

**WORLDLINE** 

**Indian Digital  
Payment  
Report -  
Calendar  
Year 2025  
in Review**



**From Big  
Swipes to  
Everyday  
Taps**

Payments to grow your world

# Foreword

A single tap or scan has become India's default reflex—whether it is buying a snack from a street vendor, paying school fees, or managing monthly subscriptions. What was once an alternative is now instinct.

This report captures that shift, offering a clear view of how payment rails such as UPI, cards, and Bharat BillPay are converging—supported by an acceptance ecosystem that is expanding rapidly to power a truly digital, always-on economy.

This transformation reflects sustained investments across banks, fintechs, and merchants to build infrastructure that makes everyday transactions fast, simple, and reliable.

The data in this report signals a maturing ecosystem where payment methods are settling into distinct, complementary roles. We are moving beyond a card-versus-cash mindset into a more integrated reality of UPI, cards, and recurring payment rails working in tandem.

UPI continues to drive scale, handling billions of micro-transactions and steadily lowering its average ticket size as it replaces cash at the smallest end of the spectrum. Credit cards are strengthening their role in premium and online commerce, while Bharat BillPay is embedding itself into the rhythm of predictable household payments.

Merchant acceptance is evolving in parallel. While physical infrastructure continues to expand—with PoS terminals growing 15% to 11.48 million—the more defining shift is the proliferation of over 731 million UPI QR codes. This lightweight model has enabled widespread digital acceptance, bringing even the smallest merchants into the formal economy.

India's acceptance layer is increasingly QR-first for the masses, complemented by PoS for higher-value transactions.

**A single tap or scan has become India's default reflex.**

**The more defining shift is the proliferation of over 731 million UPI QR codes.**

At Worldline India, our focus remains on strengthening the infrastructure that powers these converging rails—ensuring resilience, security, and uninterrupted availability. Every millisecond of uptime across our networks is critical to the merchants, banks, and consumers who depend on us.

As the ecosystem scales, the next phase will be defined by sustainability—building models that can support this growth efficiently and securely over the long term.

I invite you to explore the insights in this report and reflect on the shifts shaping India's payments landscape. Understanding these evolving consumer and merchant behaviours will be critical as we navigate—and define—the next phase of digital commerce.

**Ramesh Narasimhan**  
Chief Executive Officer  
Worldline India



**We are moving beyond a card-versus-cash mindset into a more integrated reality of UPI, cards, and recurring payment rails working in tandem.**

# Contents

Payments In Five Snapshots	06
India's Merchant Acceptance	07
PoS Market Share	13
Unified Payments Interface	15
Cards Move Up The Value Chain	21
Bharat BillPay	28
FASTag	29
The Road Ahead For India's Digital Payments	30

2025 marked a clear inflection point in India's digital payments journey. Regulatory support, merchant-friendly QR economics, and app-first user journeys pushed electronic payments deeper into daily life, from kiranas and cabs to subscriptions and school fees.

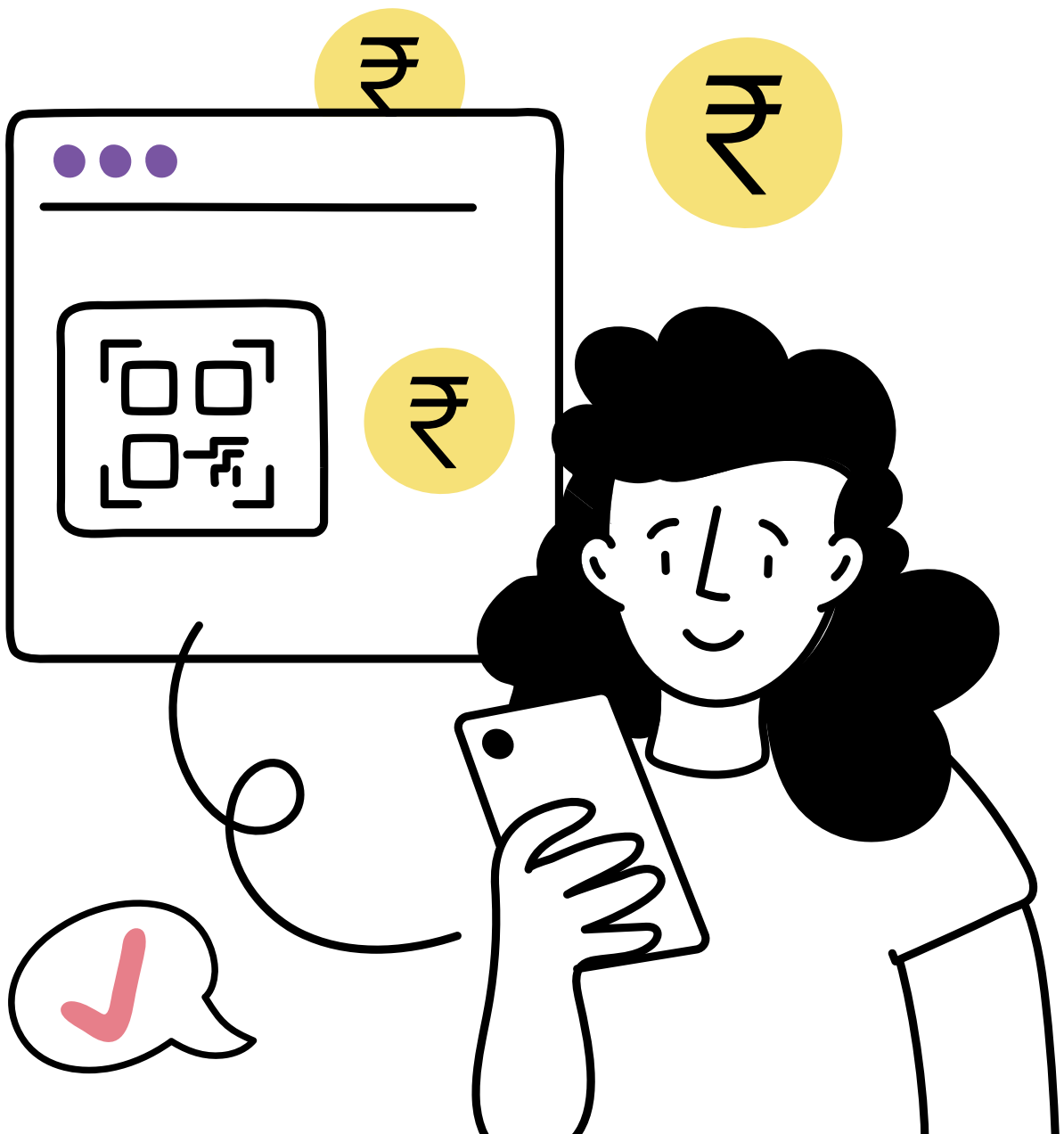
Banks, fintechs, and merchants collectively invested in infrastructure and experiences that make digital transactions faster, simpler, and more reliable.

Against this backdrop, calendar year 2025 offers a sharp lens on how payment rails (UPI, cards, Bharat BillPay) and acceptance ecosystems are converging into a fully digital, always-on economy.



**Digital payments are becoming the default mode of transaction across everyday commerce in India.**

# Payments in Five Snapshots



# India's Merchant Acceptance Boom

India's acceptance story is shifting from more machines to smarter rails. While PoS terminals keep expanding, the real action is in QR codes, which let every chai stall and neighbourhood kirana become a digital checkout without heavy hardware.

## PoS terminals

Dec 2024



Dec 2025

## Bharat QR codes

Dec 2024



Dec 2025

This decline reflects the shift toward UPI QR deployments, which are increasingly becoming the primary QR-based acceptance layer.

## UPI QRs

Dec 2024



Dec 2025



UPI QR adoption is expanding, enabling payments everywhere.

# UPI Becomes India's Default Payment Rail

UPI has moved from being a way to pay to becoming India's everyday operating system for money.

Volumes and values are still growing fast, but the real story is how often people tap, not how much they spend each time.

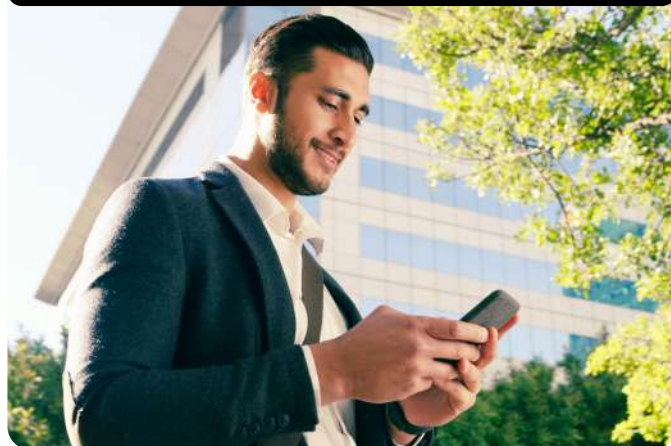
**228.5 billion**  
transactions in 2025

