



ONE MOBIKWIK SYSTEMS LIMITED

One Mobikwik Systems Ltd.

Rating
SUBSCRIBE

Issue Opens On
Dec 11, 2024

Issue Closes On
Dec 13, 2024

Listing Date
Dec 18, 2024

Price Band (INR)
265 – 279

Issue Size (INR Mn)
5,433 – 5,720

Company Overview:

MobiKwik's business model revolves around a two-sided payments network that connects consumers and merchants, with core offerings spanning both payment and financial services. Its payment services include facilitating transactions through MobiKwik Wallet, UPI, cards, and MobiKwik ZIP for utility bill payments, merchant payments, and money transfers. Merchants also benefit from these payment methods, along with QR codes, Soundbox, and EDC devices. The company's financial services division encompasses MobiKwik ZIP (buy now, pay later), ZIP EMI (personal loans), and investment products such as mutual funds, digital gold, and fixed deposits.

The company's subsidiary, Zaak ePayment Services Private Limited (Zaakpay) functions as a payment gateway, processing transactions for both MobiKwik users and external merchants. The company has strategically shifted towards higher-margin financial services, capitalizing on its existing payment services user base to fuel this transition. The company's continued growth will depend on its ability to expand its financial services offerings, grow its merchant network, and navigate the evolving competitive and regulatory landscape in India's fintech industry.

Outlook and Valuation:

MobiKwik operates in India's fast-growing digital payments and financial services market, which offers significant long-term growth opportunities. The company has strategically shifted towards higher-margin financial services, capitalizing on its established payment user base to drive this transition. Its focus on promoting financial inclusion, particularly among the credit-underserved population, further strengthens its growth prospects. MobiKwik has reported a 29% revenue CAGR from FY22 to FY24 and reached EBITDA-level profitability in the current fiscal year.

In comparison to its peers like PhonePe, Paytm, and PayPal, MobiKwik significantly lags in registered user base and diversified service offerings. While the company has carved out a niche in ZIP and ZIP EMI offerings, with a growing Financial Services vertical and a low CAC/user, the company is poised to build and attract a bigger pie. The post issue Price to Sales of 2.5x seems reasonable compared to its peers. Considering these factors, we assign a **"SUBSCRIBE"** rating to MobiKwik IPO.

OFFER STRUCTURE

Particulars	IPO Details
No. of shares under IPO (Mn)	20.5
Fresh issue (# shares) (Mn)	20.5
Offer for sale (# shares) (Mn)	NA
Price band (INR)	265 – 279
Post issue MCAP (INR Mn)	20,587 – 21,674

Source: IPO Prospectus

Issue	# Shares	INR Mn	%
QIB	1,53,76,344	Min. 4,290	Not less 75%
NIB	30,75,269	Max. 858	Not more than 15%
Retail	20,50,179	Max. 572	Not more than 10%
Net Offer	2,05,01,792	5,720	100%

Source: IPO Prospectus

Shareholding Pattern	Pre-Issue (%)	Post-Issue (%)
Promoters & Promoters Group	34%	25%
Others	66%	75%
Total	100%	100%

Source: IPO Prospectus

Objects of the Offer	
Funding organic growth in financial services business	1,500
Funding organic growth in payment services business	1,350
Research and development in data, ML and AI and product and technology	1,070
Capital expenditure for our payment devices business	703
General Corporate	1097

BRLM	
SBI Caps	
DAM Capital	

Indicative Timetable	
Offer Closing Date	Friday 13 th Dec'24
Finalization of Basis of Allotment with Stock Exchange	Monday 16 th Dec'24
Initiation of Refunds	Tuesday 17 th Dec'24
Credit of Equity Shares to Demat accounts	Tuesday 17 th Dec'24
Commencement of Trading of Eq. shares on NSE	Wednesday 18 th Dec'24

Source: IPO Prospectus

Particulars (In INR Mn)	FY22	FY23	FY24
Revenue	5,266	5,395	8,750
EBITDA	-1,321	-776	219
EBITDA Margin (%)	-25%	-14%	3%
Profit After Tax	-1,282	-838	141
PAT Margin (%)	-24%	-16%	2%
Net Worth	2,165	1,427	1,626
RONW (%)	-59%	-59%	9%

Source: IPO Prospectus

One Mobikwik Systems Ltd.

Company Overview:

Business model:

The company operates a two-sided payments platform connecting consumers and merchants. Key businesses include:

- 1. Payment Services:** Consumers use MobiKwik Wallet, UPI, cards, and MobiKwik ZIP for bill payments, merchant transactions, and money transfers. Merchants accept payments via these methods, online or through QR codes, Soundbox, and EDC devices.
- 2. Financial Services:** The company offers credit products, including MobiKwik ZIP (pay-later), ZIP EMI (personal loans), and Merchant Cash Advance (merchant loans), in partnership with lending partners.

