

11th December 2024

Recommendation	Subsc	ribe	
Price Band	Rs 265		
Price ballu			
Bidding Date	11 <sup>th</sup> Dec Dec 2		
	SBI C		
Book Running Lead	Market	•	
Manager	DAM Ca		
	Advisor	s Ltd.	
	Link In	time	
Registrar	India Private		
	Ltd.		
Sector	Fintech		
Minimum Retail Applicat	ion- Detail	At Cut	
off Price	F.0		
Number of Shares	53		
Minimum Application	Rs. 14	787	
Money Payment Mode	ACDA		
	ASBA		
Financials (Rs Cr)	FY23	FY24	
Total Income	539	875	
EBITDA	-78	22	
PAT for the year	-84	14	
Valuations (FY24)	Upper		
Market Cap (Rs Cr)	2,167		
Adj EPS	1.81		
PE	154		
EV/ EBITDA	91		
Enterprise Value(Rs Cr)	200	3	
Post Issue Shareholding F		24	
Promoters	25.2		
Public/Other	74.8		
Offer structure for differe			
	75%	6	
QIB	15%		
QIB Non-Institutional			
QIB Non-Institutional Retail	109	6	
QIB Non-Institutional Retail Post Issue Equity (cr)	10% 15.	% 5	
QIB Non-Institutional Retail	109	% 5	

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#### **BACKGROUND**

One Mobikwik Systems Limited, co-founded by Bipin Preet Singh and Upasana Taku, leverages scalable technology to promote financial inclusion in India. Operating a two-sided payments network, it serves 16.1 Cr users and 0.43 Cr merchants as of June 30, 2024. Its offerings span payments, digital credit, investments, and insurance, driving profitability with a ₹14.1 Cr profit in FY24. Mobikwik's Payment GMV grew at a CAGR of 46% and ZIP GMV at 112% (FY22−24), supported by products like UPI, ZIP credit, and Lens for personalized investment insights. The company also empowers merchants with solutions like QR payments, soundboxes, and cash advances.

### **Objects and Details of the Issue:**

The public issue consists of fresh issue up to Rs 572 Cr. Company proposes to utilize the Net Proceeds towards: -

- Funding organic growth in financial services business 150 Cr,
- Funding organic growth in payment services business 135 Cr,
- R&D in data, ML and AI and product and technology 107 Cr,
- Capital expenditure for payment devices business 70 Cr.

### **Investment Rationale:**

- Creating Positive and Sustainable Consumer Journeys
- Expanding a Low-Cost, Engaged Consumer Base
- Technology-Driven Innovation
- Strategic Scaling of Existing Products
- Expanding and Diversifying the Product Portfolio
- Driving Profitable Growth

#### Valuation and Recommendation:-

One Mobikwik Systems Limited is well-positioned in India's fintech sector with scalable operations, profitability, and strong consumer loyalty, reflected in its low CAC of ₹32.87 and 90.3% repeat usage rate. The company reported ₹875 Cr in revenue and ₹14 Cr net profit in FY24, with a 4.2% EBITDA margin, highlighting operational efficiency compared to peers like Paytm. Mobikwik stands out with a 24% PPI wallet market share, With an attractive valuation at 2.3x EV/Sales the company is well-positioned for future growth. We recommend a Subscribe rating for the IPO based on its profitability, scalability, and strong brand presence.

Financials	FY22	FY23	FY24
Net Revenues	527	539	875
Growth (%)	0.0%	2.5%	62.2%
EBITDA	-132	-78	22
EBITDA Margin (%)	-25.1%	-14.4%	2.5%
PBT	-128	-81	14
Adjusted PAT	-128	-84	14
EPS	-16.50	-10.79	1.81
ROCE	-31.4%	-17.3%	8.5%
EV/Sales	3.8	3.7	2.3
EV/EBITDA	-15.2	-25.8	91.4
P/E	-16.9	-25.9	153.9

Source: Company data, NBRR



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### **Company Background**

One Mobikwik Systems Limited, co-founded by Bipin Preet Singh and Upasana Taku, leverages its expertise in scalable technology to drive financial inclusion for underserved populations in India. The company operates a platform business model with a two-sided payments network, catering to 16.1 Cr registered users and 0.43 Cr merchants as of June 30, 2024. Its diverse portfolio spans payments, digital credit, investments, and insurance, with continuous innovations enhancing user engagement, profitability, and platform value. For FY24, the company reported a profit of ₹14.1 Cr, showcasing robust operational efficiency, including maintaining one of the lowest employee cost-to-revenue ratios among peers.