**↑33% YoY**  
from 172.2 billion in 2024.

**₹299.74**  
**trillion** in value

**↑21% YoY**  
from INR 246.82 trillion.

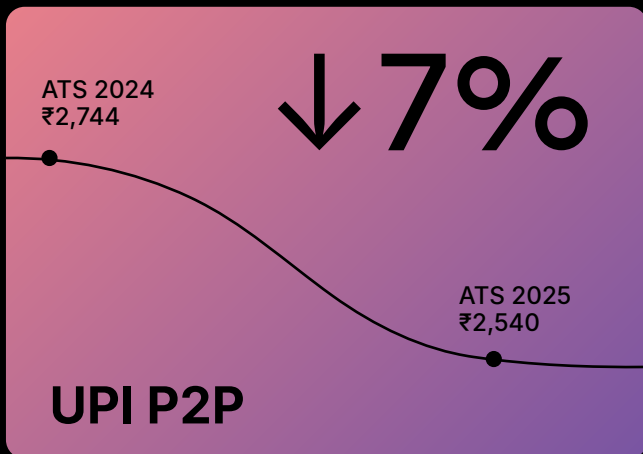
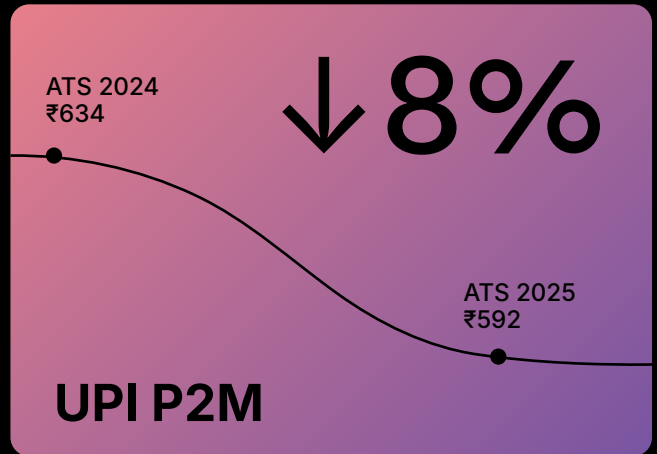
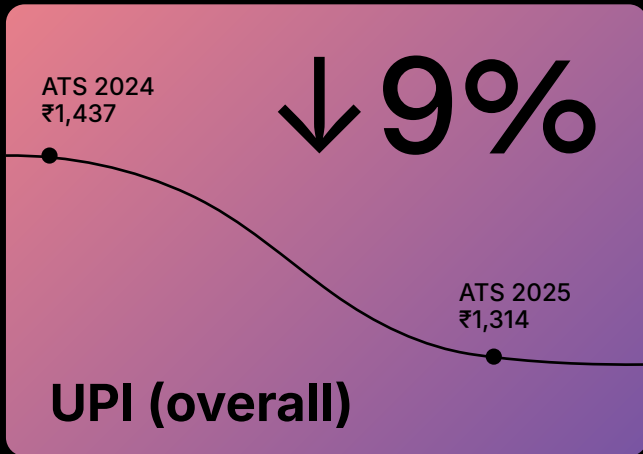
**Expanding globally via cross-border linkages and corridors.**



**Digital payments have become a daily reflex, with UPI seamlessly powering everyday transactions across the country.**

# India Emerges as a Micro-Transaction Economy

UPI's falling ticket size signals its dominance in daily micro-payments—from street vendors to transit.



Every drop in UPI ticket size reflects one more cash purchase that has quietly gone digital.



# Credit Cards Power High-Value Spending

Cards are not being displaced; they are being reassigned. With over 1.6 billion cards in circulation, plastic still matters — but credit, debit, and prepaid now play very different roles in a UPI-first world.

## Credit Cards

**Volume:**  
5.69 billion transactions (↑27%).

**Value:**  
INR 23.65 trillion (↑11%).

ATS: ₹4,150.

## Debit Cards

**Volume:**  
1.33 billion transactions (↓23%).

**Value:**  
INR 4.48 trillion (↓13%).

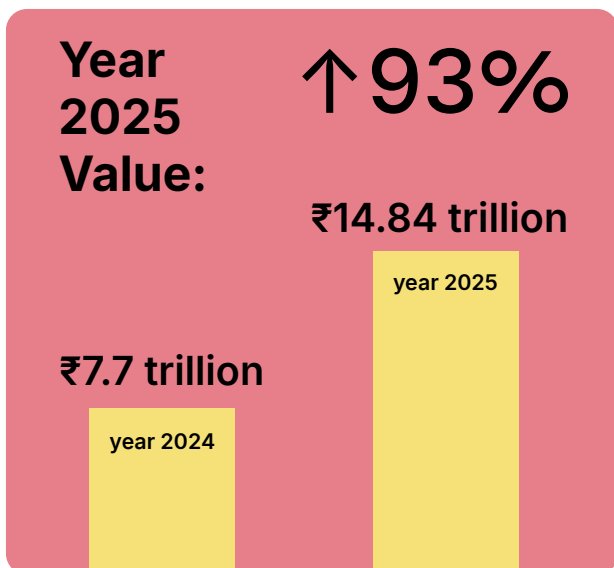
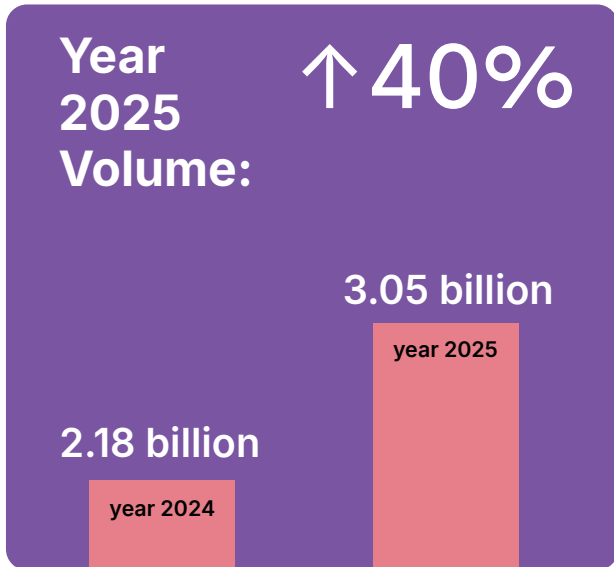
ATS: ₹3,360.



Credit cards are doing more, smaller swipes; debit cards are doing fewer, larger ones.

# Recurring Payments Go Digital

Bharat BillPay is turning “bill day” into background noise. As more EMIs, school fees, and subscriptions move onto its rails, recurring payments are shifting from manual chores to automated digital flows.



**New categories:**  
Education fees, EMI repayments, subscription services.

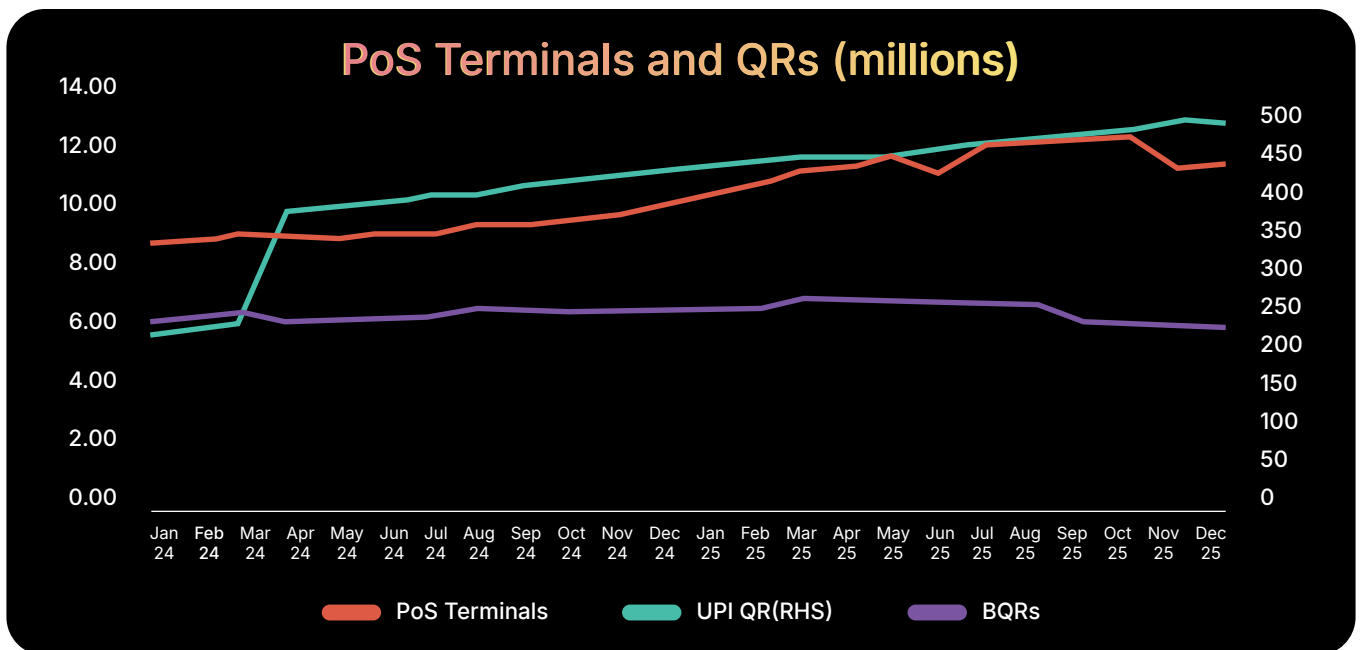


In 2025 Bharat BillPay moved nearly 15 trillion — evidence that “set-and-forget” is taking hold.

# India's Merchant Acceptance Network Expands Rapidly

As digital payments become mainstream, the expansion of acceptance infrastructure is enabling merchants across urban and semi-urban markets to participate in the digital economy.

Across payment channels, acceptance infrastructure continued to expand through 2025. PoS terminals rose 15% between December 2024 and December 2025, reaching 11.48 million from 10 million a year earlier. Over the same period, Bharat QR deployments eased by 8% to 5.89 million from 6.38 million.



## QR Codes Drive Merchant Digitisation

The clear outlier is UPI QR, which climbed to 731.38 million codes in December 2025 from 633.44 million in December 2024, underscoring its position as the primary QR-based acceptance layer.

Merchants are happy to maintain PoS where card spends justify the economics, but the real acceptance expansion is happening via low-cost UPI QRs that can be dropped into any use case with almost zero friction. India's acceptance layer is effectively becoming "QR-first, PoS-as-needed" — hardware for higher-value swipes, QR for everything else.