Category	Payment Services	Financial Services
Products/ Solutions	Merchant payment ecosystem	MobiKwik ZIP (30 days product)
	Recharge and bill payments	MobiKwik ZIP EMI (3-24 month product)
	Credit card bill payments	Merchant Cash Advances (3-24 month product)
	UPI Ecosystem	
Revenue Model	Merchant fees	Merchant fees
	Convenience fees (User)	One-time activation fees
		Late payment fees and penal charges
		Sourcing and collection fees
Revenue Drivers	Registered and new users	Activated users
	Payment GMV	Percentage of repeat users
	Payment mix (credit card, UPI, debit card, wallet, etc.)	Digital Credit GMV
		Average ticket size

Source: IPO Prospectus, DevenChoksey Research

Revenue segmentation:

Segments	FY22	% of revenue	FY23	% of revenue	FY24	% of revenue
Payment Services (INR Mn)	4,289	81%	2,544	47%	3,171	36%
Financial Services (INR Mn)	977	19%	2,850	53%	5,579	64%

Source: IPO Prospectus, DevenChoksey Research

Merchant Acquisition:

Empowering Consumer Payments with a Strong 4.26 Million-Strong Pan-India Merchant Network



Source: IPO Prospectus, DevenChoksey Research

India's adult population split by credit worthiness



Source: IPO Prospectus, DevenChoksey Research

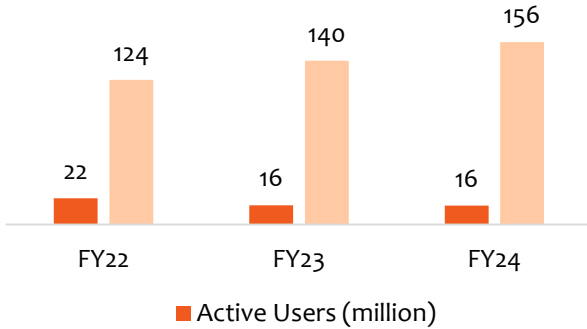
Mobikwik targets the untapped "middle-India" population, representing over 500 Mn people, with 120-130 Mn credit-active individuals. Traditional market players serve only 20-25 Mn affluent and 90-100 Mn well-off consumers. Over 400 Mn remain outside the credit ecosystem but require financial products. By utilizing payment data and enabling smaller loans, the company aims to build credit histories and drive financial inclusion.

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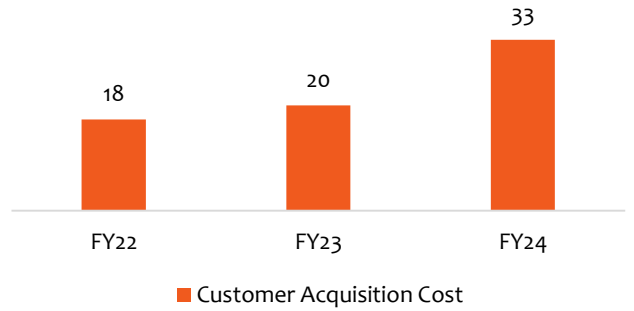
Company Overview:

Payment services revenue drivers

The registered user base has grown consistently to 156 Mn in FY24



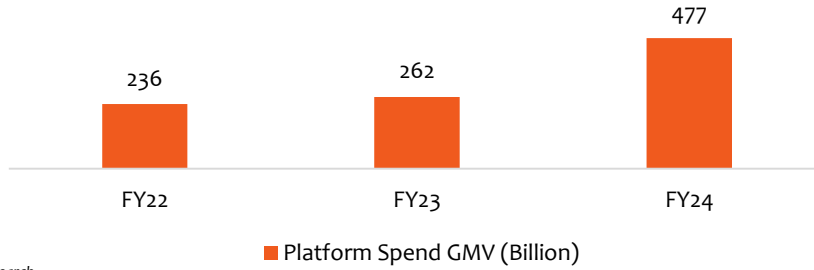
Customer acquisition cost (CAC) rose from INR 18 in FY22 to INR 33 in FY24, with increase user growth



Source: IPO Prospectus, DevenChoksey Research

Source: IPO Prospectus, DevenChoksey Research

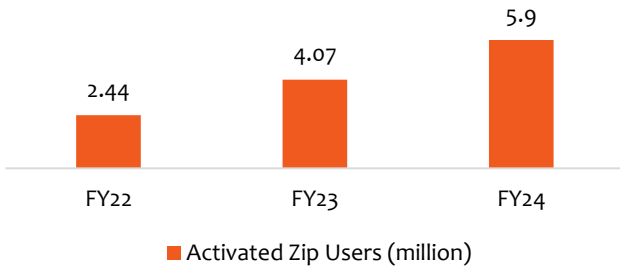
MobiKwik's platform spend GMV surged to INR 4.7 Tn in FY24, fueled by growing user adoption and credit-driven spending



