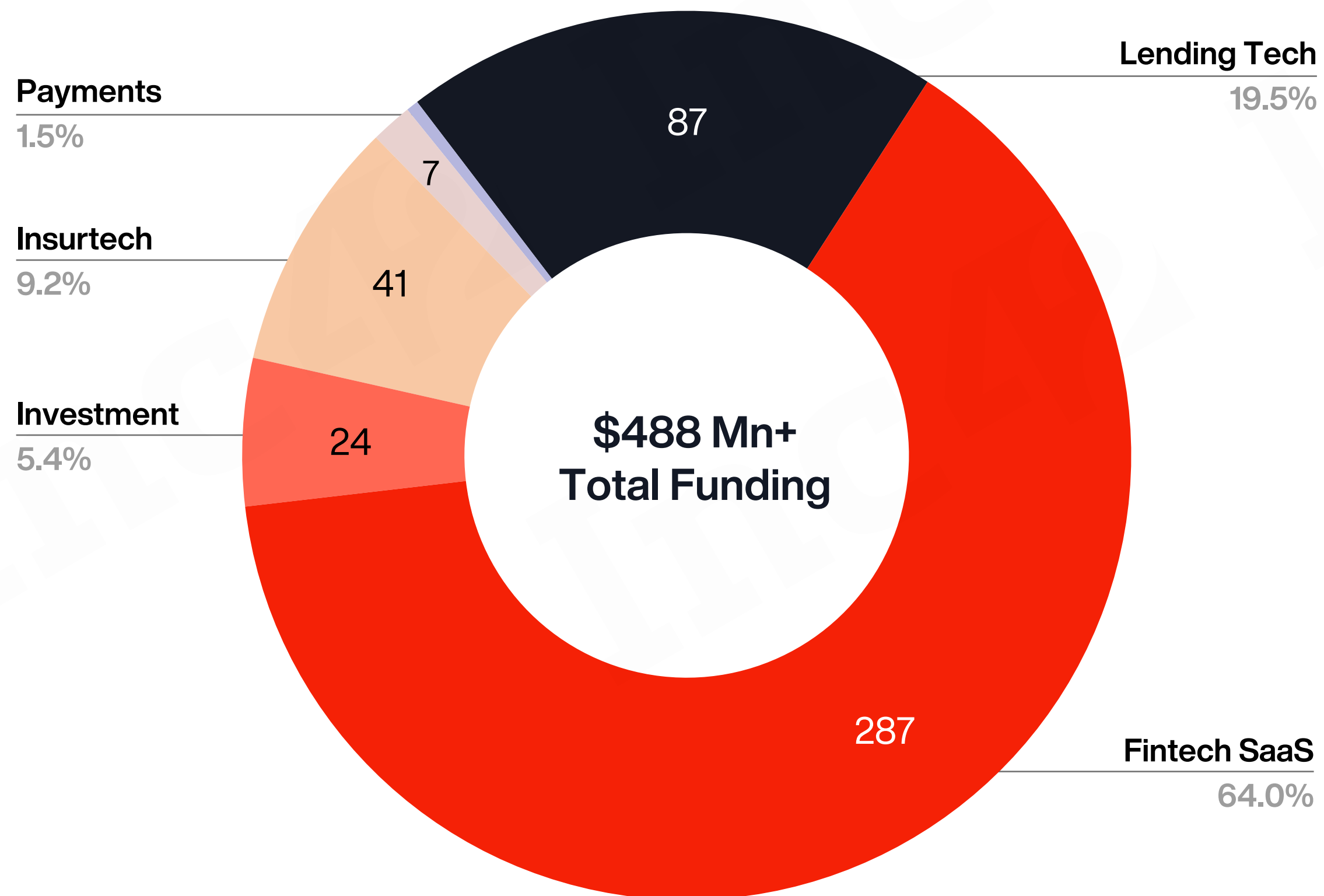
Investment Stage	Funding Amount	YoY Change (%)	Deal Count	YoY Change (%)	Median Ticket Size
 Seed Stage	\$54 Mn+	67%	16+	-11%	\$1.6 Mn
 Growth Stage	\$115 Mn+	-17%	7+	40%	\$15 Mn
 Late Stage	\$490 Mn+	80%	16+	300%	\$23 Mn

Source: Inc42

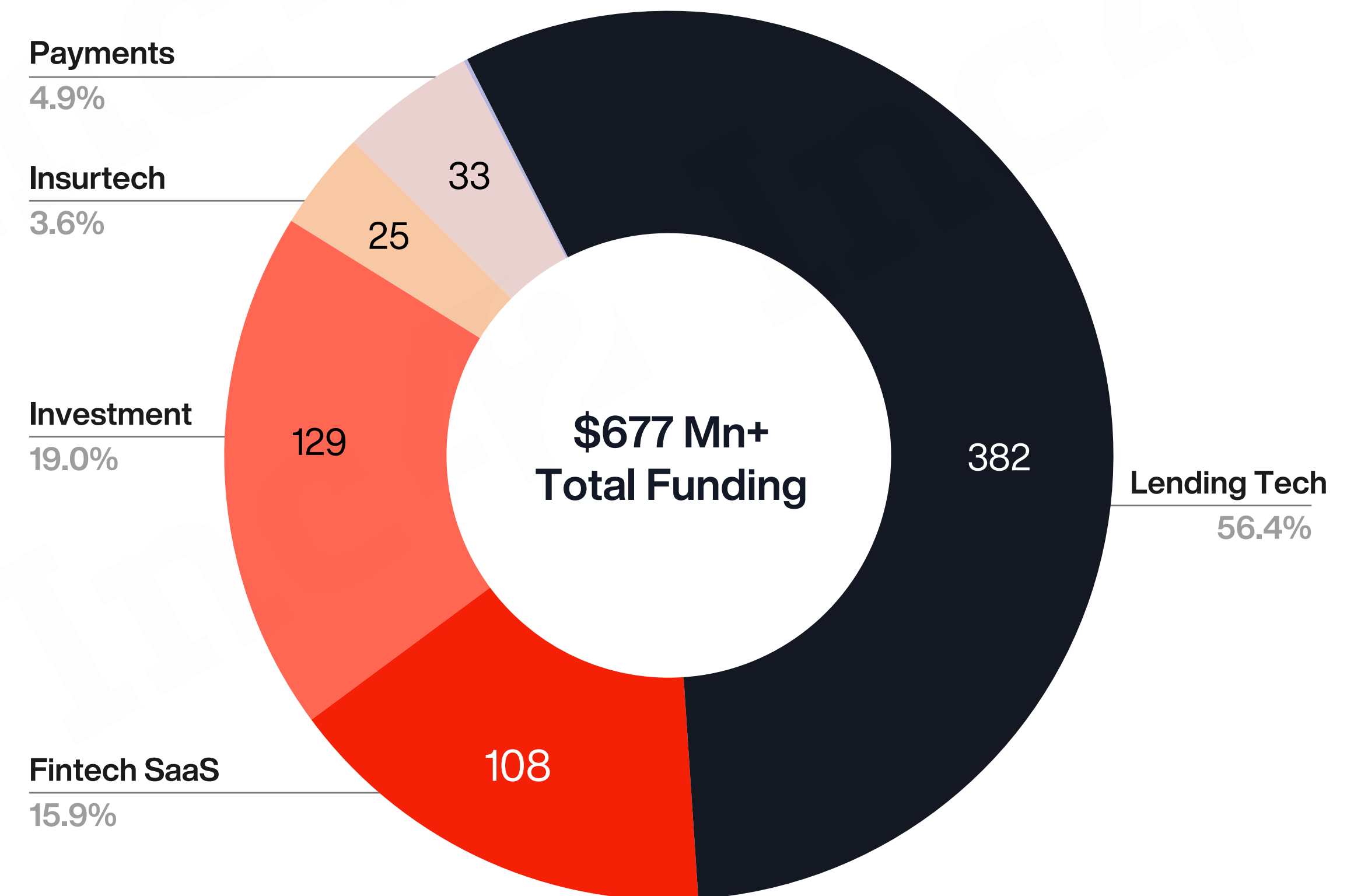
Note: Based on Indian startup funding deals recorded in Q3 2024