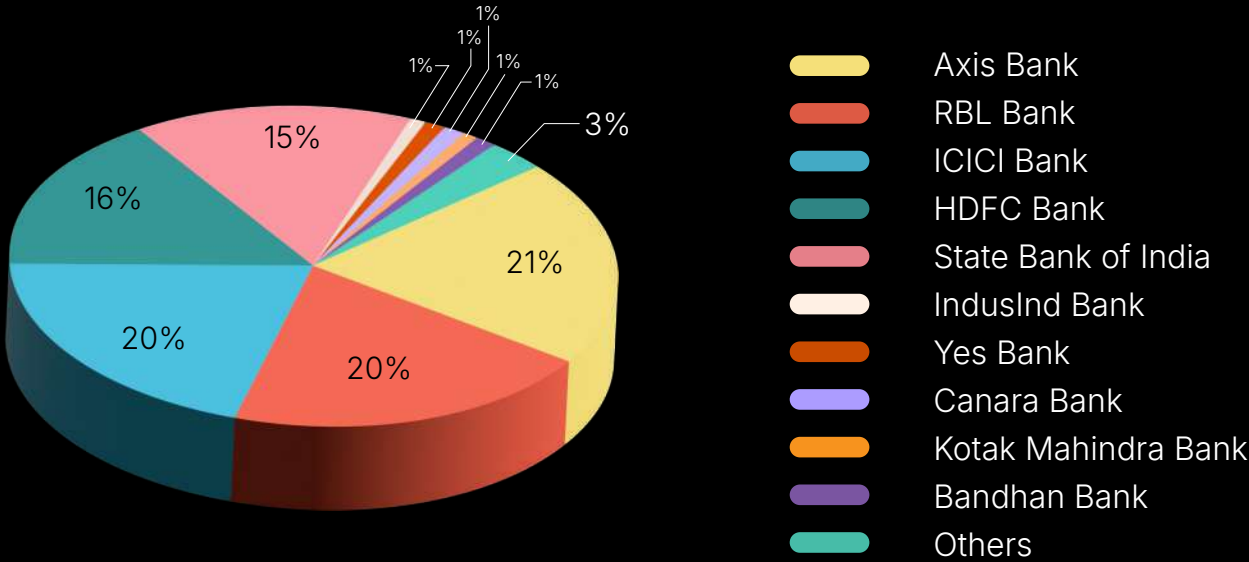
**QR-based payments are enabling low-cost, scalable digital acceptance for millions of merchants.**

# PoS Market Share – A Concentrated Backbone



# PoS Market Share – A Concentrated Backbone

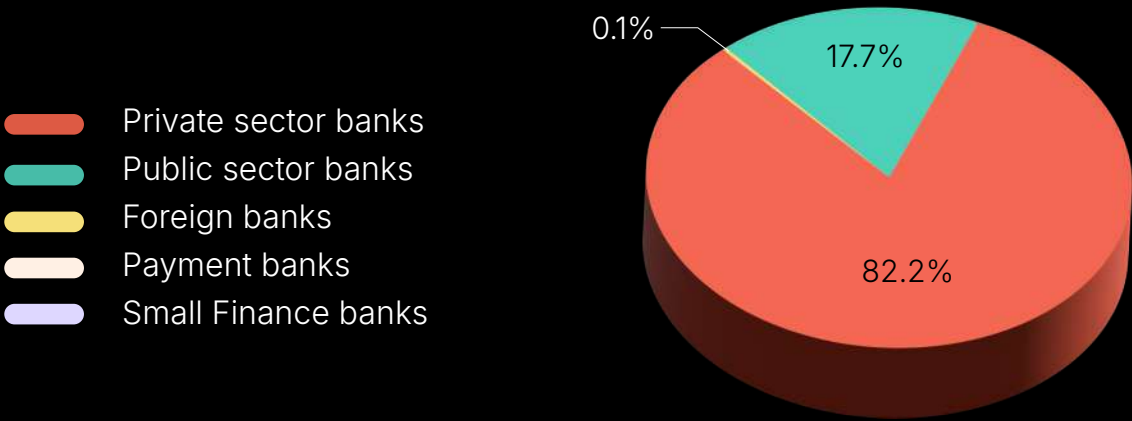
Top PoS deployers — Axis Bank, RBL Bank, ICICI Bank, HDFC Bank, State Bank of India, IndusInd Bank, Yes Bank, Canara Bank, Kotak Mahindra Bank, and Bandhan Bank — together account for 97% of all terminals deployed as of December 2025.



Private sector banks lead the PoS landscape with an 82.2% share of terminals, while public sector banks hold 17.7%; foreign banks make up the remaining 0.1%.

This concentration shows how scale, merchant relationships, and technology investment are reinforcing a small group of acquirers as the backbone of card acceptance.

For merchants, PoS economics and innovation are largely set by this group; for issuers and schemes, distribution depends heavily on partnerships with them.



Four out of five PoS terminals sit with private banks, making them the gatekeepers of in-store card acceptance.

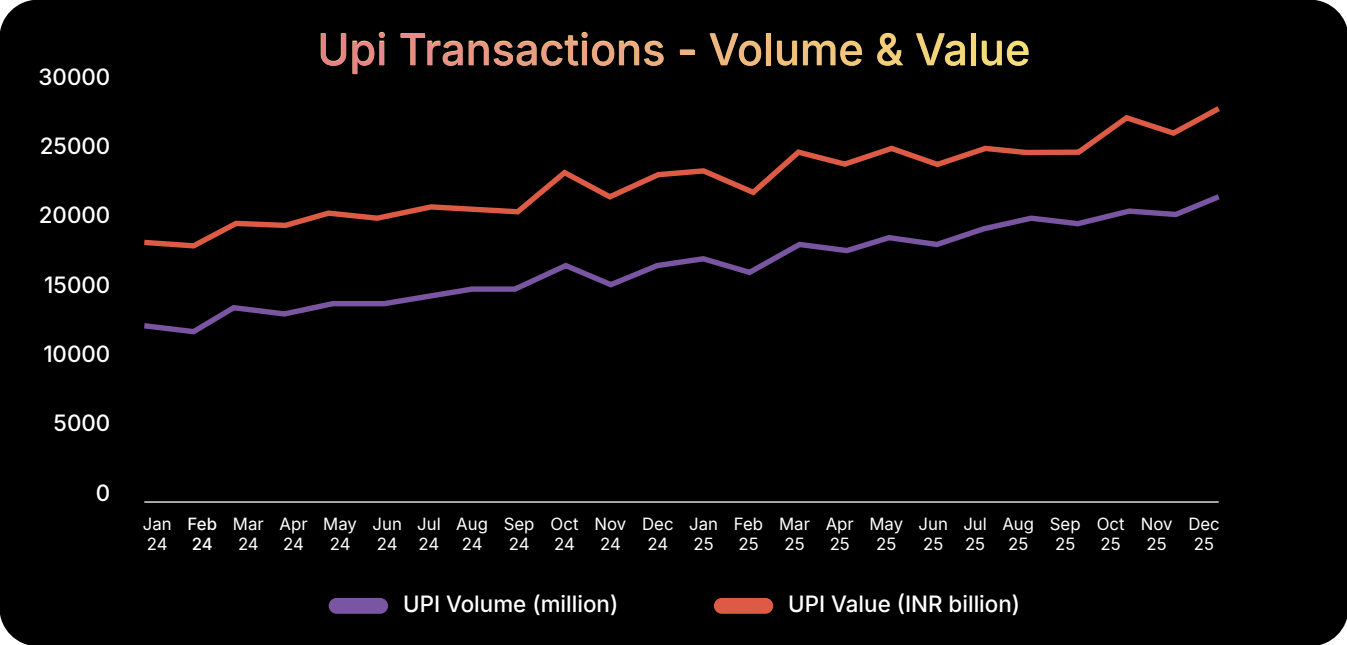
# Unified Payments Interface (UPI) Powers Everyday Payments in India



# Unified Payments Interface (UPI) Powers Everyday Payments in India

UPI continues to transform India’s payment landscape, becoming the most preferred payment method for everyday transactions.

UPI transaction volume rose from 16.73 billion in December 2024 to 21.63 billion in December 2025, reflecting its deepening role in everyday payments. Over the same period, the monthly transaction value increased from INR 23.24 trillion to INR 27.96 trillion.



On an annual basis, UPI volumes grew 33%, from 172.2 billion transactions in 2024 to 228.5 billion in 2025, while total transaction value rose 21%, from INR 246.82 trillion to INR 299.74 trillion. Beneath these headline numbers, the story is one of frequency over size: UPI is now as natural for a ₹50 snack as it is for a rent or salary transfer.