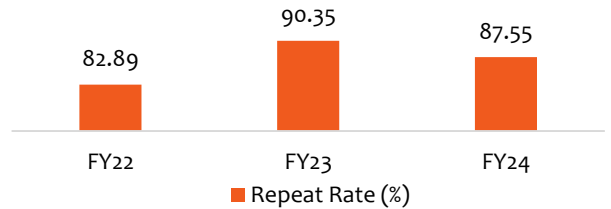
Source: IPO Prospectus, DevenChoksey Research

Financial services revenue drivers

MobiKwik ZIP users grew from 2.44M in FY22 to 5.9M in FY24, with GMV per user rising from INR 3,349 (FY24) to INR 5,594 (3MFY25) showcasing user engagement and more credit adoption



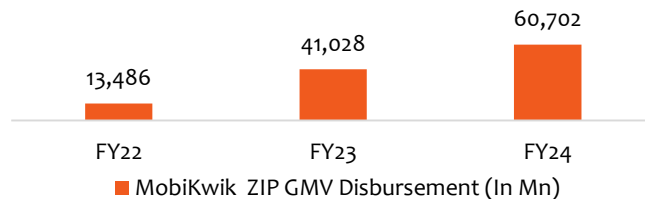
MobiKwik ZIP achieved strong user retention, with repeat rates increasing from 82.89% in FY22 to 87.5% in FY24



Source: IPO Prospectus, DevenChoksey Research

Source: IPO Prospectus, DevenChoksey Research

MobiKwik ZIP GMV disbursements soared from INR 13.49 Bn in FY22 to INR 60.70 Bn in FY24 as average ticket size increased reflecting a growth in the disbursements

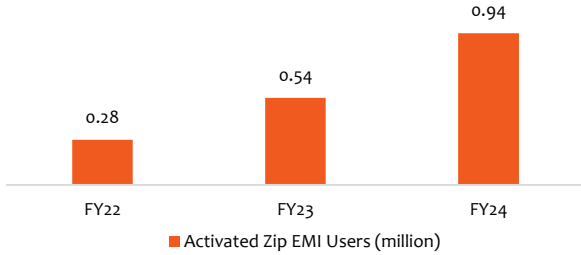


Source: IPO Prospectus, DevenChoksey Research

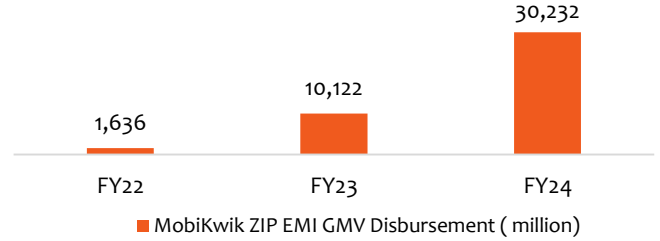
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Company Overview: Story in charts

Activated ZIP EMI users grew leveraging a strong base of 5.9 Mn ZIP users, 87% of whom are repeat customers, driving upsell opportunities.



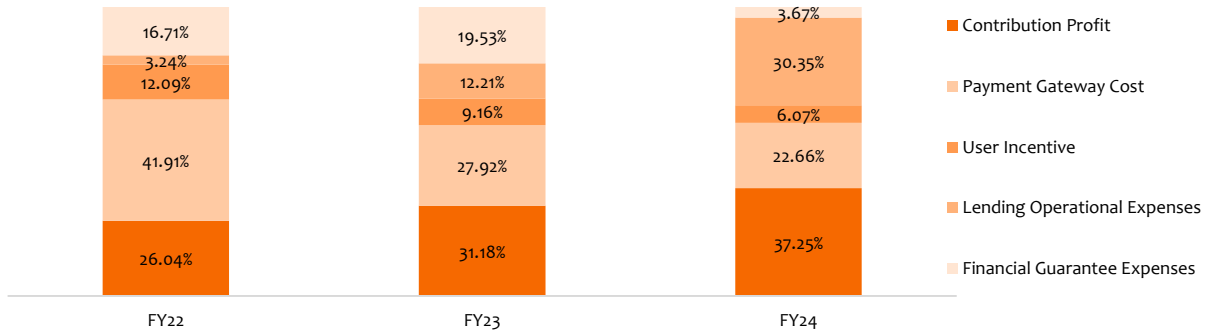
ZIP EMI GMV disbursements skyrocketed 18.47 times from INR 1,636 Mn in FY22 to INR 30,232 Mn in FY24, driven by strategic growth initiatives.