Lending Tech Emerged As The Most Funded Fintech Startup Sub Sector In Q3 2024

Q3 2023



Q3 2024

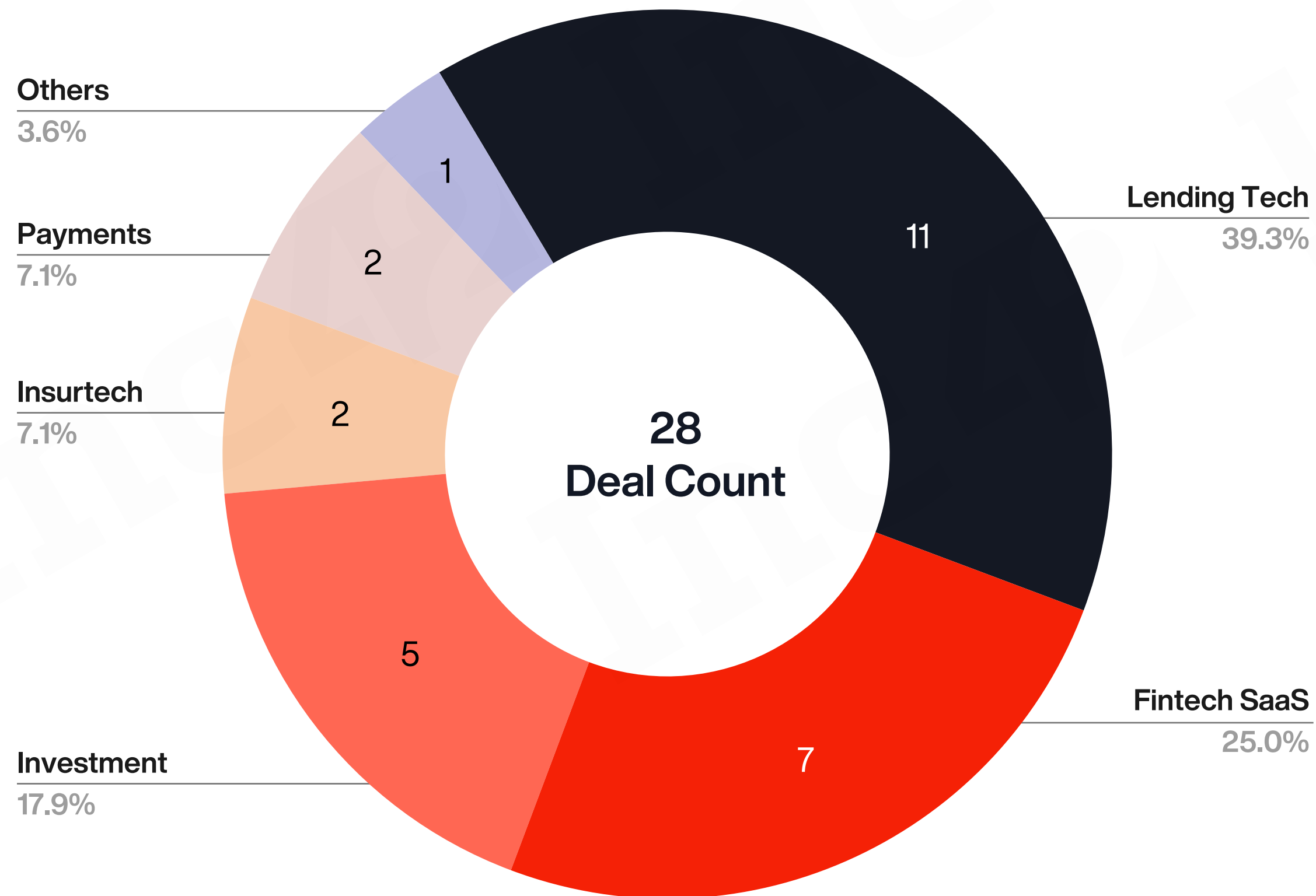


Source: Inc42

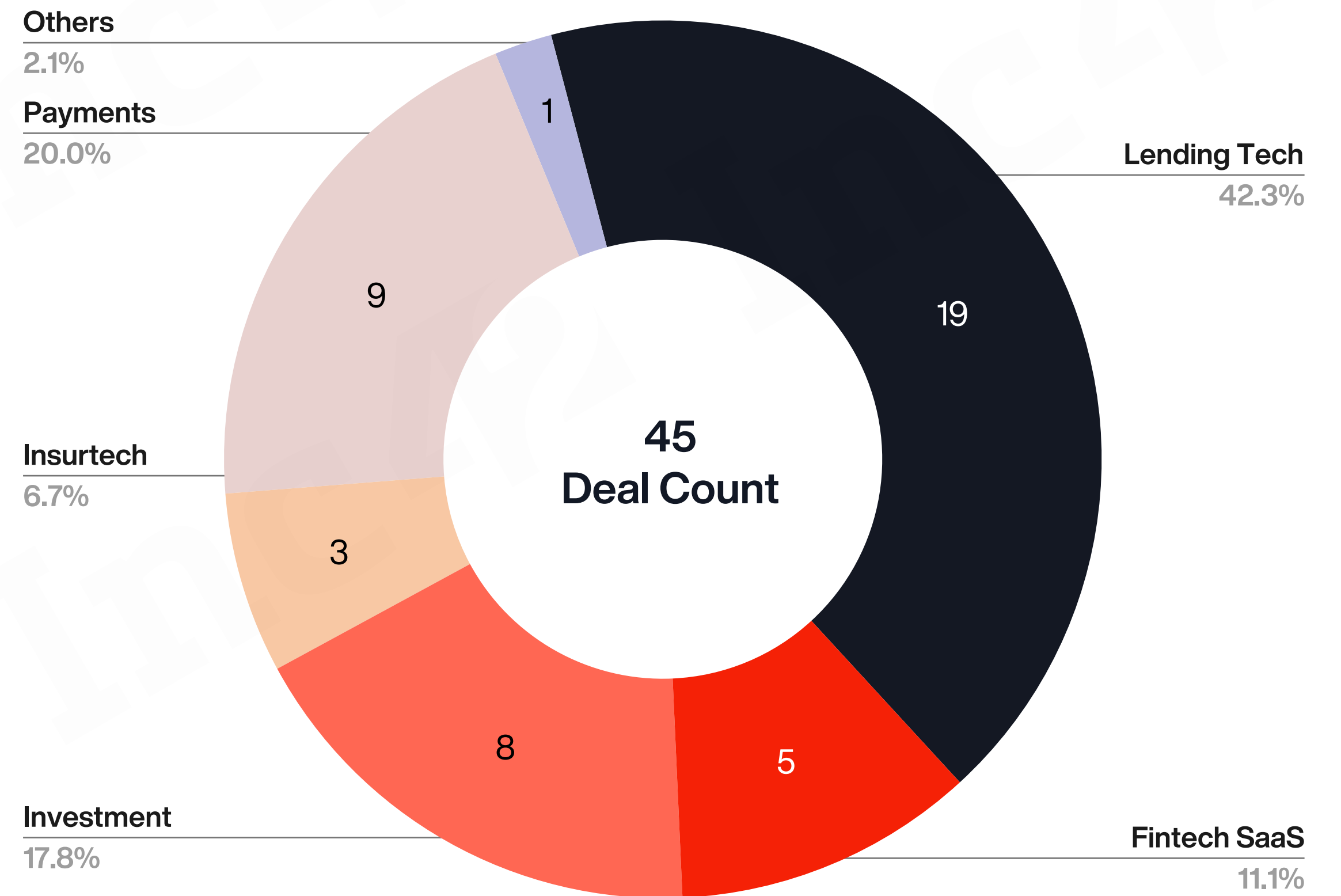
Note: The pie charts shown above depicts overall funding amount amongst different segments