**In 2025, UPI added over 56 billion transactions in a single year—more than the total annual volume of many national payment systems.**

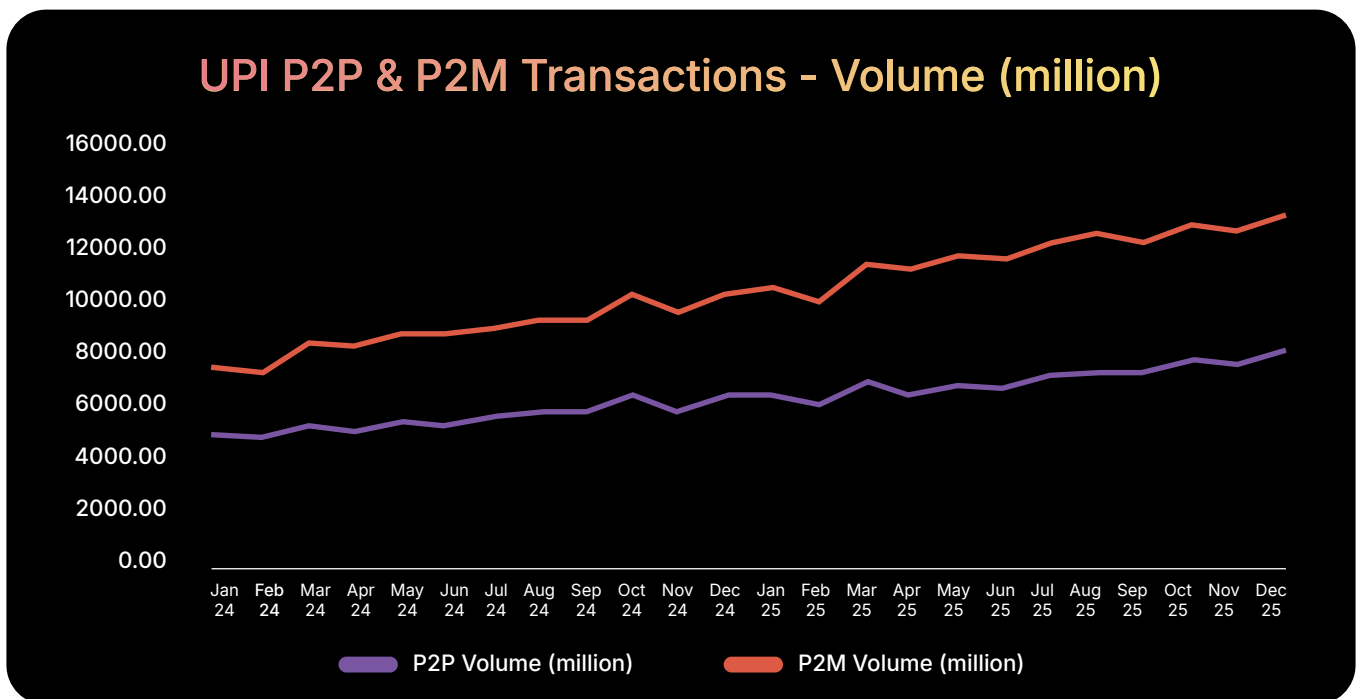
As UPI cements its role as India’s everyday operating system, its two engines — P2P transfers and P2M merchant payments — are evolving very differently, and that split explains where the real momentum now lies.

\*sources - [rbi.org.in/](http://rbi.org.in/) [npci.org.in/](http://npci.org.in/)

# P2P and P2M Transactions – The Kirana Effect at Scale

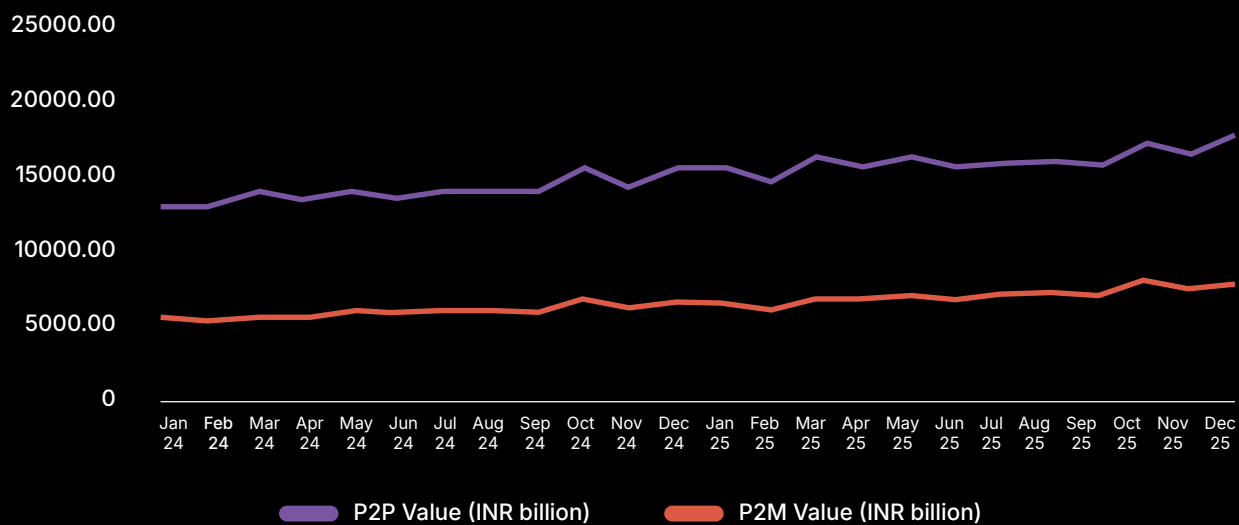
UPI's engine is powered by two broad flows: person-to-person (P2P) and person-to-merchant (P2M). P2P transactions rose from 65.23 billion in 2024 to 84.45 billion in 2025 (↑29%), while value grew from INR 179 trillion to INR 214.52 trillion (↑20%). This reflects steady growth in peer transfers, salary splitting, and account-to-account use cases.

P2M activity scaled even faster. Volumes climbed from 106.97 billion to 143.82 billion (↑34%), while value increased from INR 67.80 trillion to INR 85.23 trillion (↑26%), underscoring UPI's growing use for everyday merchant and bill payments. What once relied on cash or cards is now digital by default at kirana stores and neighbourhood merchants—millions of small-ticket transactions are building a very large digital base.



**P2P built the habit, P2M is driving real-world usage. UPI is now more "shop rail" than "transfer rail".**

## UPI P2P & P2M Transactions -UPI Value (INR billion)



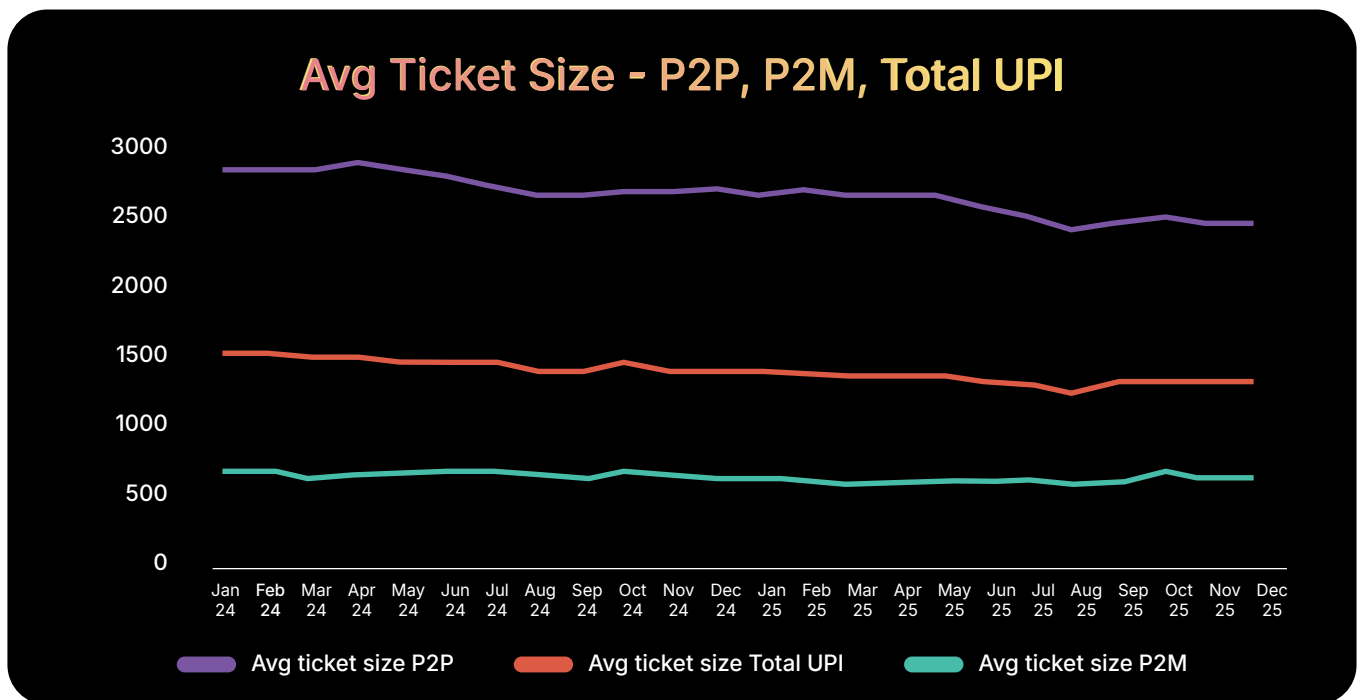
# Average Ticket Size – Smaller, Faster, Stickier

As UPI matures, the most revealing metric is no longer just how much value it processes, but how small each individual transaction has become.

The average ticket size of overall UPI transactions fell from INR 1,437 in 2024 to INR 1,314 in 2025, a 9% decline. For P2P payments, ATS (Average Ticket Size) dropped from INR 2,744 to INR 2,540 (around 7%), while P2M ATS reduced from INR 634 to INR 592, an 8% decrease.

Rather than signalling dilution, this sustained softening in ATS is UPI's strength. It shows that QR codes and app interfaces now power high-frequency, micro-value transactions where cash once dominated.

Each smaller ticket represents a behavioural upgrade—from informal cash to auditable, instant digital payments—reinforcing UPI's long-term relevance in everyday spends.