Mobikwik has demonstrated exceptional growth, with Payment GMV increasing at a CAGR of 46 % and MobiKwik ZIP GMV at 112 % between FY22 and FY24. The company's flagship offerings include UPI, wallets, credit products like MobiKwik ZIP (30-day credit line) and ZIP EMI (personal loans), and investment solutions such as peer-to-peer lending, mutual funds, and digital gold. Its AI-powered Lens product provides personalized financial insights, enabling tailored investment recommendations. Awards like the ET Most Promising Brands Award and others highlight its innovative approach and industry recognition.

On the merchant side, Mobikwik offers solutions like online checkouts, Kwik QR, MobiKwik Vibe soundboxes, EDC machines, and merchant cash advances, empowering businesses to streamline payments and access affordable credit. The company's revenue model is driven by merchant fees, user convenience fees, activation fees, and credit-related charges, with a balanced contribution from payment services (36 % in FY 2024) and financial services (64 % in FY 2024). Revenue from financial services has grown significantly, from ₹97.7 Cr in FY22 to ₹557.9 Cr in FY24, reflecting the company's strategic diversification and success in catering to a growing digital economy.





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#### **Investment Rational**

### **Creating Positive and Sustainable Consumer Journeys**

One Mobikwik Systems Limited excels in delivering positive, value-driven experiences for consumers and merchants through innovative products and services. By leveraging technology at the forefront, the company creates scalable, low-cost solutions that foster strong consumer engagement and loyalty. Products like MobiKwik ZIP exemplify this approach, achieving a 90.30% repeat usage rate. The company's consumer-centric design facilitates seamless progression across offerings, fulfilling user aspirations while enhancing profitability. This cycle empowers MobiKwik to continually innovate, delivering superior financial solutions that resonate with users and drive repeat interactions. These efforts underscore the company's commitment to sustainable, consumer-first growth.

## **Expanding a Low-Cost, Engaged Consumer Base**

MobiKwik has successfully grown its registered user base at a CAGR of 12.31%, reaching 16.1 Cr users as of June 30, 2024. This growth has been achieved through efficient strategies like SEO(search engine optimization), ASO(App store optimization), user referrals, and brand presence across its merchant network. Its low customer acquisition cost (CAC) of ₹32.87 in FY24 highlights its resourceful approach. By offering convenience, promotions, and loyalty rewards such as SuperCash, the platform effectively engages and retains consumers. These factors contribute to a strong, cost-efficient, and loyal user base that drives its growth and profitability.

#### **Technology-Driven Innovation**

MobiKwik adopts a technology and product-first approach powered by advanced cloud-hosted transactional, analytical, and data platforms. Its robust architecture handles high data throughput, enabling seamless product integration and rapid innovation. The platform leverages in-house machine learning models for personalized consumer experiences, efficient payment processing, and credit risk prediction. Innovations like Lens, an Al-driven financial assistant, showcase its technological expertise in enhancing user engagement. With a dedicated team and cutting-edge frameworks, MobiKwik delivers intuitive, data-driven solutions that cater to diverse consumer and merchant needs, ensuring high operational efficiency and scalability.

## **Strategic Scaling of Existing Products**

MobiKwik focuses on scaling its existing products to tap into larger revenue pools while maintaining operational efficiency. By optimizing customer acquisition costs and implementing proactive risk management, the company ensures responsible and sustainable growth. Its digital credit products prioritize risk mitigation, keeping non-performing assets in check. This strategic approach enhances profitability and positions the company as a dominant player in the fintech market. By targeting broader audiences and refining existing offerings, MobiKwik continues to drive innovation and create long-term value for consumers and stakeholders.

#### **Expanding and Diversifying the Product Portfolio**

MobiKwik is diversifying its portfolio by introducing innovative products tailored to consumer and merchant needs. Recent launches, such as soundboxes, POS machines, and Merchant Credit Advance, aim to enhance merchant acquisition, retention, and recurring revenue. Consumer-focused products like Lens.ai provide financial insights,



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while new credit options like UPI Pay and co-branded credit cards expand credit accessibility. The company also explores adjacent sectors like insurance and wealth management, addressing untapped market opportunities. This comprehensive approach ensures systematic growth and positions MobiKwik as a leader in digital financial solutions.