Source: IPO Prospectus, DevenChoksey Research

Source: IPO Prospectus, DevenChoksey Research

Contribution Margin (%)



Source: IPO Prospectus, DevenChoksey Research

Peer comparison

Player Name	Point-of-Sale (POS) Solutions	QR-based Payments	Payment Soundboxes	Merchant Loans	Digital Record Building	Merchant Rewards Program	Marketing and Promotions
MobiKwik	✓	✓	✓	✓	✓	✓	✓
Paytm	✓	✓	✓	✓	✓	✓	✓
PhonePe	✓	✓	✓	✓	✗	✗	✓
Gpay	✓	✓	✓	✓	✓	✓	✗
Amazon Pay	✓	✓	✗	✓	✗	✗	✗
Bharat Pe	✓	✓	✓	✓	✓	✓	✗
Freecharge	-	✓	✓	✓	✓	✓	✓
Fino Payment Bank	✓	✓	✗	✓	✗	✗	✗
Airtel Payments Bank	✓	✓	✓	✗	✓	✗	✗

Source: IPO Prospectus, Deven Choksey Research

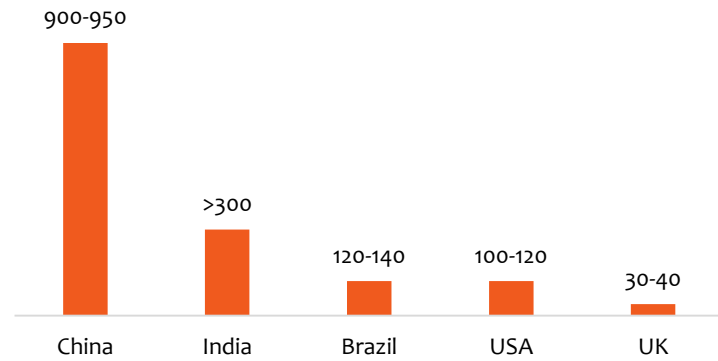
Particulars (INR Mn)	Mobikwik	Paytm
Market Capitalization	21,674	6,17,832
Revenue from operations	8,750	99,780
EBITDA	372	-3,599
EBITDA Margin (%)	4%	-4%
Profit after Tax	141	-14,224
PAT Margin	-56%	-14%
Price to Sales (x)	2.50	7.48
EPS (INR)	1.81	NA
EV/EBITDA (x)	91.4	-46.3
Price/Earnings (x)	153.9	NA
Return on Net Worth (%)	9%	-9%

Source: IPO Prospectus, DevenChoksey Research

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Industry Overview: Global

Mobile payment User Base (Mn)



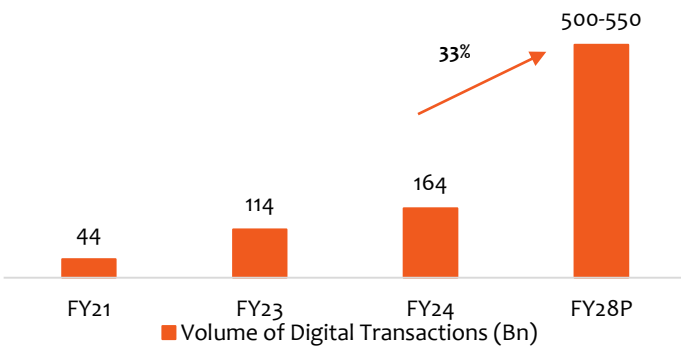
Source: IPO Prospectus, DevenChoksey Research

Global mobile payment markets are experiencing significant growth, driven by strong investments in mobile payment technology, which enhances convenience and boosts consumer confidence. The widespread merchant ecosystem and government initiatives further support this expansion. In India, Person-to-Merchant (P2M) transactions have been key drivers of adoption, with use cases in e-commerce, food delivery, e-grocery, OTAs, and other services contributing to a sharp increase in the mobile payments user base. This trend is expected to continue, further accelerating the global growth of mobile payments.

Digital transaction value is poised to reach USD 60-70 Tn by FY28

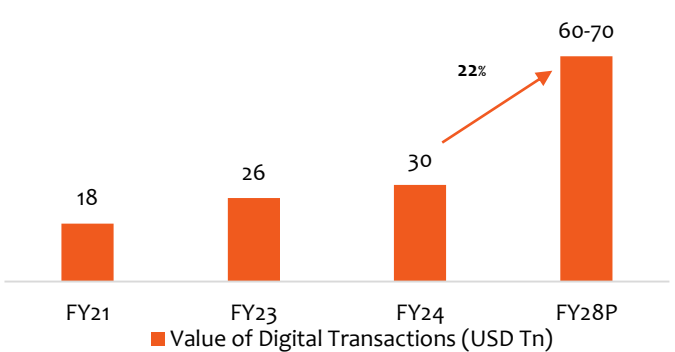
Digital payments are on a growth trajectory, with transaction volumes expected to reach 500-550 Bn in FY28, valued at USD 60-70 Trn.