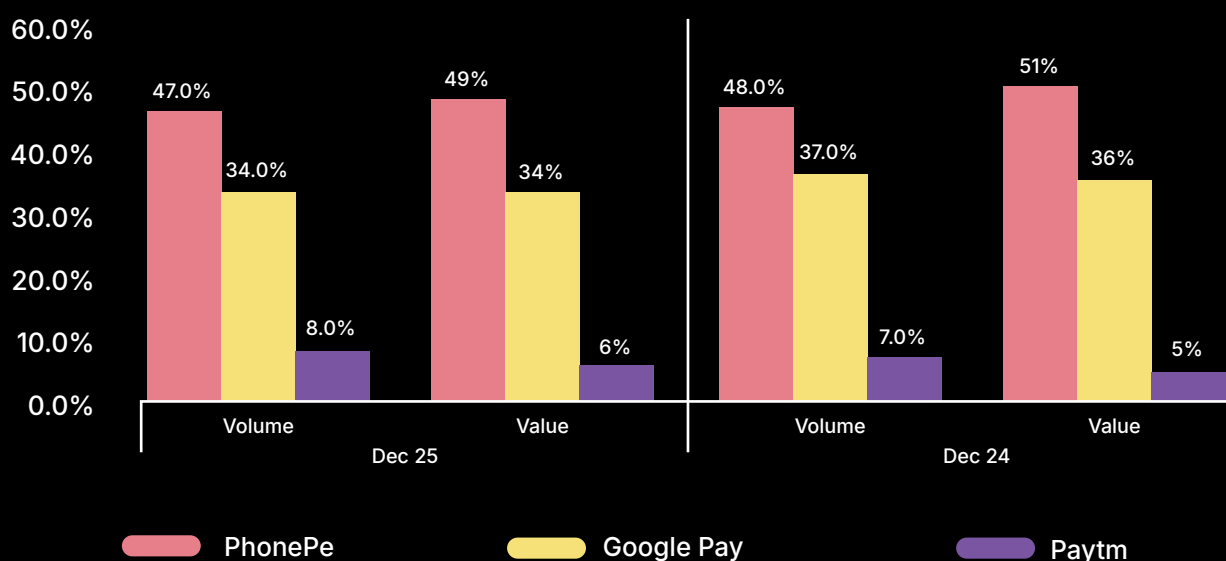
UPI is quietly replacing the smallest notes in the wallet, not just the largest cheques.

# Taps, Apps and Back-End Banks – Inside UPI’s Engine Room

Three UPI apps — PhonePe, Google Pay, and Paytm — continue to dominate both transaction volume and value. In December 2025, they together accounted for 88% of all UPI transactions by volume and 90% of total UPI transaction value.

Consumers see UPI through app logos, but the ecosystem runs on bank plumbing. The reliability of every transaction depends on the banks that move money in the background. The interplay between app-led reach and bank-led resilience is what keeps success rates high, enables scale, and maintains user trust—even as volumes and micro-spends continue to grow.

## Top UPI Apps - Percentage of Volume and Value Contribution



**A handful of apps own the customer screen, but dozens of banks own the uptime.**

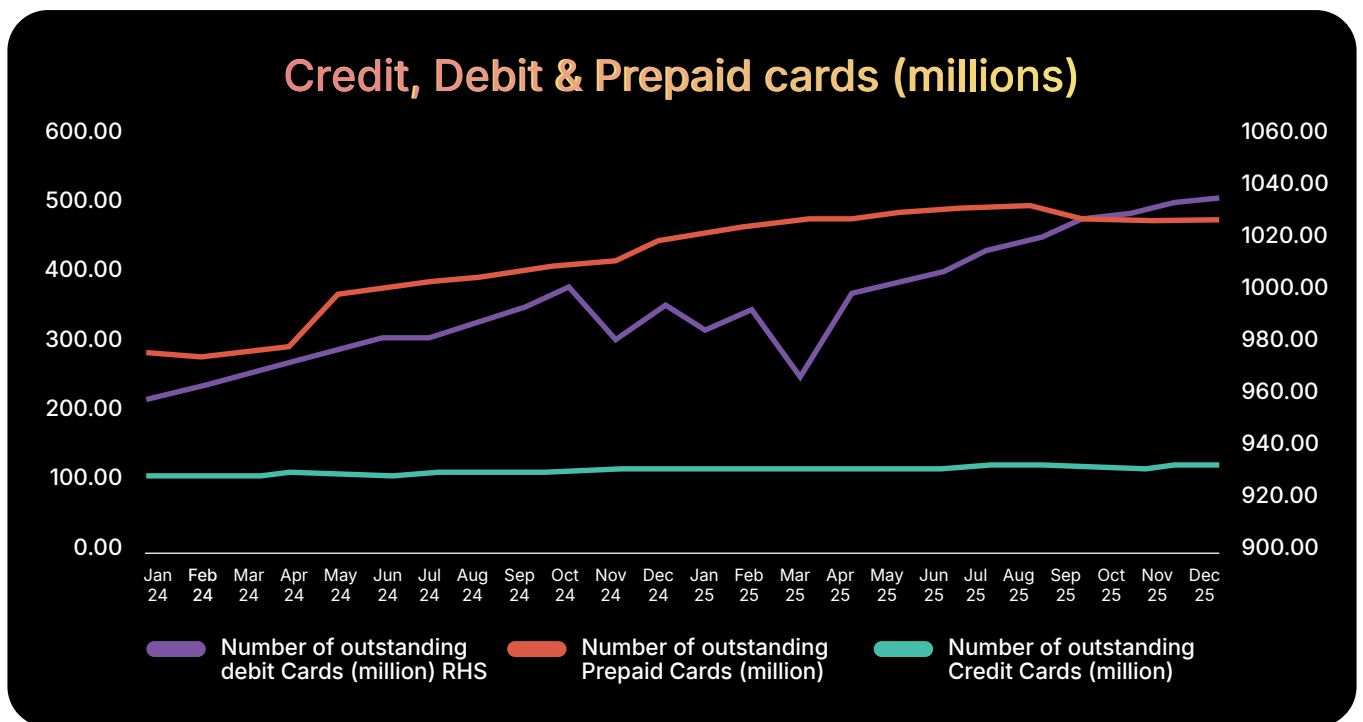
# Cards Move Up the Value Chain as UPI Takes the Everyday



# Cards Move Up the Value Chain as UPI Takes the Everyday

While UPI dominates everyday payments, cards continue to play a critical role in high-value transactions and online commerce.

In December 2025, the total number of cards stood at 1.62 billion, a 5% YoY increase; this comprised 115.78 million credit cards, 1,034.35 million debit cards, and 470.2 million prepaid cards. These segments grew 15%, 7%, and 7% respectively compared with December 2024.

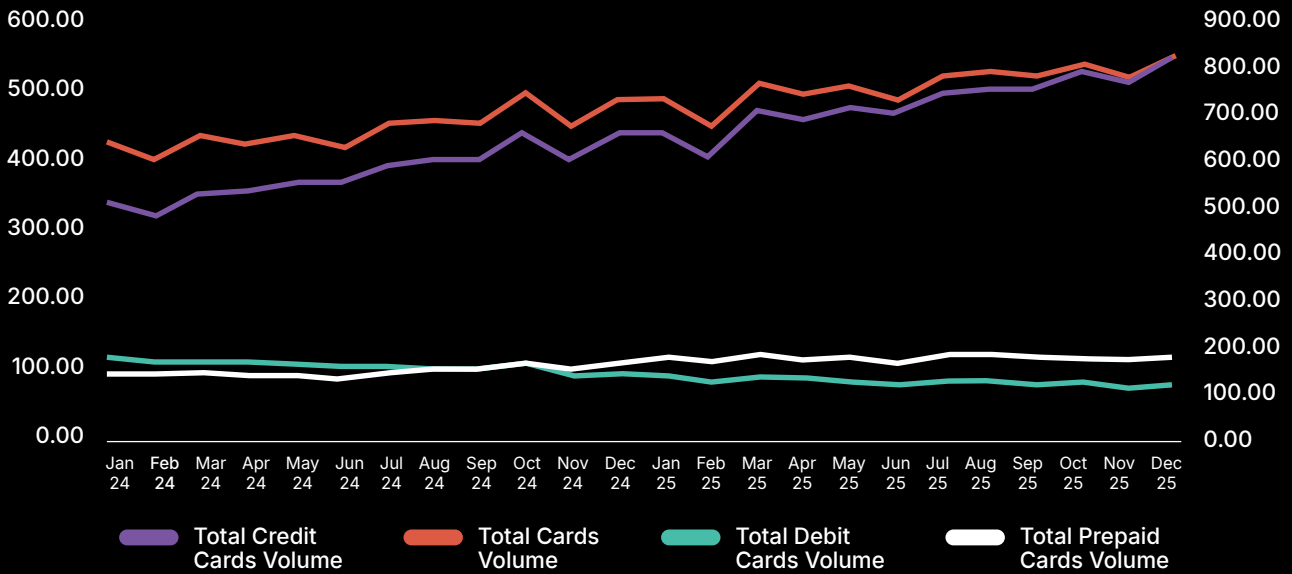


The volume of card transactions in 2025 was 9 billion, a 15% increase over 2024. Debit card transactions were 1.33 billion (↓23%), prepaid card transactions rose to 1.97 billion (↑27%), and credit card transactions reached 5.69 billion (↑27%).