Lending Tech Tops Fintech Sub Sectors In Deal Volume In Q3 2024

Q3 2023



Q3 2024

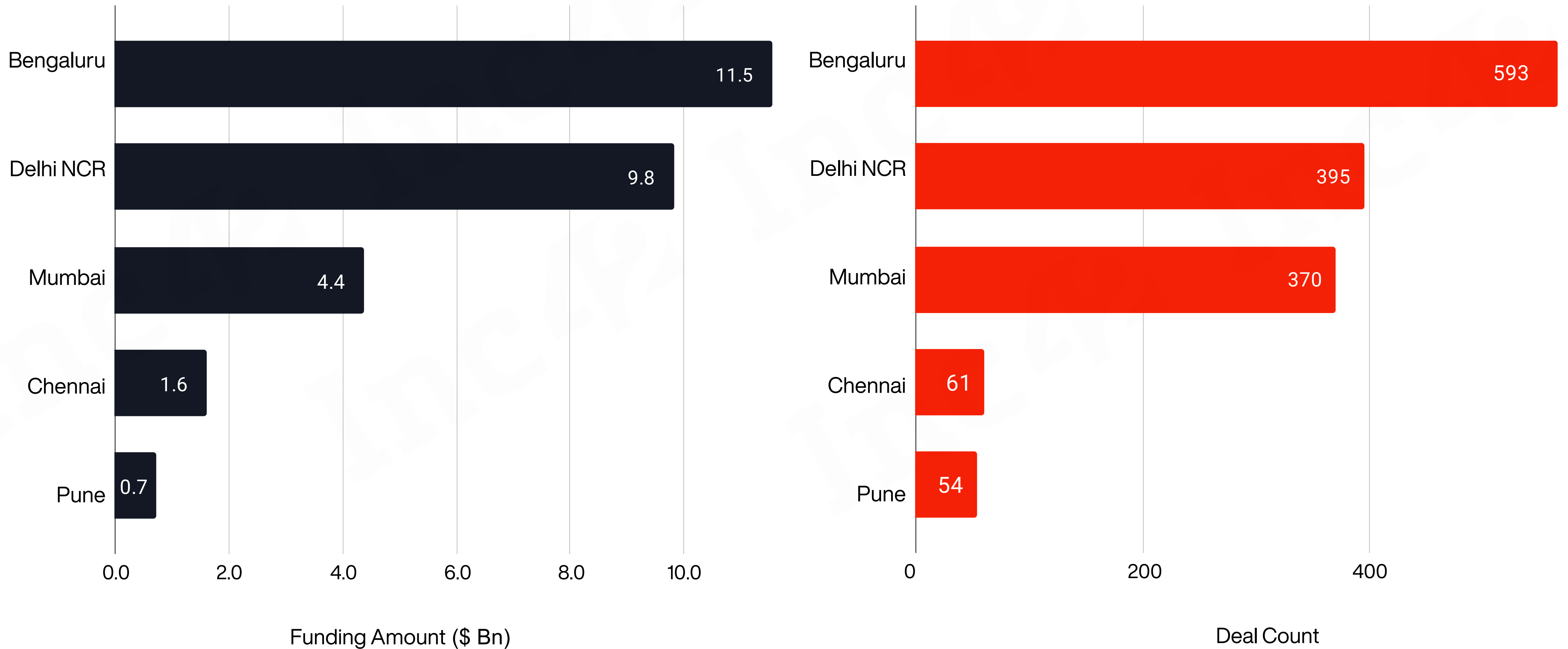


Source: Inc42

Note: The pie charts shown above depicts overall funding amount amongst different segments

Bengaluru Emerge As The Most Funded Fintech Startup Hub [2014 - Q3 2024]

Bengaluru and Delhi NCR account for 76% of the total fintech funding deals recorded since 2014

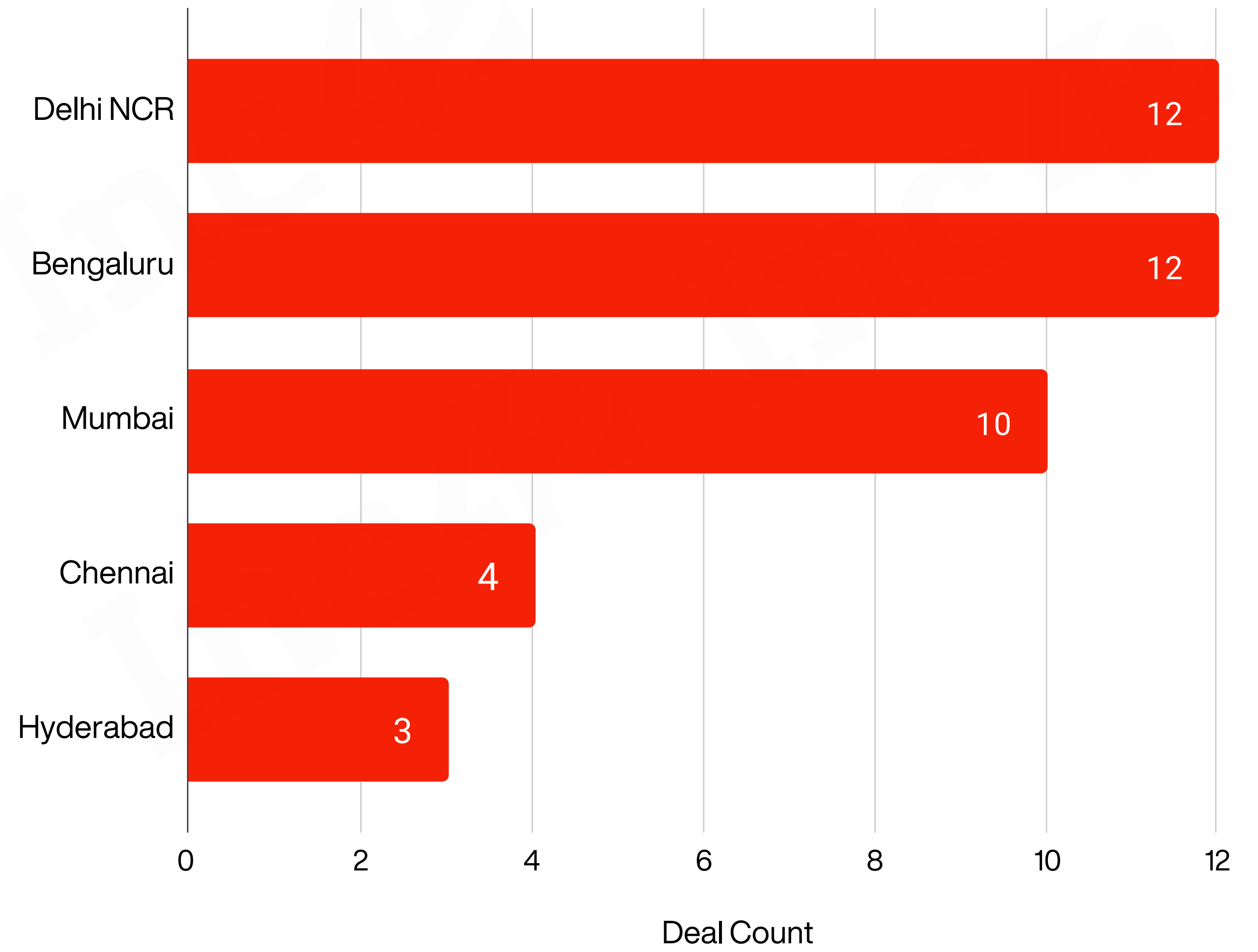
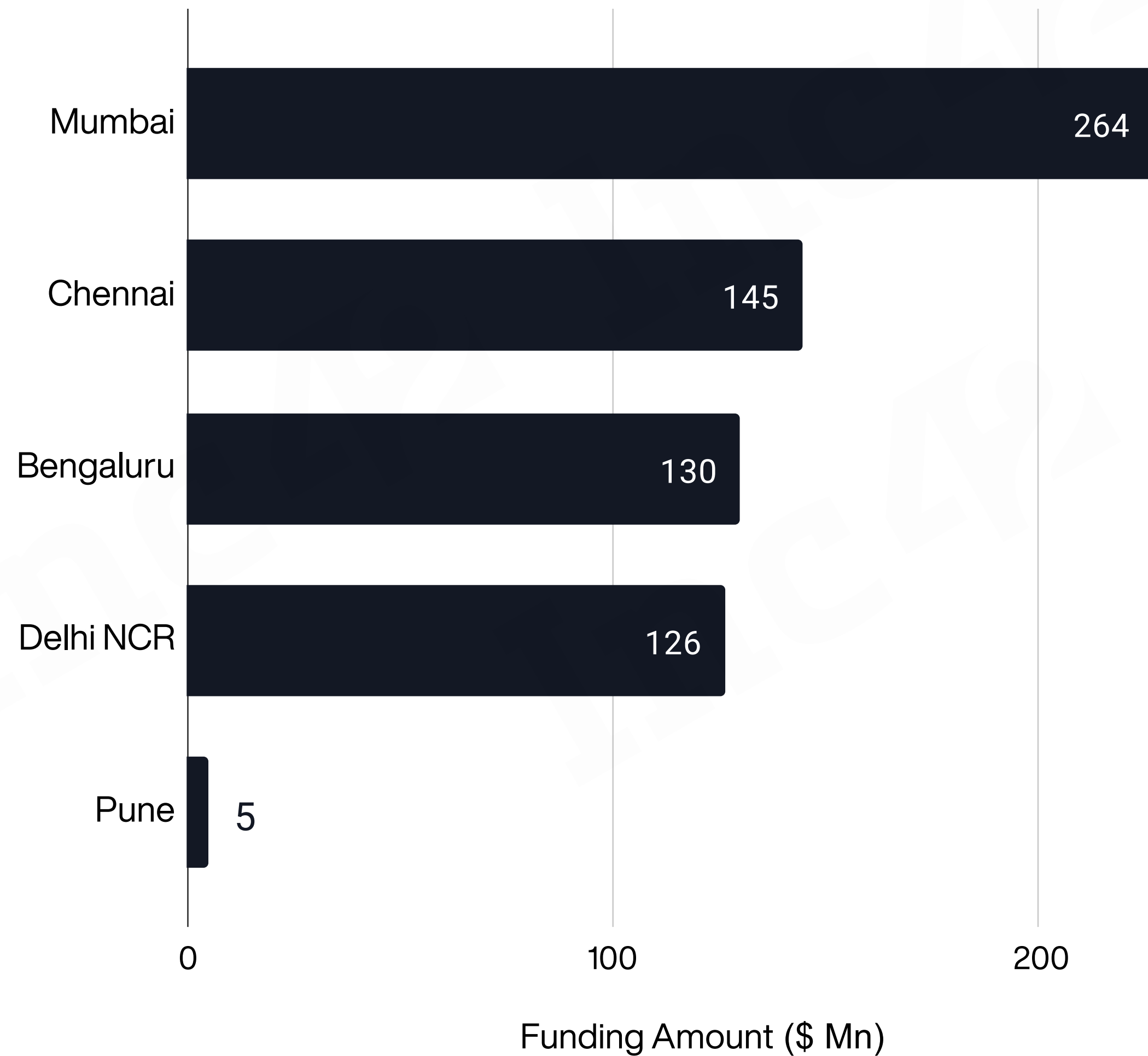


