



# THE (COVID) ERA OF RISING FINTECH

2021 - The Year Digital Payments  
Went Mainstream

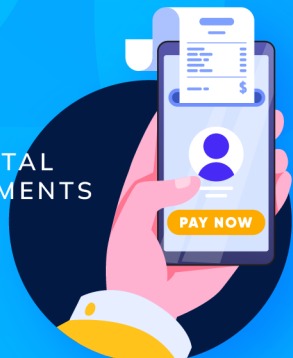
10<sup>th</sup> edition



The 10th edition of The (Covid) Era of Rising Fitech report studies the remarkable growth in digital payments in 2021, with the preceding year (2020) serving as a benchmark. The findings clearly suggest that if 2020 saw a boom in digital payments, 2021 witnessed a veritable explosion.

# FINFACTS

## DIGITAL PAYMENTS



# 104%

2021 witnessed a spectacular spurt in digital payments compared to 2020, with total transactions growing by **104%**.

# 174%

UPI (63.02%), cards (25.92%), netbanking (5.98%), wallets (2.47%) and e-mandates (1.58%), were the preferred modes of payment contributing to over 98% of overall digital transaction volumes. UPI saw a stunning growth of **174%** from 2020 to 2021.



## PAY-LATER



# 637%

Pay-later transactions also witnessed a **637%** spike in transaction volume from 2020 to 2021, suggesting that India is set to be a huge market for BNPL.



# 18.08%

From 2020 to 2021, Food and Beverages (**18.08%** of total transaction volume) emerged as the largest sector, closely followed by Financial Services (17.99%), Games (13.99%), Utilities (13.70%), and E-commerce (11.85%).

# 208.82%

**States** which saw the highest growth from 2020 to 2021 are Delhi (**208.82%**), Goa (162.54%), Jammu and Kashmir (161.44%), West Bengal (156.54%), and Sikkim (122.46%).



Tier-2 cities

# 45.56%

Tier-3 cities

# 54.33%



From 2020 to 2021, there was consistent growth across cities, with New Delhi (493.23%), Jammu (166.21%), Kolkata (162.61%), and Ahmedabad (112%) topping the list. Tier-2 cities and Tier-3 cities were not to be left behind, recording growth of **45.56%** and **54.33%** in transaction volumes respectively.



# 45.56%

With an increased demand for games among consumers, this sector grew across the country. Interestingly, Tier-3 cities saw the highest growth in online gaming with transaction volumes growing by 45.56% from 2020 to 2021.

Telecom bills

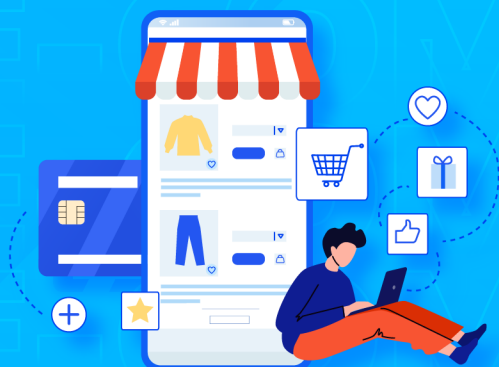
# 3640.29%

Electricity bills

# 2353.24%



With Digital transactions becoming a popular choice in everyday households, telecom and electricity bills saw the highest growth in transaction volume at 3640.29% and 2353.24% respectively from 2020 to 2021.



Wholesale E-commerce

# 1500%

Almost one-third of all E-commerce transactions took place during the festive season (Sep - Nov). Wholesale e-commerce grew by over 1500% from 2020 to 2021 indicating digital adoption among SMBs.

Professional courses

**217.93%** 

With the booming Edtech industry, the education sector continues to adopt digital with online transactions for professional courses growing at 217.93% from 2020 to 2021.



Fitness transactions

**611.2%** 

Consumers perhaps became more health-conscious with fitness-related transactions growing by 611.2% from 2020 to 2021.

Doctors

**226.4%** 

Lab transactions

**308%** 

More and more doctors went online with transaction volumes growing by 226.4%; lab transactions grew by 308% from 2020 to 2021.

# PEER-TO-MERCHANT ONLINE TRANSACTIONS (2020 VS 2021)

■ 2020 ■ 2021

## Contribution of Top 5 States

Karnataka  
**20.22%**



Maharashtra  
**16.54%**



Andhra Pradesh  
**10.43%**



Delhi  
**9.93%**



Tamil Nadu  
**9.77%**



Delhi  
**18.69%**



Karnataka  
**16.02%**



Maharashtra  
**13.41%**



Andhra Pradesh  
**9.03%**



Tamil Nadu  
**9.02%**



## Contribution of Top 5 Cities

Bengaluru  
**26.44%**

Hyderabad  
**11.65%**

Pune  
**9.81%**

Delhi  
**8.1%**

Mumbai  
**7.59%**

Delhi  
**24.47%**

Bangalore  
**20.25%**

Hyderabad  
**9.53%**

Kolkata  
**6.95%**

Mumbai  
**6.80%**



With the rise of revenge tourism Goa, Jammu and Kashmir and Sikkim saw a whopping growth in digital transactions at 162.54%, 161.44%, and 122.46% respectively from 2020 to 2021.

■ 2020 ■ 2021

## Contribution of Top 5 Sectors

Financial Services

**24.74%**



Games

**16.02%**



Utilities

**13.67%**



Food and Beverages

**13.17%**



E-Commerce

**13.1%**



Food and Beverages

**18.08%**



Financial Services

**17.99%**



Games

**13.99%**



Utilities

**13.70%**



E-Commerce

**11.85%**



People ordered in to satisfy their food cravings, as online food orders saw a massive growth of 284.89% from 2020 to 2021.

## Most Impacted Sectors: Growth & Decline (2020 vs 2021)

Growth

Services

**769.86%** ↑↑

Government bodies

**220.98%** ↑↑

Logistics

**132.29%** ↑↑

Housing and Real Estate

**315.65%** ↑↑

Food and Beverage

**179.75%** ↑↑



No sector witnessed a decline in 2021