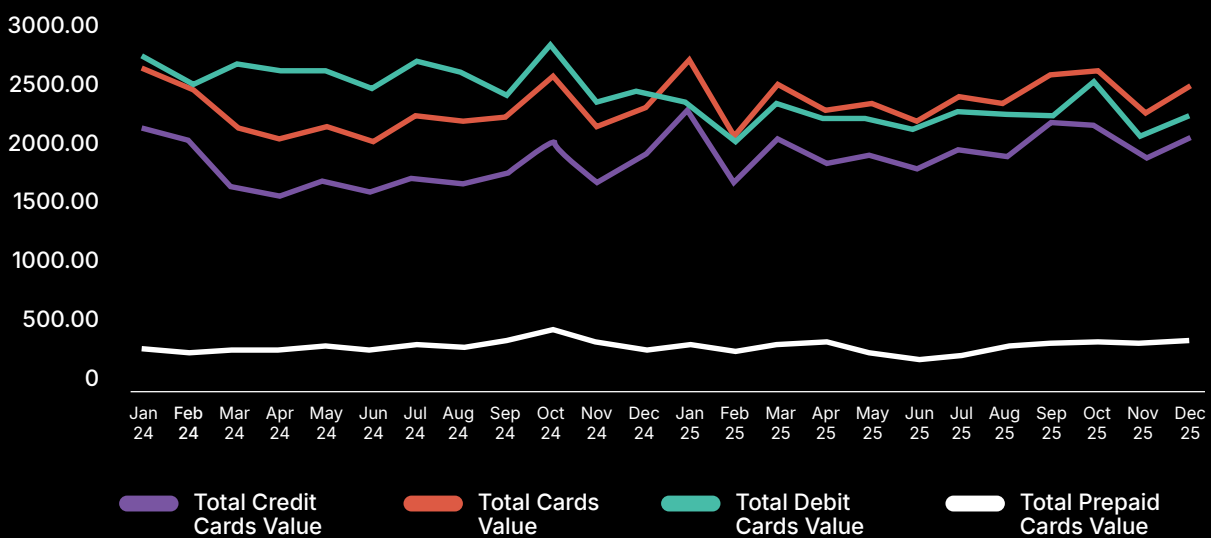
The total value of card transactions in 2025 was INR 28.73 trillion (↑6%), with growth driven primarily by credit cards. Credit card transaction value rose to INR 23.65 trillion (↑11%), while debit card value declined to INR 4.48 trillion (↓13%) and prepaid card value inched up to INR 595 billion (↑1%).

The average ticket size (ATS) for all cards in 2025 was INR 5,162, a 2% decrease from 2024. Credit card ATS fell to INR 4,150 (↓13%) and prepaid card ATS dropped to INR 301 (↓19%), whereas debit card ATS rose to INR 3,360 (↑13%).

## Card Transactions Volume (million)



## Card Transactions Value (billion)

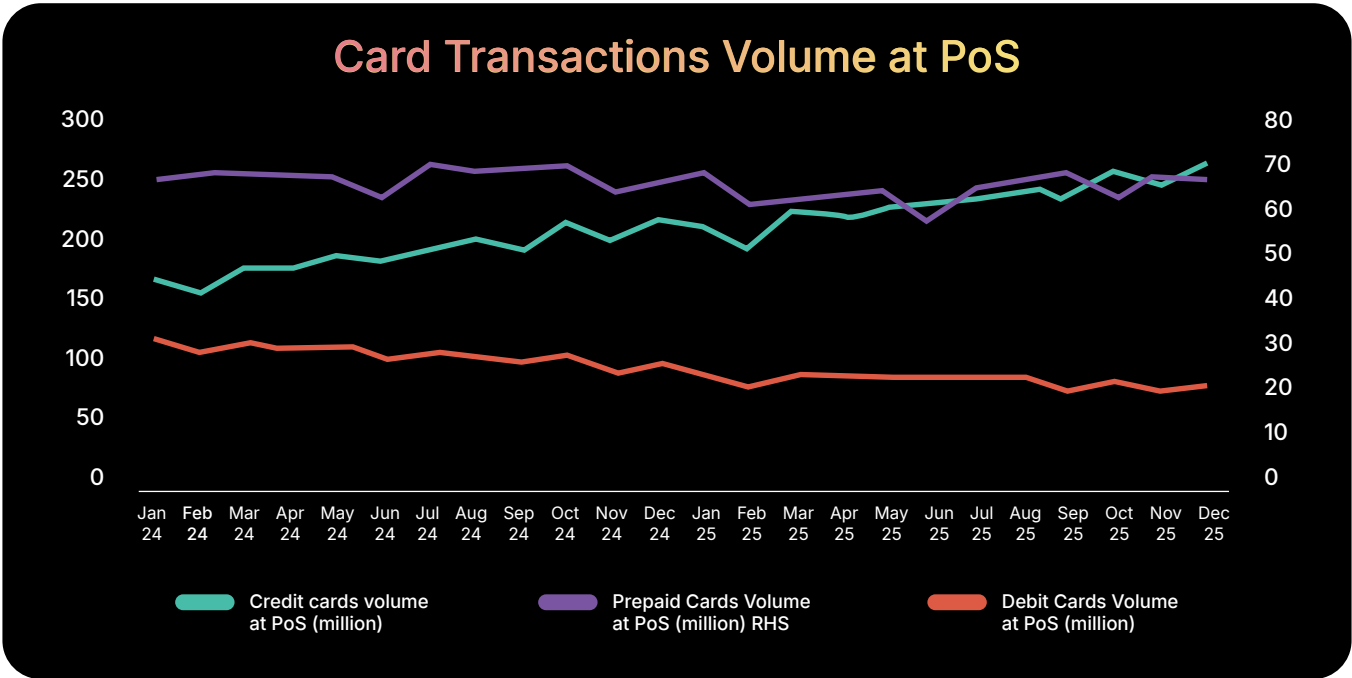


The decline in credit card ATS reflects a higher number of smaller-ticket transactions, while the rise in debit ATS shows that smaller-value transactions are increasingly shifting to UPI.

**Credit cards are becoming the default for frequent mid-ticket digital spends; debit cards are tilting towards occasional, higher-value usage.**

# Card Transactions on PoS – A Premium Lane

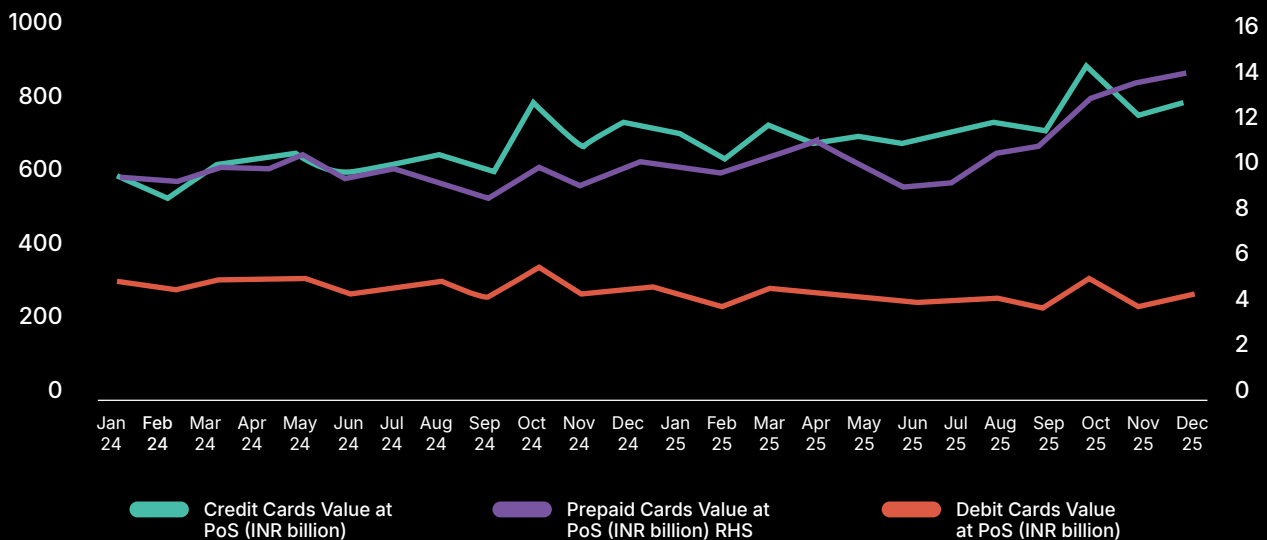
Total card transaction volume on PoS terminals in 2025 was 4.66 billion, a 5% YoY increase. Credit card PoS transactions were 2.868 billion (↑23%), debit card PoS transactions were 999.9 million (↓22%), and prepaid card PoS transactions were 793.65 million (↓5%).



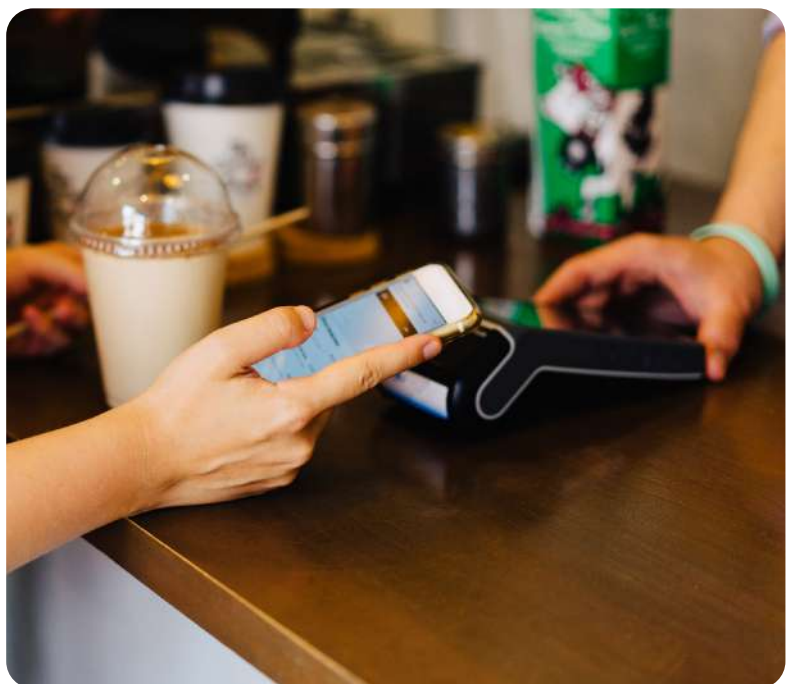
The value of card transactions on PoS in 2025 was INR 11.76 trillion, compared to INR 11.22 trillion a year earlier (↑5%). Over the same period, credit card PoS value rose to INR 8.66 trillion (↑13%), debit card PoS value declined to INR 2.96 trillion (↓14%), while prepaid PoS value grew to INR 130 billion (↑15%). The ATS at PoS was INR 3,019 for credit cards, INR 2,968 for debit cards, and INR 164 for prepaid cards.