Source: Inc42

Note: Based on Indian startup funding deals recorded between 2014 and Q3 2024

Mumbai And Chennai Emerge As Top Fintech Funding Hubs In Q3 2024

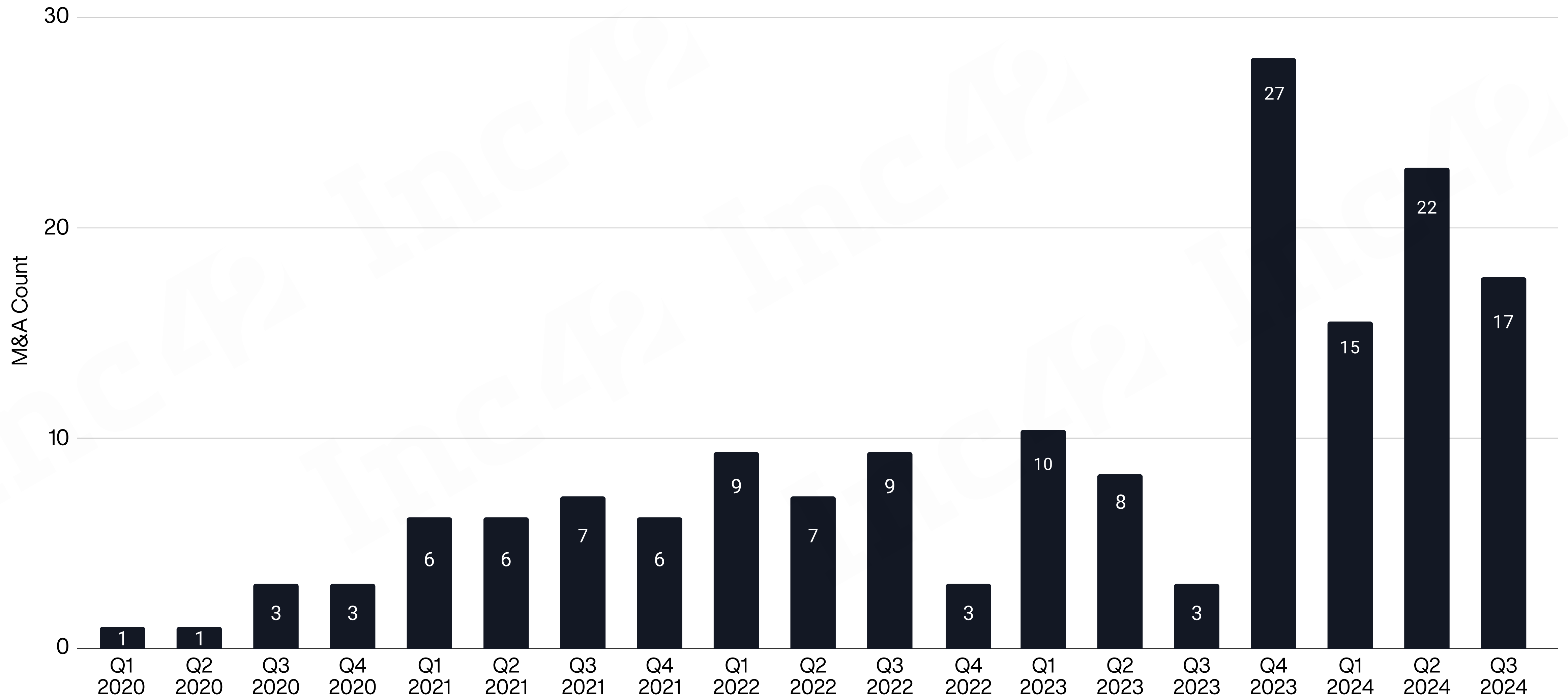
Delhi NCR and Bengaluru dominate in deal volumes



Source: Inc42



Note: Based on Indian startup funding deals recorded in Q3 2024

Fintech M&As Saw 5X Surge In Q3 2024 On YoY Growth






Source: Inc42

Notable Investors Backing Indian Fintech Startups

Investor	Deal Count	Notable Investment
 3ONE4 CAPITAL	25	FloBiz, Klub, Snapmint
 100 UNICORNS	25	LoanTap, Indiagold, Kenko Health, CheQ
 Accel	59	Drip Capital, NiYO, Money View
 BEE NEXT	45	BharatPe, Jupiter, Smallcase
 Better	32	Khatabook, M2P Fintech, Open
 BLUME	32	SlicePay, Smallcase, Turtlemint
 ELEVATION	26	Mintifi, Uni, FamPay
 kalaari capital	23	WeRize, Affordplan, Active.AI
	62	FloBiz, Khatabook, Avail Finance
 OMIDYAR NETWORK	35	Indifi, M2P Fintech, Scripbox

Source: Inc42 Analysis

Note: Based on Indian startup funding deals recorded between 2014 and Q3 2024. This is an representation of a small number of fintech startup investors, not a comprehensive list.

Investor	Deal Count	Notable Investment
 peak xv	91	Razorpay, BharatPe, CoinSwitch, Groww
Ribbit Capital	29	BharatPe, CoinSwitch, Groww, Razorpay
TIGER GLOBAL	56	Razorpay, BharatPe, CoinSwitch, Groww
 Venture Catalysts++ India's 1 st Multi-Stage VC	34	HomeCapital, Castler, BASIC Home Loan
 Combinator	49	Groww, Razorpay, Clear