## **Driving Profitable Growth**

MobiKwik's platform-oriented model emphasizes operating leverage by increasing value for both consumers and merchants with each addition. The company achieved consolidated revenue of ₹ 875 Cr in FY24, with ₹14 Cr in net profit. Its curated financial portfolio and expanding user base drive profitability and engagement, highlighting the scalability of its platform. By aligning technological innovation with consumer needs, MobiKwik remains focused on sustainable, profit-driven growth while solidifying its position in India's dynamic fintech landscape.



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## **Risk/Concerns**

#### **Dependence on Regulatory Compliance and RBI Oversight**

The company operates in a highly regulated environment under the oversight of the Reserve Bank of India (RBI), requiring strict compliance with minimum net-worth thresholds for its various authorizations. Non-compliance or adverse observations from the RBI, such as past penalties for operational and regulatory issues, could disrupt operations, increase costs, or harm reputation. Regular audits by regulatory bodies and evolving requirements further intensify the compliance burden. Any lapses in adhering to these regulations or amendments to existing laws may adversely impact the company's business, financial condition, and operations.

#### **Vulnerability to Security Breaches and Data Protection Risks**

MobiKwik processes vast amounts of sensitive data, making it susceptible to cybersecurity threats like phishing, hacking, and ransomware. Despite implementing advanced security measures and regular audits, evolving cyber threats pose a significant risk to data integrity and operational continuity. Past incidents, such as data breaches, have led to regulatory actions and reputational damage. Breaches in third-party systems or merchant networks could also result in financial penalties, loss of consumer trust, and disruption of business operations.

## **Intense Competition in the Fintech Industry**

MobiKwik operates in a highly competitive fintech landscape, facing challenges from established players like PhonePe, Paytm, and commercial banks. Competitors often have larger consumer bases, better resources, and advanced technologies, enabling them to respond faster to market changes. The growing adoption of UPI and alternative payment modes intensifies competition, potentially affecting MobiKwik's market position and growth. If unable to differentiate its offerings, the company risks losing consumers, merchants, and partners, adversely impacting its financial performance.

#### **Dependency on Lending Partners**

MobiKwik relies heavily on partnerships with banks and NBFCs to provide financial services through products like ZIP and ZIP EMI. A significant portion of its credit distribution depends on a few key lending partners, posing concentration risks. Disruptions in these partnerships, regulatory changes, or failure to secure new partners could limit its ability to expand credit services. Additionally, stringent agreements with lending partners and reliance on external lending arrangements expose the company to financial and operational risks.



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### **Valuation and Recommendation**

One Mobikwik Systems Limited is well-positioned in India's growing fintech sector, with scalable operations, profitability, and a diverse product portfolio. Its low Customer Acquisition Cost of ₹32.87, coupled with a 90.3% repeat usage rate for flagship products like MobiKwik ZIP, highlights strong consumer engagement and loyalty. With the Indian digital payments market expected to grow at a 20% CAGR.

The company reported consolidated revenue of ₹875 Cr in FY24 with a net profit of ₹14 Cr, demonstrating operational efficiency and sustainable growth. Compared to peers like Paytm, MobiKwik benefits from a focused strategy in digital credit and wealth management, achieving higher margins. Mobikwik stands out with a 24% PPI wallet market share and an EBITDA margin of 4.2%, showcasing operational efficiency compared to Paytm's -9.5% EBITDA Margin. Despite a smaller revenue base, Mobikwik's 29% CAGR (FY22-24) and focused growth in payment revenue (63% of total) highlight its scalability and profitability. Its valuation at 2.3x EV/Sales is attractive compared to Paytm's 5.7x, Thus We recommend Subscribe rating to the issue, driven by the company's profitability, growth trajectory, and strong brand presence.

#### **Listed Peers**

FY 2024	One 97 Comm Ltd	One MobiKwik System Ltd
Revenue	9,978	875
% Non-Payment Revenue	41%	36%
% Payment Revenue	59%	63%
CAGR (FY22-24)	42%	29%
EBITDA Margin	-9.5%	4.2%
Debt/Equity	0.013	1.4
EV/EBITDA	-60.6	91.4
EV/Sales	5.7	2.3
P/E	-43.6	153.9
Number of registered Users (Cr)	30.0	15.6
Number of merchants (Cr)	3.93	0.41