Volume of Digital Transactions (Bn)



Source: IPO Prospectus, DevenChoksey Research

Value of Digital Transactions (USD Tn)

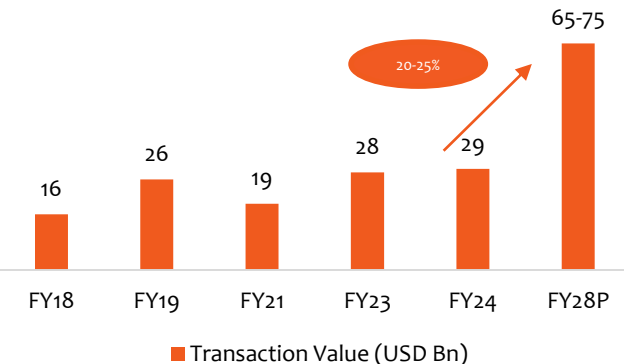


Source: IPO Prospectus, DevenChoksey Research

Mobile wallets are expected to maintain steady growth

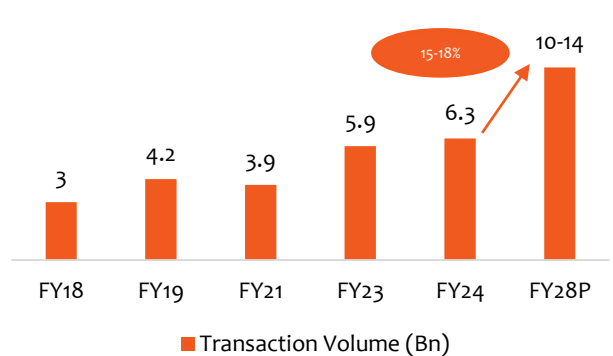
Mobile wallet transactions have increased from USD 16 Bn in FY18 to USD 29 Bn in FY24, with a dip in FY20 and FY21 due to the interoperability rule. The wallet transaction value is expected to reach USD 65-75 Bn by FY28.

Transaction Value (USD Bn)



Source: IPO Prospectus, DevenChoksey Research

Transaction Volume (In Bn)



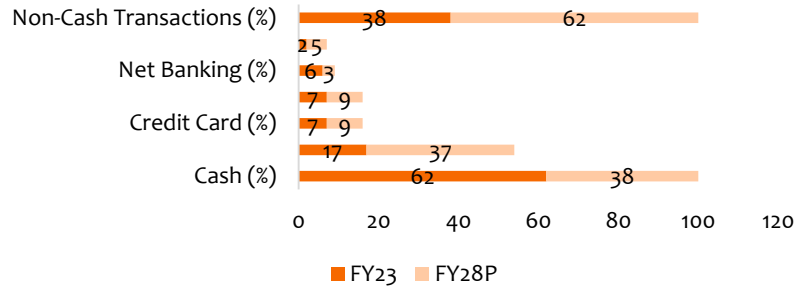
Source: IPO Prospectus, DevenChoksey Research

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Industry Overview: India

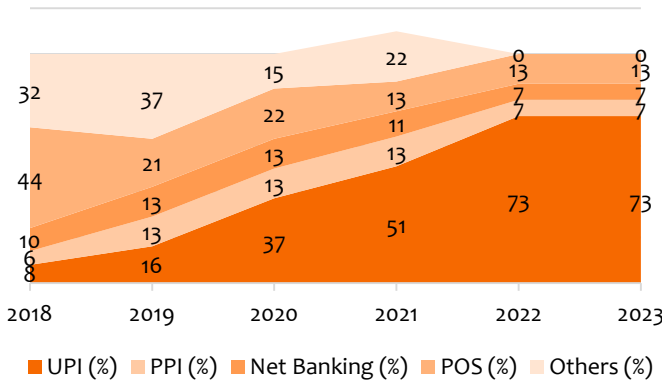
India's digital payments ecosystem has rapidly expanded, fueled by technological advancements, innovation, and regulatory support. Payment platforms charge MDR on POS/payment gateway transactions, while UPI remains initially focused on mobile wallets, many platforms have diversified into payment gateways, commerce, and financial services, building a broad consumer and merchant base and introducing value-added services.