Source: Inc42 Analysis

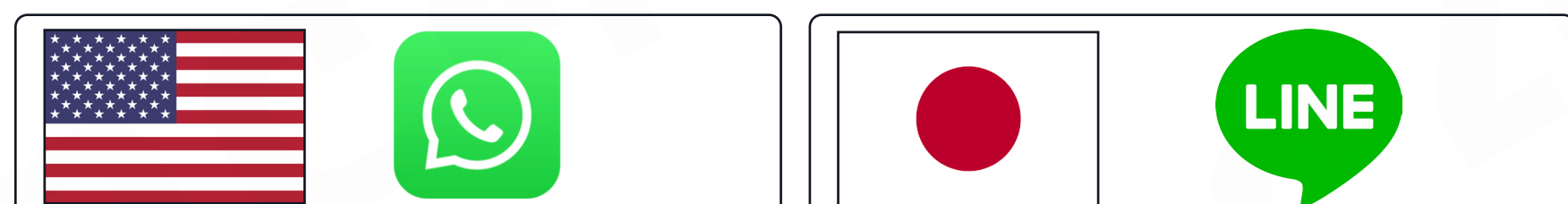
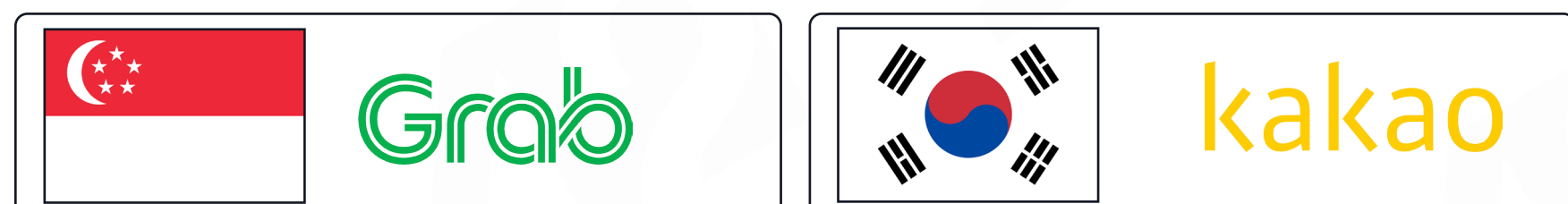
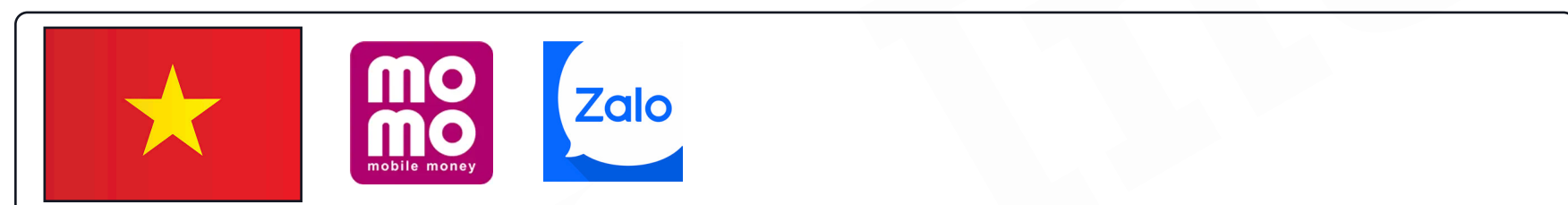
Note: Based on Indian startup funding deals recorded between 2014 and Q3 2024. This is an representation of a small number of fintech startup investors, not a comprehensive list.

Infocus: The Era Of Fintech Super Apps



Global Super Apps Landscape: India & The World

Global Super Apps



Vertical Super Apps: Applications that bundle various products and services within one specific industry, such as fintech or edtech

Horizontal Super Apps: Applications that span multiple industries, offering a diverse range of products and services under one digital roof

Source: Inc42

Note: This is not an exhaustive list.

Indian Super Apps

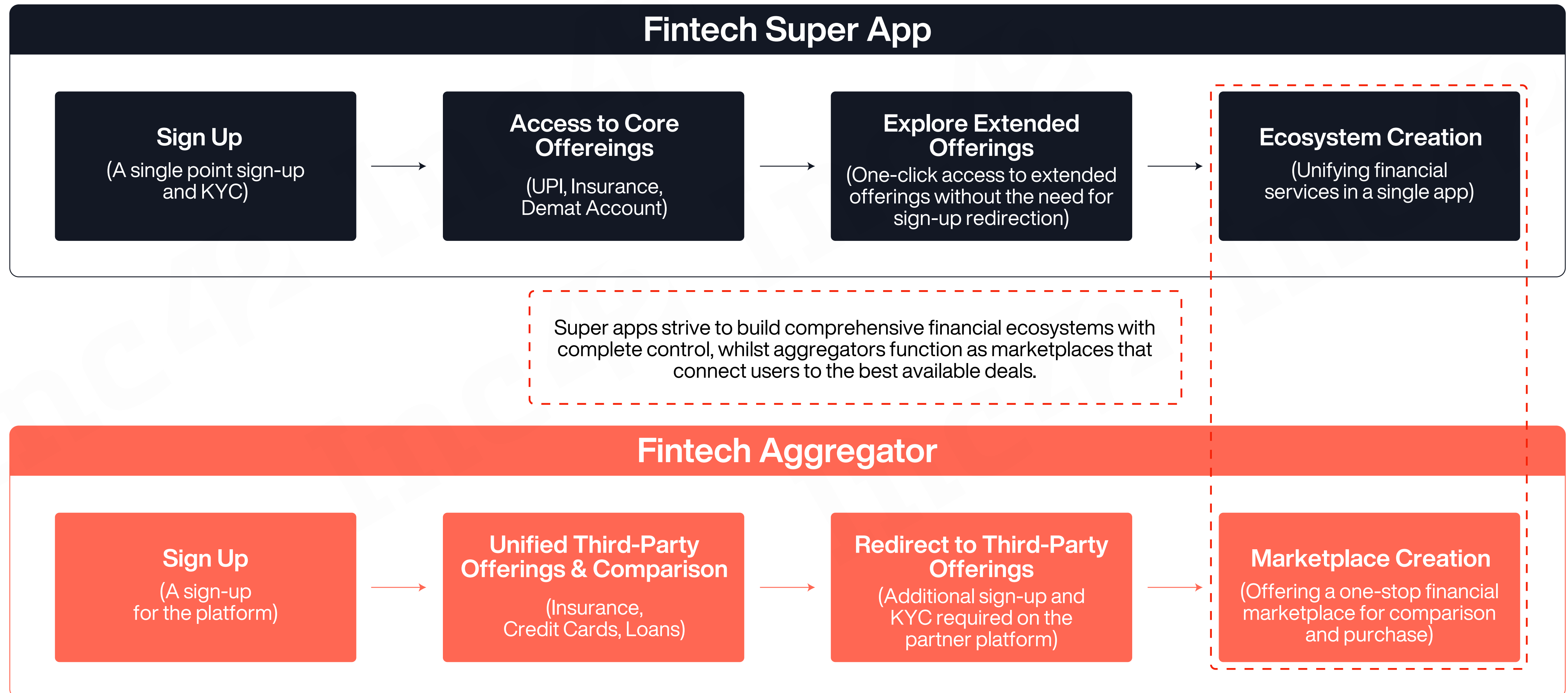


What Is A Fintech Super App, And How Does It Differ From Aggregators?

Parameters	Super App	Aggregator
Business Model	Integrated offerings with direct ownership of the product and services.	Integrated offerings without direct ownership, operating on a marketplace model.
Revenue Model	Multiple revenue streams such as— commissions, transaction fee, advertisement and financial services.	Primarily operate on a commission based revenue model.
User Experience	Single-point login, and end-to-end control over the user journey on the platform.	Requires multiple logins and redirects. It mostly connects customers with third-party service providers.
Platform Control	Super Apps wield significant control, requiring full ownership of their infrastructure.	Aggregators rely heavily on their partners due to their marketplace model.
Customer Relationship	Super Apps with ownership of their offerings have direct customer relationships.	Aggregators, as intermediaries, lack direct customer relationships.
Notable Examples	Paytm, PhonePe, Mobikwik, CRED	Policybazaar, Bankbazaar, Moneyview, IndMoney