## Card Transactions Value at PoS



High-intent, in-store purchases are increasingly funded by credit cards, supported by rewards and EMLs, while debit cards are being reserved for larger, infrequent PoS spends and ATM withdrawals. Prepaid cards continue to serve small-value, controlled spend scenarios, especially in specific programmes and corporate use cases.

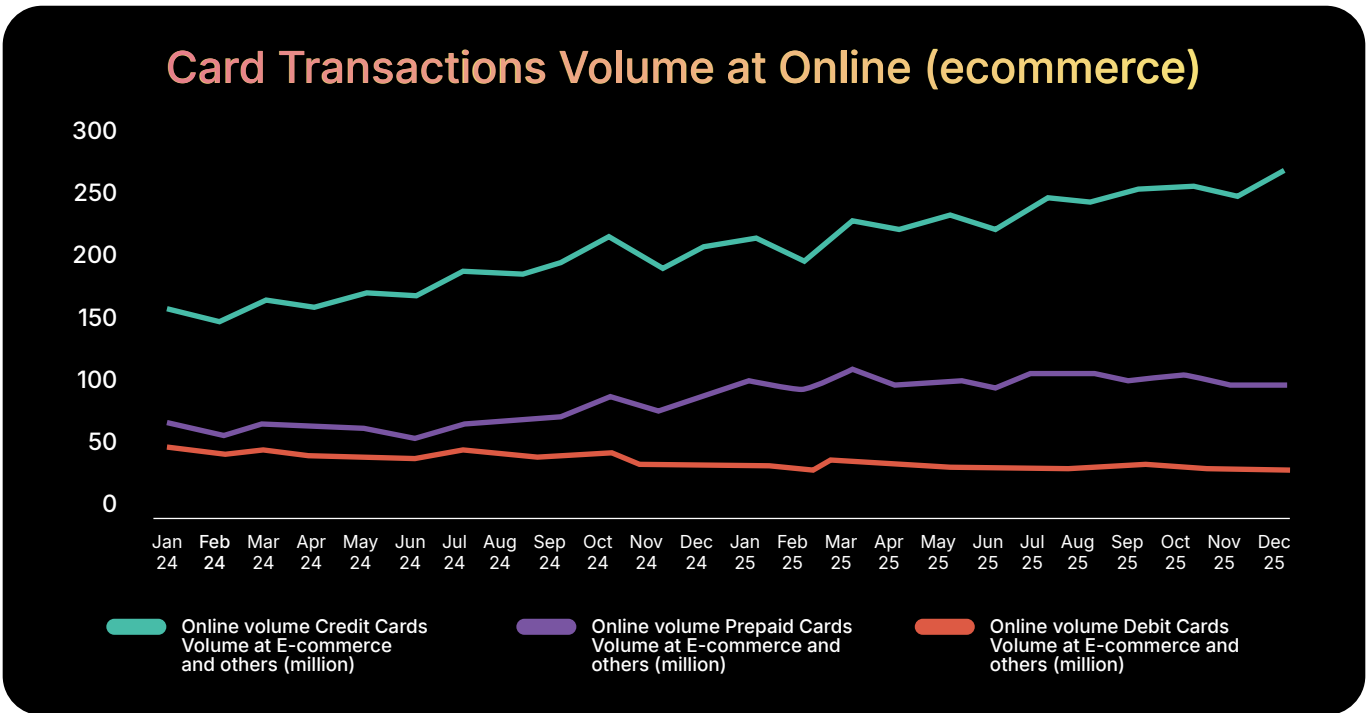


**The PoS terminal is steadily turning into a premium swipe point, not the default everyday option.**

# Card Transactions Online – The Internet Belongs to Credit and Prepaid

Online is where card behaviour diverges the most. As more commerce moves to apps and websites, credit and prepaid cards are increasingly taking centre stage while debit quietly recedes in the background.

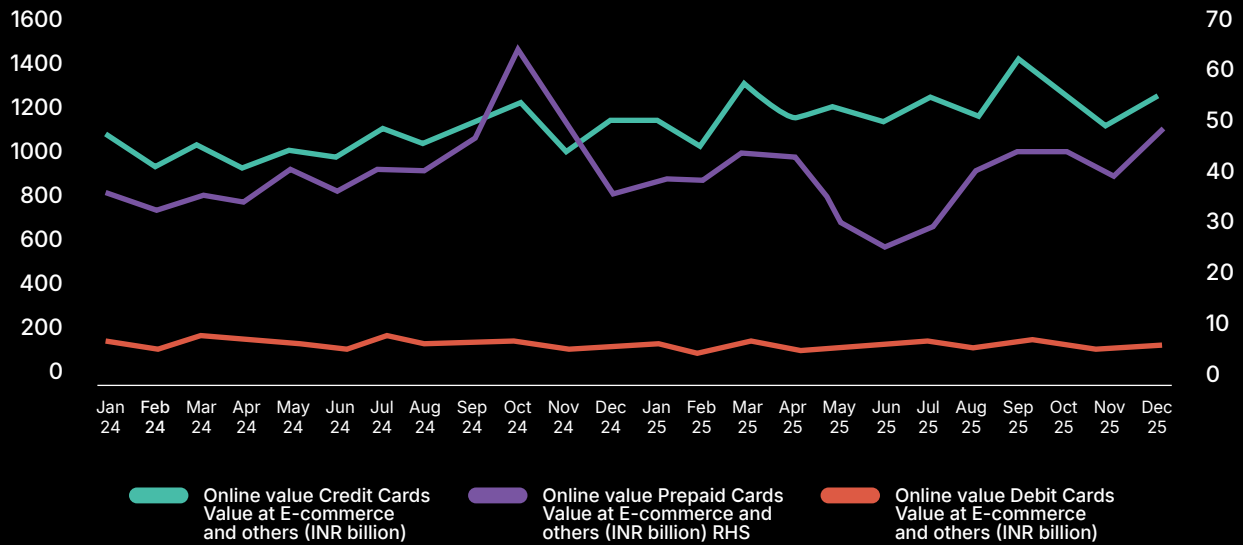
Total card transaction volume for online payments in 2025 rose 28% to 4.34 billion versus 2024. Over the same period, online credit card transactions increased 32% to 2.83 billion, debit card transactions fell 26% to 335 million, and prepaid card transactions grew 48% to 1,182.06 million.



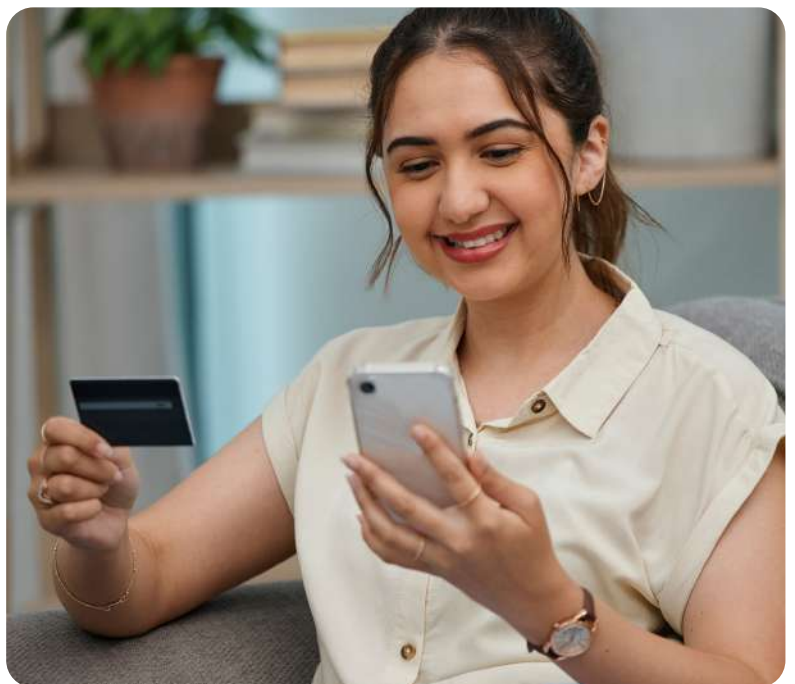
The value of total card transactions for online payments in 2025 rose 11% to INR 16.51 trillion compared with 2024. Online credit card transaction value increased 14% to INR 14.53 trillion, while debit card online value declined 11% to INR 1.51 trillion and prepaid online value fell 6% to INR 465.29 billion. The ATS for online transactions was INR 5,134 for credit cards, INR 4,527 for debit cards, and INR 394 for prepaid cards.

**The digital checkout is increasingly led by credit and prepaid cards, shaping modern payment behavior.**

## Card Transactions Value at Online (ecommerce)



This distribution underscores a clear online story: credit cards dominate high-value ecommerce and services, prepaid cards power smaller digital-first and programmatic use cases, and debit cards are steadily ceding online ground as tokenised card-on-file and UPI-based flows become the norm.