**1/3rd of Indian households are using digital payments
Indian Household Mode of payment (USD Tn)**



Source: IPO Prospectus, DevenChoksey Research

Non Cash Transactions in India-Volume (%)



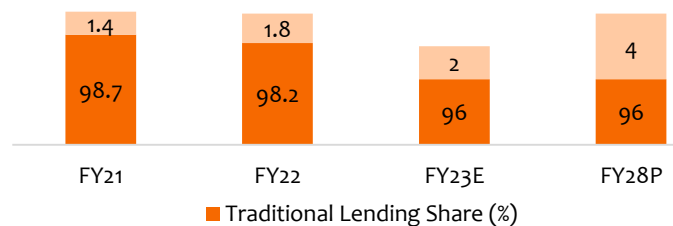
Source: IPO Prospectus, DevenChoksey Research

One-third of Indian households are using digital payments. The non-cash transactions are expected to rise from 38% in FY23 to 62% by FY28. UPI, which accounted for 73% of digital transactions in FY23, is projected to surpass 90% by FY28. This growth is driven by a rapidly evolving ecosystem and strong momentum towards digital payments.

Digital Lending: High Potential, Rapid Growth

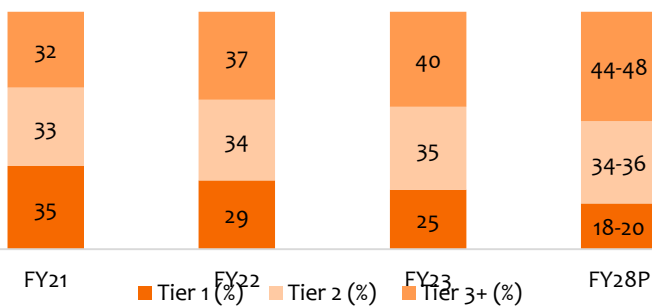
The digital lending ecosystem in India is still in its early stages, contributing around 2% of total lending, but is experiencing rapid growth. The value of disbursed loans surged by 41%, from USD 5.8 Bn in FY21 to USD 11.6 Bn in FY23. Digital lending is expected to account for 4% of retail lending by FY28. It is projected that by 2030, digital lending could surpass traditional lending, driven by increased penetration in the unsecured small-ticket segment.

Retail loans disbursed by channels (USD Bn)



Source: IPO Prospectus, DevenChoksey Research

Digital lending disbursement City Tier(%)



Source: IPO Prospectus, DevenChoksey Research

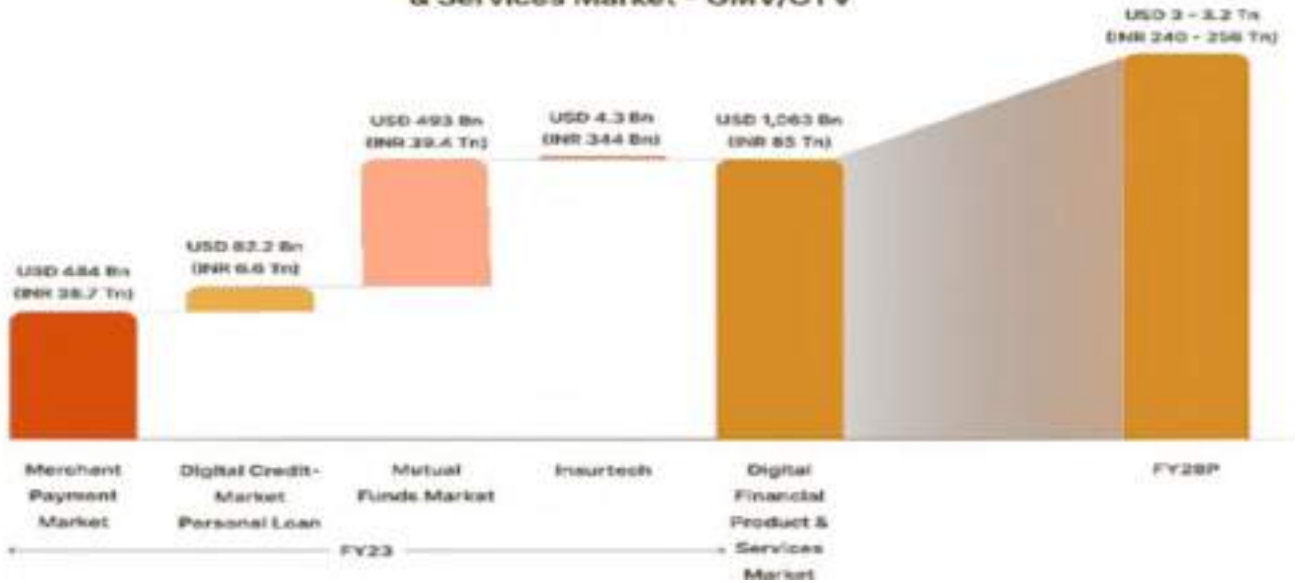
Tier 2/3+ cities have been key drivers of growth in digital lending, marking the entry of credit-underserved populations into the formal credit market. Digital lending platforms have shifted focus to these regions, which have historically lacked access to traditional financial institutions. Improved internet infrastructure and smartphone penetration in Tier 2+ cities have further facilitated the adoption of digital lending solutions.