Source: Inc42

Fintech Super Apps Vs Aggregators: Decoding The User Journey



Source: Inc42

Fintech Super App Ecosystem In India: Key Statistics

837 Mn+ Total addressable audience projected for India's fintech super apps by 2028

23% Indian fintech unicorns are operating as super apps

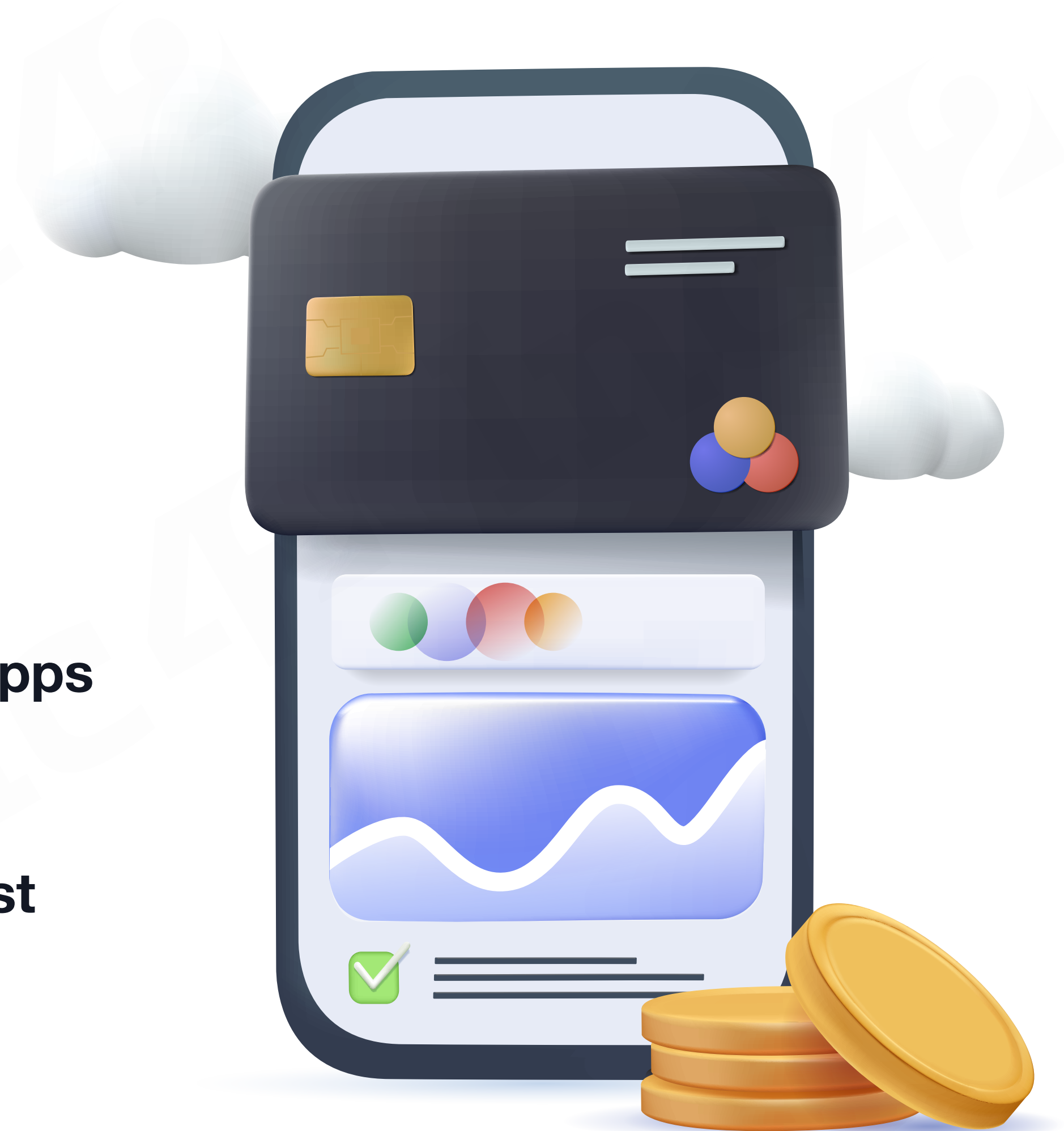
5% Indian fintech soonicorns are operating as super apps

9 years Average operational tenure of Indian fintech super apps

App Fatigue Rising consumer weariness towards managing multiple applications is emerging as a crucial growth catalyst