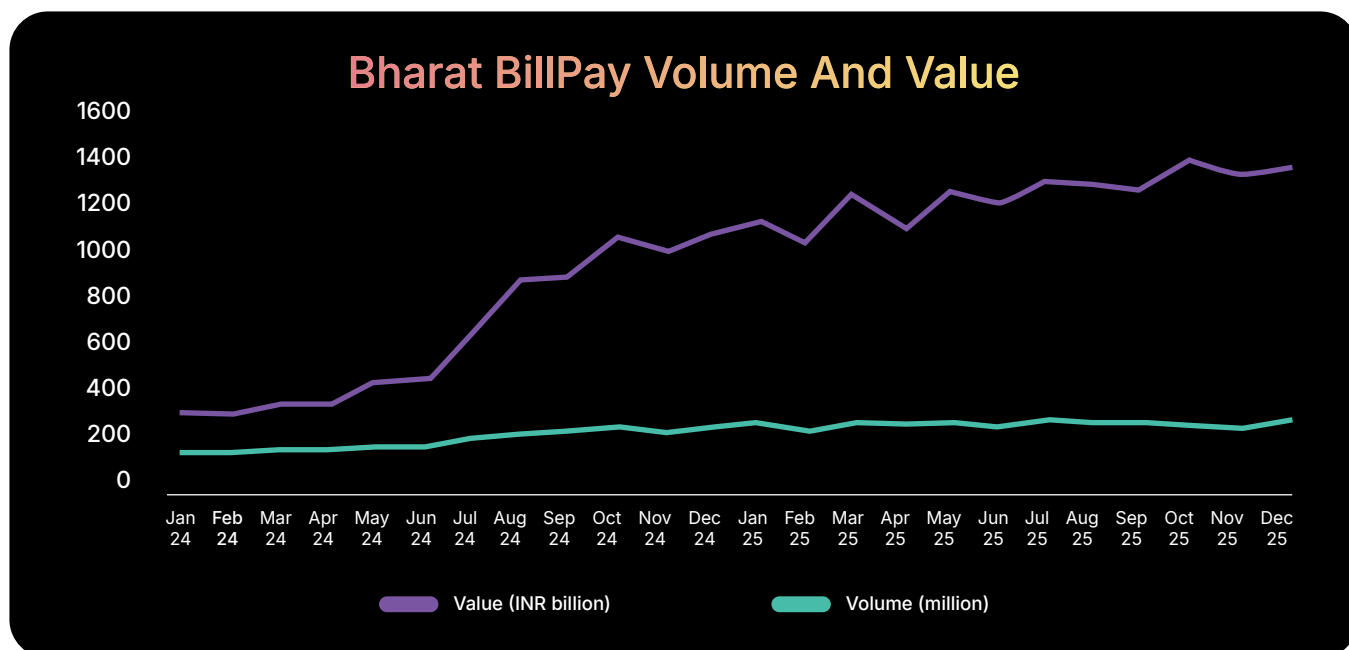
**Online, credit cards carry the big baskets, while prepaid cards mop up the small, digital-first spends.**

# Bharat BillPay – Recurring Rails for Everyday India

Digital bill payment platforms are increasingly becoming the preferred channel for managing recurring household expenses.

In Year 2025, Bharat BillPay processed 3.05 billion transactions, a 40% increase over Year 2024 (2.1 billion). In value terms, throughput jumped to INR 14.84 trillion from INR 7.7 trillion, a steep 93% rise.

This strong double-digit growth in both volume and value underscores Bharat BillPay's growing adoption across urban and rural India. Beyond core utility payments, the platform is seeing faster traction in categories such as education fees, EMI repayments, and subscription services, cementing its position as a comprehensive recurring payments ecosystem.



As UPI and cards digitize day-to-day spending, Bharat BillPay is formalizing the predictable, repeatable cash flows that underpin household budgets and merchant receivables.

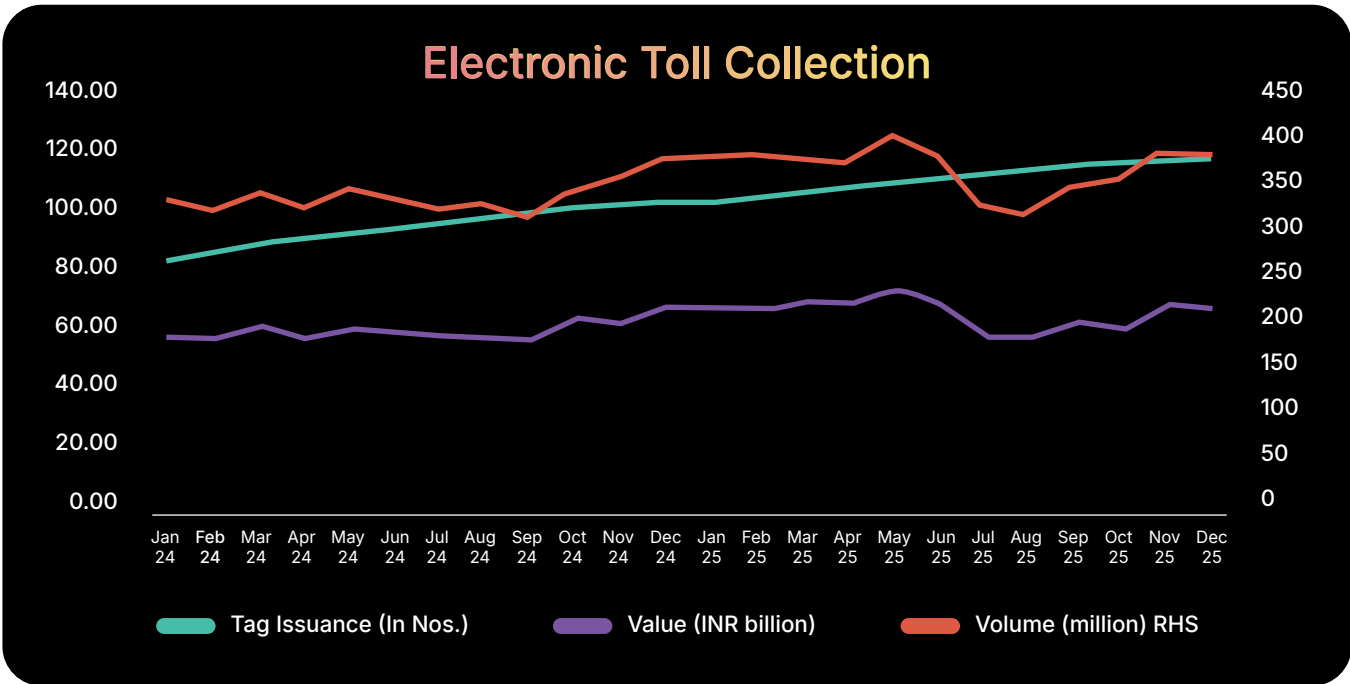


**Bharat BillPay is quietly becoming the ledger for India's must-pay expenses — from power bills to EMIs.**

# Tolls Today, Parking Tomorrow – FASTag's Second Act

Electronic Toll Collection (ETC) has really changed how we pay for tolls on the country's roads and now increasingly at parking plazas among other use cases.

The number of tags issued as of December 2025 was 118.67 million compared to 103.17 million in December 2024 a 15% growth. In terms of volume, transactions in Year 2025 were 4.5 billion compared to 4.05 billion in Year 2024, an 11% growth while the value of ETC transactions in Year 2025 was INR 815.65 billion, a 17% increase when compared to Year 2024 (INR 700 billion).



**FASTag is redefining highway payments with seamless, non-stop travel.**

\*sources - [rbi.org.in/](http://rbi.org.in/) [npci.org.in/](http://npci.org.in/)

# The Road Ahead for India's Digital Payments

India's digital payments ecosystem is expected to continue its strong growth trajectory, driven by expanding acceptance infrastructure, increasing consumer trust in digital platforms, and ongoing innovation across payment technologies.

2025's data reveals a maturing ecosystem where each instrument is settling into its strongest role: UPI for ubiquitous micro-spends, cards for premium and online-led commerce, and Bharat BillPay for recurring, predictable flows.

The system is moving decisively from "card + cash" to "UPI + cards + recurring rails," with merchants and consumers using multiple channels in complementary ways rather than choosing one over another.

UPI's micro-payments are driving inclusion and habit, credit cards are monetising higher-value baskets and experiences, and Bharat BillPay is building a backbone of automated payments across sectors.

The next opportunity lies in making these rails sustainable at scale: aligning economics, security, and user experience so that India's payments superstructure remains both inclusive and commercially viable over the long term.



The cause-and-effect patterns below show how shifts in ticket sizes, channels, and instruments are reshaping behaviour across consumers and merchants.

Signs: ↓ = decrease, ↑ = increase,  
→ = leads to / results in.

- UPI ATS ↓ → denser use for low-ticket, everyday spends rather than big-ticket transfers.
- Low-ticket everyday spends ↑ → accelerates QR deployment (731M+) and makes UPI the default rail for micro and utility payments.
- UPI micro-payments ↑ → cannibalise debit card usage for routine PoS spends; debit card vol/value ↓ (1.33 bn txns, INR 4.48 tn; -23% volume, -13% value) → concentrates debit on ATM cash-outs and occasional higher-value PoS.
- UPI & QR-led ubiquity ↑ → pushes cards to specialise in higher-value and online commerce; credit card volume/value ↑ (5.69 bn txns, INR 23.65 tn; +27% volume, +11% value) with ATS 4,150 ↓ → positions credit cards as the go-to for frequent, mid-to-high value discretionary spends.
- Bharat BillPay volume/value ↑ (3.05 bn; INR 14.8 tn; +40% volume, +93% value in Year 2025) → moves the ecosystem from one-off payments to a recurring, subscription- and EMI-led digital cashflow backbone.
- FASTags volume/value ↑ (11% Volume, 17% Value in Year 2025 comparing to Year 2024) → enables seamless mobility with instant, digital toll payments.

**"Every transaction today is quietly building India's digital future."**



## **About Worldline India**

Worldline is a leading Omnichannel payments technology player, building a robust payment ecosystem for over 26 years.

Worldline is the preferred partner for over 30 leading public and private sector banks, leading sectors like NBFCs, insurance companies, e-commerce businesses, startups, retail brands, hotel chains, and many more.

**Connect with us at**  
**[Worldline.com/india](https://www.worldline.com/india)**