Source: Company Data, NBRR



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Financials										
P&L (Rs. Cr)	FY22	FY23	FY24	Q1FY25 Q	1FY25AN	Balance Sheet (Rs. Cr)	FY22	FY23	FY24	Q1FY25
Net Revenue	527	539	875	342	1,369	Share Capital	11	11	11	11
% Growth		2%	<b>62</b> %		56%	Other Equity	205	131	151	147
Cost of goods sold	336	335	505	223	890	Minority Interest	0	0	0	0
% of Revenues	63.8%	<b>62.1%</b>	<i>57.7%</i>	65.0%	65.0%	Networth	217	143	163	159
Employee Cost	107	98	116	39	157	Total Loans	158	206	223	219
% of Revenues	20.4%	18.2%	13.3%	11.5%	11.5%	Other non-curr liab.	2	2	3	3
Other expenses	215	184	232	82	328	Trade payable	75	118	227	232
% of Revenues	40.9%	34.1%	26.6%	23.9%	23.9%	Other Current Liab	385	246	239	296
EBITDA	-132	-78	22	-1	-5	Total Equity & Liab.	836	714	855	908
EBITDA Margin	-25.1%	-14.4%	2.5%	-0.4%	-0.4%	Property, Plant and Equipn	3	2	6	10
Depreciation	2	4	4	2	8	CWIP	0	0	0	0
Other Income	17	22	15	4	14	Other Intangible assets / R	7	12	10	11
Interest	11	20	19	7	26	Non Currrent Financial ass	30	13	32	26
Exceptional item	0	0	0	0	0	Other non Curr. assets	136	134	112	112
PBT	-128	-81	14	-6	(25)	Inventories	0	0	0	0
Tax	-0	3	0	0	1	cash and cash equivalents	48	94	93	81
Tax rate	0%	-4%	0%	-4%	-4%	Bank balance	336	268	295	325
Other Comprehensive	e income				0	Investments+loans	1	2	5	5
Adj. PAT	-128	-84	14	-7	(26)	Trade receivables (debtor)	29	76	81	109
% Growth		-35%	-117%	-	-288%	Other Current assets	246	113	222	229
EPS (Post Issue)	-16.50	-10.79	1.81	-0.85	-3.41	Total Assets	836	714	855	908
Ratios & Others	FY22	FY23	FY24	Q1FY25 Q	1FY25AN	Cash Flow (Rs. Cr)	FY22	FY23	FY24	Q1FY25
Debt / Equity	0.7	1.4	1.4	1.4	1.4	Profit Before Tax	-128	-81	14	-6
EBITDA Margin (%)	-25.1%	-14.4%	2.5%	-0.4%	-0.4%	Provisions & Others	0	0	0	0
PAT Margin (%)	-24.3%	-15.5%	1.6%	-1.9%	-1.9%	Op. profit before WC	12	56	61	5
ROE (%)	-59.2%	-58.7%	8.7%	-16.7%	-16.7%	Change in WC	-325	-40	-65	3
ROCE (%)	-31.4%	-17.3%	8.5%	0.2%	0.2%	Less: Tax	8	-11	17	5
						CF from operations	-321	27	-22	14
Turnover Ratios	FY22	FY23	FY24	Q1FY25 Q	1FY25AN	Purchase/Sale of fixed ass	508	113	50	-3
Debtors Days	20	51	34	29	29	Sale/Purchase of Investme	-597	-120	-38	-10
Inventory Days	0	0	0	0	0	Interest, dividend and othe	5	7	15	2
Creditor Days	52	80	95	62	62	CF from Investing	-85	-1	27	-11
Asset Turnover (x)	0.6	0.8	1.0	1.5	1.5	Repayment towards Lease	-0	-3	-3	-1
						Proceeds from issue of equ	314	0	-5	-2
						Repayment of Borrowings	27	39	28	-6
Valuation Ratios	FY22	FY23	FY24	Q1FY25 Q	1FY25AN	interest & div paid	-11	-19	-17	-6
Price/Earnings (x)	-16.9	-25.9	153.9	-81.9	-81.9	CF from Financing	329	18	3	-15
									_	

Net Change in cash

Cash & Bank at beginning

Adj for bank overdraft

Cash & Bank at end

EV/EBITDA (x)	-15.2	-25.8	91.4	-375.9	-375.9		
EV/Sales (x)	3.8	3.7	2.3	1.5	1.5		
Price/BV (x)	10.0	15.2	13.3	13.7	13.7		
Source: Company Data, NBRR							

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