Incentive Driven Customer Acquisition A key challenge for fintech super apps

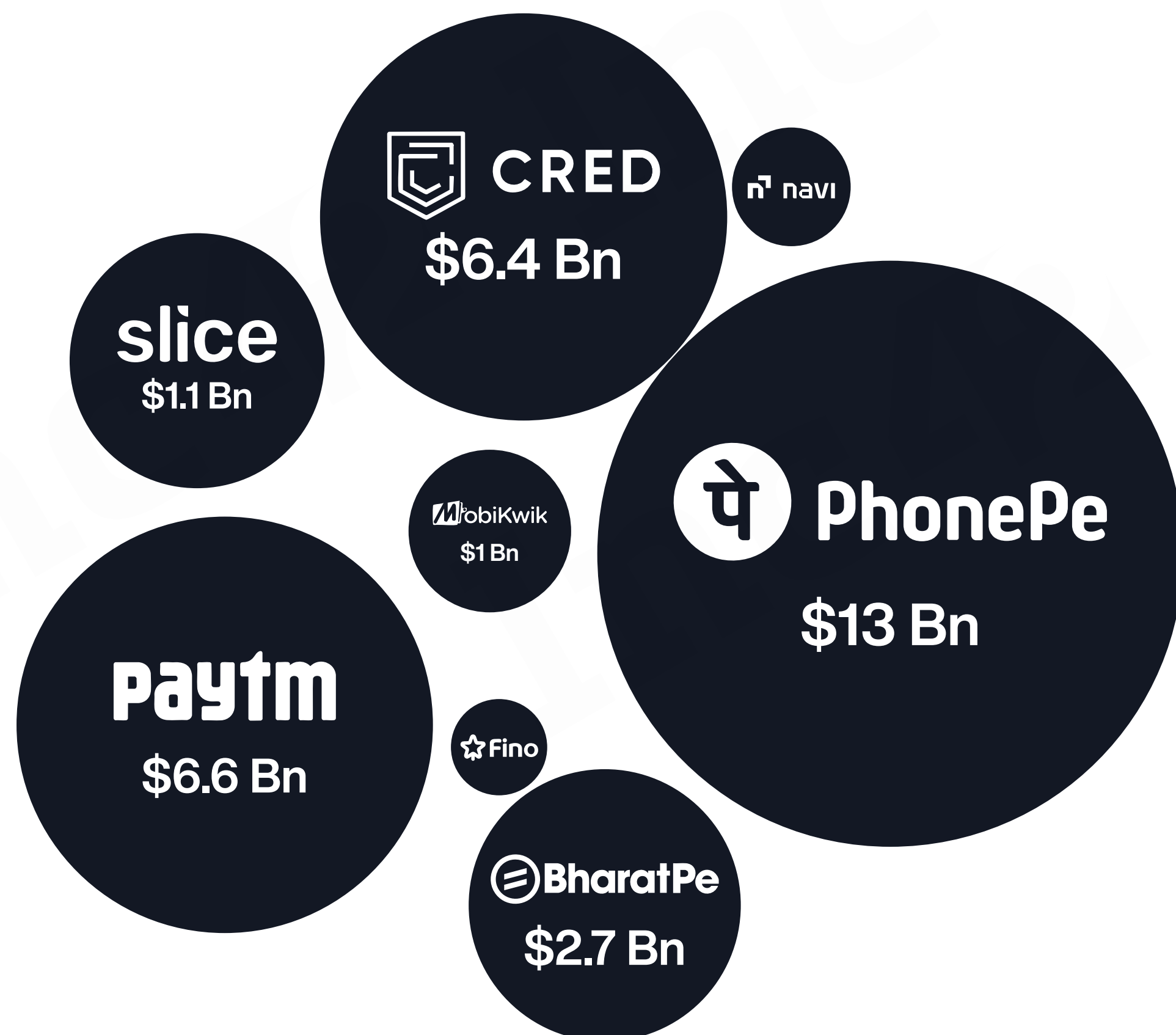
Source: Inc42, Statista



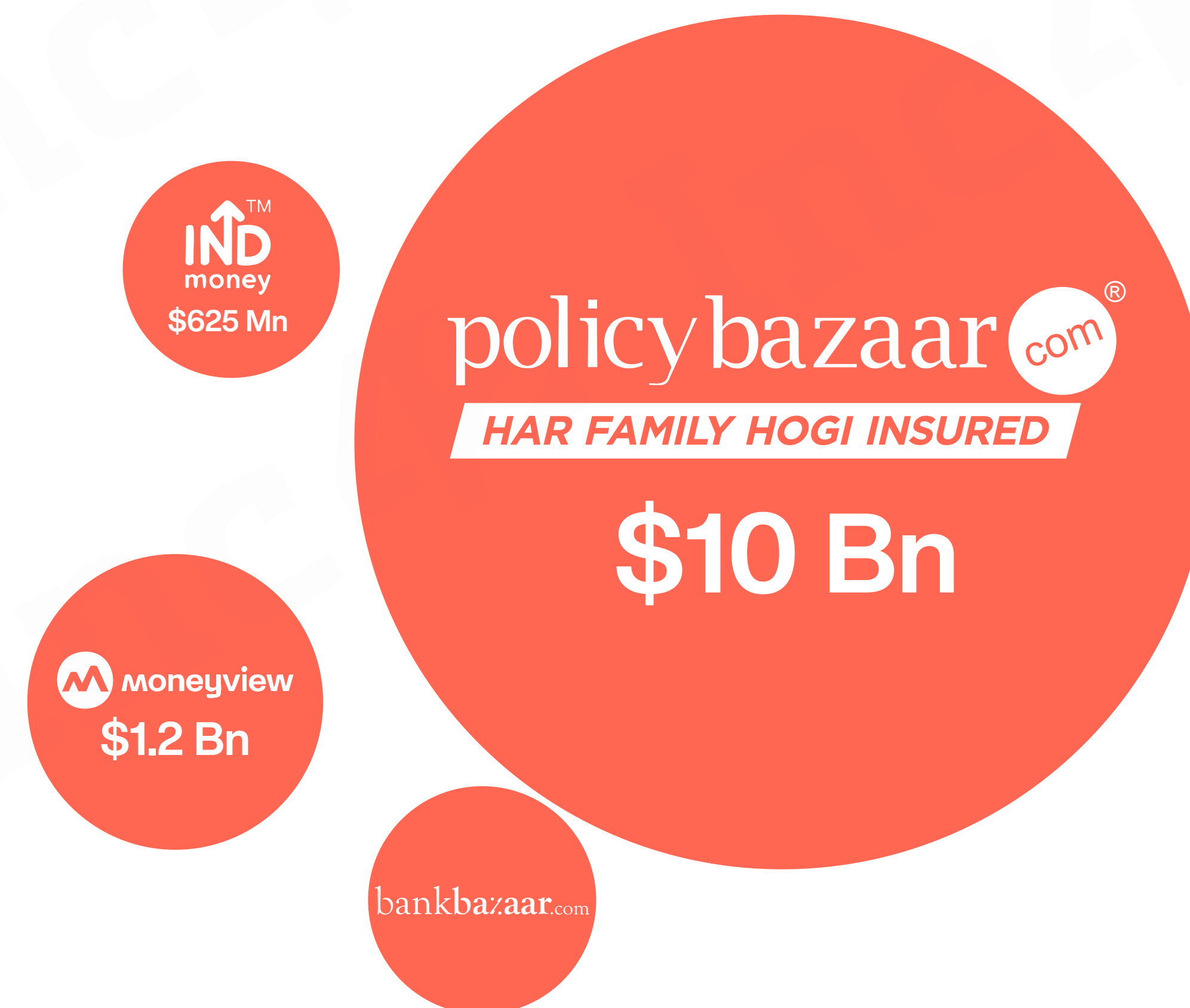
Fintech Super Apps & Aggregators In India: Unicorns & Soonicorns

23% of India's fintech unicorns are super apps, compared to just 5% of soonicorns, suggesting that the super app model works better for well-established companies rather than up-and-coming ones

Fintech Super Apps











Fintech Aggregators



Source: Inc42

Note: This is not an exhaustive list | The valuation of publicly listed companies is as of December 2, 2024

Fintech Super Apps In India: A Comparative Analysis

Company	Total Years Of Operation	Valuation	User Base (2024)	Financial Services Offered
 PhonePe	9 years	\$13 Bn+	500 Mn+	Payments, Banking, Lending, Insurance, Investments
 Paytm	15 years	\$6.6 Bn+	330 Mn+	Payments, Banking, Lending, Insurance, Investments
 CRED	6 years	\$6.4 Bn+	14 Mn+	Payments, Lending, Insurance, Investments
 BharatPe	6 years	\$2.7 Bn+	-	Payments, Lending, Investments
 slice	8 years	\$1.8 Bn+	12 Mn+	Payments, Lending
 MobiKwik™	15 years	\$1 Bn+	150 Mn+	Payments, Banking, Lending, Insurance, Investments
 navi	6 years	\$550 Mn+	15 Mn+	Payments, Lending, Insurance, Investments
 Fino	7 years	\$360 Mn+	13 Mn+	Payments, Banking, Lending, Insurance

Source: Inc42, Company Website & Filings

Note: For private companies, the valuation shown reflects their most recent venture capital funding round.

The valuation of publicly listed companies is as of December 2, 2024

Key Growth Drivers For Fintech Super Apps In India

- ▶ **Internet & Smartphone Adoption:** India has the world's second-largest internet and smartphone user base, just behind China. The current active internet user market is over 759 Mn and is expected to reach 900 Mn by 2025.
- ▶ **Growing Online Shoppers:** India has 225 Mn+ online shoppers (30% of active internet users), projected to reach 500 Mn+ by 2030 at a 12% annual rate. Notably, 60% of new online shoppers are from Tier-3 and smaller cities.
- ▶ **Growing Household Income:** In 2019, 33% of Indian households had an annual income exceeding INR 5 lakhs. By 2030, this is projected to rise to 49%, equivalent to 173 Mn households.
- ▶ **Trend of Market Consolidation:** Startups aspiring for IPOs in India are aggressively focusing on market consolidation to solidify their market share. This consolidation trend is especially significant in facilitating the evolution of super apps, as it allows them to leverage existing user trust from established brands while simultaneously reducing customer acquisition costs and creating valuable cross-selling opportunities.
- ▶ **Growing App Fatigue:** According to Accenture, 90% of Indians prefer a single super app over multiple apps across categories, while Skift research indicates that 97% specifically desire a travel super app—reflecting growing app fatigue among Indian digital consumers.

Source: Inc42 Analysis, Secondary Sources

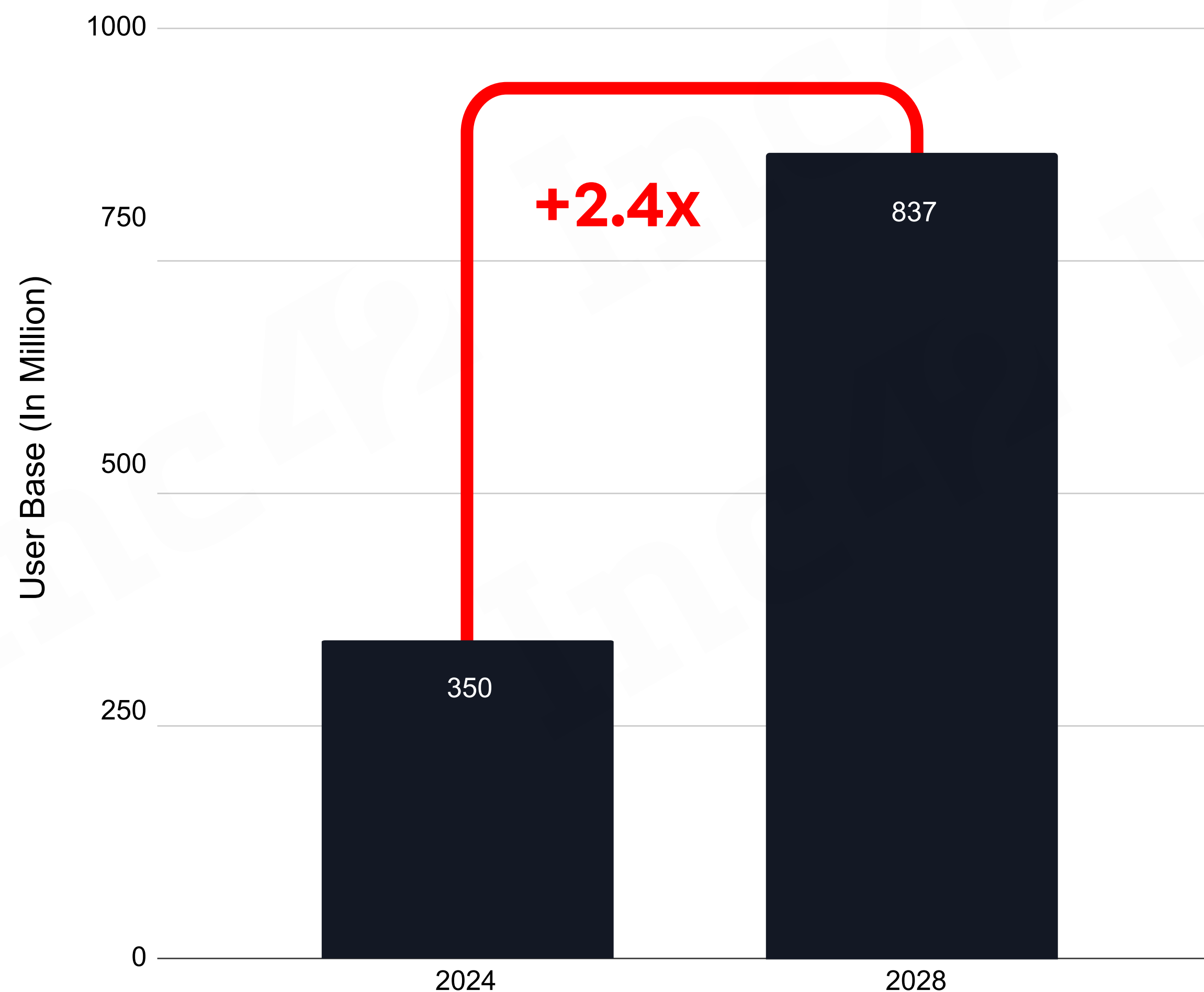
Key Challenges For Fintech Super Apps In India