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Industry Overview: India

India's financial services sector, including lending, insurance, and mutual funds, remains highly underpenetrated, presenting a significant opportunity for technology-driven companies like MobiKwik to capture market share. The digital financial products and services market, valued at USD 1.06 Tn (INR 85 Tn) in FY23, is expected to grow to USD 3-3.2 Tn (INR 240-256 Tn) by FY28, with a 21% CAGR. MobiKwik's addressable market in FY23 was USD 5.3 Bn (INR 424 Bn), projected to expand to USD 16-18 Bn (INR 1.3-1.4 Tn) by FY28. MobiKwik's offerings include UPI & wallet payments, bills & recharge, BNPL, loans, mutual funds, and digital gold. Growth in this segment is fueled by rising internet and digital penetration, increasing disposable incomes and greater financial inclusion and awareness.

Indian Digital Financial Products & Services Market - GMV/GTV



Source: IPO Prospectus, DevenChoksey Research

Indian Digital Financial Products & Services Market - Revenue TAM



Source: IPO Prospectus, DevenChoksey Research

One Mobikwik Systems Ltd.

Strategies:

Scaling existing products:

- With the goal of sustained growth and market dominance, the company's strategic focus is on the expansion and refinement of its existing business segments. The company aims to target larger revenue pools by enhancing efficiency in consumer acquisition.
- The company has taken initiatives to maintain customer acquisition costs (CAC) through optimized marketing strategies and data-driven insights will ensure a more resourceful approach to reaching the target audience.
- The expansion strategy emphasizes responsible growth through rapid scaling. A key element of this growth approach is risk mitigation, with a particular focus on managing non-performing assets in digital credit products and reinforcing proactive risk management practices.

Expanding product portfolio:

- The company focuses on growth through new product lines, targeting large consumer pools and leveraging expertise in credit and payments.
- Recent launches include Soundbox, Merchant Credit Advance, and Lens, with upcoming products like Credit on UPI and co-branded credit cards.

Expansion of payment aggregator business:

- The company's focus is on scaling the payment aggregator business, Zaakpay, following the RBI's in-principle approval in October 2023. After a reduction in business due to a previous rejection, Zaakpay has seen growth, reaching a GMV of INR 20,000 million in just three months.
- The goal is to accelerate merchant onboarding, expand to untapped offline merchants, and offer a secure, efficient payment solution while enhancing the overall financial experience for partners.

Driving Growth Through Innovation and Platform Efficiency:

- MobiKwik's performance over the fiscal years reflects robust growth across key metrics between key FY22 and FY24.
- Platform Spend GMV more than doubled to INR 4,76,777 Mn and Payment GMV reaching INR 3,81,955 Mn.
- Credit-based services saw significant adoption, with MobiKwik ZIP GMV growing to INR 60,702 Mn and ZIP EMI GMV expanding nearly 20 times to INR 30,231 Mn.

Key Performance Indicators	Unit	FY22	FY23	FY24	CAGR %
Platform Spend GMV	INR Mn.	2,36,322	2,62,350	4,76,777	42%
Payment GMV	INR Mn.	1,79,474	2,07,250	3,81,955	46%
Payment Gateway GMV	INR Mn.	43,362	14,072	34,121	-11%
MobiKwik ZIP GMV (Disbursements)	INR Mn.	13,486	41,028	60,702	112%
ZIP EMI GMV (Disbursements)	INR Mn.	1,636	10,122	30,232	330%
Registered Users	Mn.	124	140	156	12%
New Registered Users	Mn.	22.19	16.33	15.95	-15%
Customer Acquisition Cost	INR/user	17.53	20.3	32.87	37%
Activated MobiKwik ZIP Users	Mn.	2.44	4.07	5.9	56%
Activated ZIP EMI Users	Mn.	0.28	0.54	0.94	83%
Repeat MobiKwik ZIP Users	%	82%	90%	88%	3%
Credit Partner AUM	INR Mn.	1,768	7,185	23,840	267%
Wealth AUA	INR Mn.	3,237	8,170	59,810	330%

Source: IPO Prospectus, DevenChoksey Research

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SWOT Analysis

Strengths:



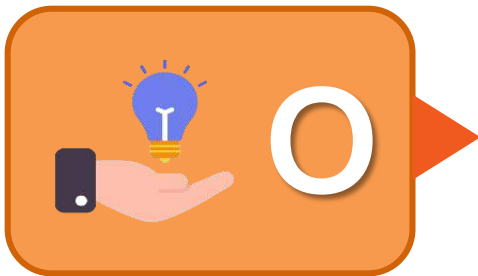
1. **Established Brand and User Base:** MobiKwik is one of the largest digital financial product and services platforms in India by registered users as of FY23 with 140 Mn registered users.
2. **Diverse offerings:** It provides a wide range of services, including digital payments, ZIP credit, ZIP EMI, insurance, and investments, catering to various customer needs.
3. **Large, engaged consumer base acquired with low CAC:** MobiKwik has demonstrated its ability to acquire users efficiently with a low CAC per new registered user of INR 33.5/user as on FY24.
4. **Tech-Driven Growth and Scalable Solutions:** MobiKwik leverages technology and innovation to drive growth, promote financial inclusion, and provide a scalable platform for digital payments and financial services.

Weaknesses:



1. **Limited Global Presence:** MobiKwik has presence only in India with a limited global footprint.
2. **Dependence on Third party lenders:** It relies on partnerships with third-party lenders for its credit products, exposing it to potential risks associated with these partnerships.
3. **Significant dependence products:** MobiKwik's financial services business heavily relies on its ZIP and ZIP EMI products, creating a concentration risk if these products face challenges.

Opportunities:



1. **Growth in digital payments and financial services :** The Indian digital payments and financial services market is experiencing rapid growth, presenting a significant opportunity for MobiKwik to expand its reach and market share.
2. **Innovation in product offerings :** MobiKwik can capitalize on the evolving needs and preferences of consumers by continuously innovating and introducing new products and features.
3. **Partnership and Acquisitions:** Strategic partnerships and acquisitions can allow MobiKwik to expand its product portfolio, access new markets, and enhance its technological capabilities.
4. **Expansion in underserved markets :** It can further penetrate underserved segments of the population, particularly in Tier 3+ cities, by tailoring its products and services to their specific needs

Threats:



1. **Cybersecurity risks:** As a digital platform handling sensitive financial information, MobiKwik is exposed to cybersecurity threats that could compromise data security and damage its reputation.
2. **Intense Competition:** The company faces stiff competition from established players like Paytm, PhonePe, Google Pay, and others in the fintech space.

One Mobikwik Systems Ltd.
Financials:

Income Statement (INR Mn)	FY22	FY23	FY24	Cash Flow (INR Mn)	FY22	FY23	FY24
Revenue	5,266	5,395	8,750				
Operating Expenditure	6,586	6,170	8,531	CFFO	-3,206	270	-221
EBITDA	-1,321	-776	219	CFFI	-848	-7	271
EBITDA Margin %	-25%	-14%	3%	CFFF	-3,294	180	35
Other Income	167	216	153	Net Increase/(Decrease) in Cash	-7,348	443	85
Depreciation	21	43	43	Cash at beginning	23	-737	-294
Interest	109	204	188	Cash at end	-737	-294	-209
PBT	-1284	-806	141				
Tax	-3	32	0				
PAT	-1282	-838	141				
PAT Margin (%)	-24%	-16%	2%				
Adjusted EPS	-16.50	-10.79	1.81				

Balance sheet (INR Mn)	FY22	FY23	FY24
Assets			
Non-Current Assets			
Property, plant and equipment	26	21	60
Right-of-use assets	67	124	99
Other non-current assets	1,674	1,491	1,487
Current Assets			
Trade receivables	294	759	811
Cash and cash equivalents	3,842	3,617	3,875
Other current assets	2,458	1,132	2,216
Total Assets	8,361	7,143	8,547
Equity & Liabilities			
Equity share capital	114	114	114
Other equity	2,051	1,313	1,512
Total Equity	2,165	1,427	1,626
Non-Current liabilities			
Borrowings	0	225	423
Lease liabilities	60	114	92
Other non-current liabilities	21	22	26
Current liabilities			
Borrowings	1,509	1,698	1,694
Lease Liability	8	19	22
Trade payables	748	1,178	2,271
Other current liabilities	3,850	2,460	2,394
Total Equity and Liabilities	8,361	7,143	8,547

Source: IPO Prospectus, Deven Choksey Research

One Mobikwik Systems Ltd.

ANALYST CERTIFICATION:

I, **Dipak Saha** (MBA, Finance), Research Analyst, author and the name subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect my views about the subject issuer(s) or securities. I also certify that no part of our compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report.

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