- ▶ **Regulatory Risk:** India's financial regulations are complex and evolve quickly. Fintech super applications must negotiate several regulatory organisations, including the RBI, SEBI, and IRDAI. Meeting compliance requirements across diverse financial services including payments, lending, insurance, and investments is particularly tough when offering them all on the same platform.
- ▶ **Brand Loyalty And Competition:** The Indian fintech market is highly competitive with numerous players offering specialised services. Super apps must compete with both established banks and nimble startups while trying to differentiate themselves. The challenge lies in maintaining quality across multiple services while competing with specialised providers.
- ▶ **Unit Economics And Profitability:** Many fintech super apps struggle with profitability despite high user numbers. The challenge lies in managing customer acquisition costs, building sustainable revenue models, and achieving profitability across different service lines while keeping services affordable for price-sensitive Indian consumers.
- ▶ **Incentive Driven Customer Acquisition:** Most consumer internet apps in India rely heavily on rewards and cashbacks for user acquisition, activation and retention. This often leads to users being loyal to discounts rather than the apps themselves. Such behaviour could hinder fintech super apps from effectively cross-selling their suite of products while building a sustainable ecosystem on their platforms.
- ▶ **Data Security:** According to an IBM Security report, the average cost of a data breach in India's financial sector reached INR 17.6 Cr in 2023, a 28% increase from previous years. These incidents have heightened user apprehension about storing multiple financial credentials on a single platform. Several notable fintech players including Mobikwik and Juspay have witnessed data breaches.

Source: Inc42 Analysis, Secondary Sources

Fintech Super Apps In India: By 2028, It Will Reach 837 Mn+ Mark

Paytm and Phonepe are the top players in Indian super apps market



















Source: Statista

How fintech players can achieve higher total addressable audience:

- ▶ **Enhanced customer experience:** Enabling fintech players to reach broader audiences, including standalone fintech solutions.
- ▶ **Access to unserved rural markets:** The wide reach of super apps penetrate tier 2, and tier 3 cities, and rural areas, enabling fintech players to tap into previously underserved populations.
- ▶ **Data driven personalisation:** Super apps leverage user data to offer personalised financial solutions, improving customer engagement and driving cross-selling opportunities for fintech companies.

Global Vs. India: Chinese Apps Dominate, WeChat And Alipay Emerge As The Top Fintech Super Apps

Company	User Base	Origin
 WeChat	1.3 Bn+	 China
 Alipay	660 Mn+	 China
 PhonePe	500 Mn+	 India
 PayPal	426 Mn+	 USA
 paytm	300 Mn+	 India
 MobiKwik™	150 Mn+	 India
 CRED	14 Mn+	 India
 slice	12 Mn+	 India

Source: Inc42 Analysis

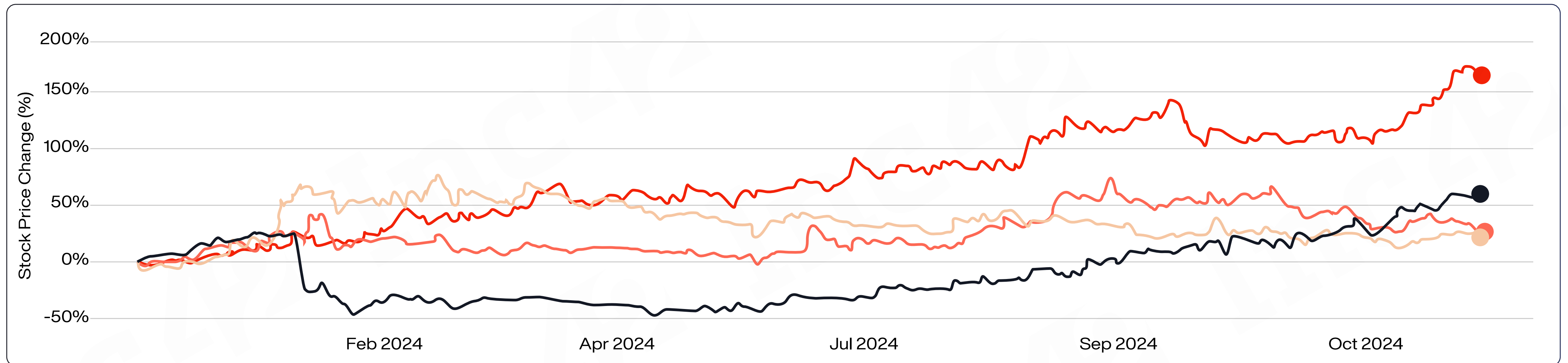
Note: Insights about market size based on the total user base of fintech super apps in China, USA, and India

Secret to Southeast Asia's Fintech Success: Unpacking The Factors Behind The Region's Super App Boom

- ▶ **Early Mover Advantage:** Many Southeast Asian countries had a head start in developing digital infrastructure, which allowed them to establish a strong foundation for super apps. For instance, Indonesia's Go-Jek, launched in 2010, was one of the first ride-hailing apps in the region.
- ▶ **Fragmented Market:** The region's fragmented market, with many local players, has allowed super apps to fill the gaps and provide a one-stop shop for users. This has enabled them to offer various services, from ride-hailing to food delivery, e-commerce, and financial services.
- ▶ **Partnerships and Collaborations:** Many super apps in Southeast Asia have formed partnerships with local businesses, startups, and other players to expand their offerings and reach. This has enabled them to tap into existing networks and expertise, accelerating their growth.
- ▶ **Data-Driven Approach:** Super apps in Southeast Asia have leveraged data analytics to better understand user behavior, preferences, and needs. This has allowed them to refine their services, improve the user experience, and increase engagement.
- ▶ **Government Support:** Governments in Southeast Asia have been actively promoting digital innovation and entrepreneurship, providing support through policies, funding, and regulatory frameworks. This has helped create a conducive environment for super apps to thrive.

Source: Inc42 Analysis, Secondary Sources

Fintech Super App Ecosystem In India: Key Statistics



	LTP	(YTD) Price diff.	(YTD) % change
■ One97 Communications	₹984.25	+₹368.45	↑ 59.83%
■ PB Fintech Ltd	₹2,104.05	+₹1,303.20	↑ 162.73%
■ Fino Payments Bank Ltd	₹324.40	+₹60.95	↑ 23.14%
■ Infibeam Avenues	₹27.36	+₹4.41	↑ 19.22%

Source: NSE, Inc42

Note: Latest stock market data as on December 13th, 2024

Methodology

Since 2014, Inc42 has been go to source for identifying Indian startups transforming industries and shaping society.

“State Of Indian Fintech Report 2024” represents the Inc42 team’s endeavor to chart and comprehend the evolution of the Indian startup revolution from 2014 to the present day.

For this reports:

- **Fintech Super App:** A financial technology company that primarily operates through a mobile app, delivering multiple in-house financial products and services within a single platform, without relying on external partnerships.
- Overall data in this report is from June 2014 to the present day, unless mentioned otherwise
- **Seed stage:** Startup at angel or seed stage
- **Growth stage:** Startups at Series A and B funding stage
- **Late stage:** Startups at Series C or above funding stage
- Unicorn refers to any digital / tech company valued at or above \$1 Bn or have touched this valuation once in their business lifecycle.
- A soonicorn is any public or private digital/tech company valued at or above \$200 Mn.
- Our database enrichments and corrections are done on a regular basis, therefore slight variations in funding-related data compared to previously released reports may exist



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Born in January 2015, Inc42 has become the leading source for news & analysis on India's rapidly growing tech, startup & internet economy. Inc42, with over 40,000+ published stories, 100+ research reports, 120+ conferences & events & having featured 1000s of entrepreneurs, now reaches over 25 Mn+ tech leaders & professionals every month.

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