

# Analysis of Market Growth of Digital Payment Tools in India with Special Reference to UPI

Roopal Asati<sup>1\*</sup>, Sonal Pathak<sup>2</sup>

## Abstract

Digital transaction provides a transparent and easy way for customers; this new paradigm of financial transactions leads to an increment in the trust of customers. The Indian retail market has completely shifted to the Unified Payment Interface (UPI) for digital payment transactions. The Internet and Mobile Association of India report forecasts that the number will reach 900 million by 2025. Digital transactions facilitate numerous benefits over cash transactions, including convenience, ease of use, and faster transactions. The digital payment ecosystem provides crystal clear payment transaction facilities to the consumer that build strong trust among consumers. The present study analyses penetration years of different digital payment systems and captures the consumer percentage. This study discusses the statistical analysis of market growth of payment systems with reference to UPI. This paper has also explored the sustenance of various digital payment tools in terms of their market share and life cycle. The expansion and advancement of UPI and its effect on digital transactions in India have been briefly described. The study also provides a deep insight into existing UPI apps and other digital payment modes during demonetization and COVID-19.

**Keywords:** Digital payment systems, UPI, digital transactions, market growth, demonetization, UPI applications

## INTRODUCTION

### Digital Transactions

The Unified Payment Interface (UPI) is a client payment platform launched by the National Payments Corporation of India (NPCI) in 2016, and it plays a crucial role in the digital payment ecosystem. The UPI is the stepping stone towards digital India. Digitalization is a vital aspect of the present scenario; every sector, from the primary industry to services, is greatly influenced by the digital transformation process has occurred as the most critical payment tool in the digital payment ecosystem client app has

come to be viewed as the more excellent mobile-based payment system. The UPI established a significant value for the customer. Digital payment transactions are transpicuous and decisive.

Technological advancement, internet growth, and penetration in India have led to a steady digital payment transformation. The massive penetration of smartphones in India has played a significant role in building a cashless economy. Because of their inadequacy of faith, they did not adopt new innovative technology. The NPCI organization is crucial in advancing digital payment transactions in India. The NPCI is an umbrella organization of the Indian government that plays an essential role in India's digital payment ecosystem. NPCI provides

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various scaffolding such as UPI, Immediate Payment Service (IMPS), and RuPay, facilitating flawless compactness between vivid banks and payment service providers. NPCI promotes financial inclusion by providing numerous services, such as the Aadhaar Enabled Payment System (AEPS) \*99#. It also fosters innovation by introducing new innovative digital payment products, such as BB pay, NACH, FASTag, and many more. The NPCI is strongly associated with the government's implementation of numerous digital payment initiatives. The NPCI provides effective, valuable, safe, and secure comprehensive transaction facilities nationwide. Therefore, it serves as the grit of the digital payment infrastructure.

### Government Initiatives

- The NPCI is an umbrella organization of the government of India and handles most digital payment transactions in India. The Vision of the Government of India and the Reserve Bank of India (RBI) is to make the Indian economy completely cashless. India has appeared as a universal leader in the mass-scale payment public, with its digital payment ecosystem.
- Indian banks have played a crucial role in the expansion of financial and banking services. The Indian gov and banks are working on building trust and advancement and facilitating the digital payment system. A digital payment ecosystem provides numerous payment services for consumers. In India, cash has a symbolic role due to its nationwide availability and acceptance, and there is no need to do the KYC (Know Your Customer) for money. Nation growth in digital transactions can be easily measured using per capita digital transactions. The digital payment universal market is anticipated to gain USD 10.8 trillion by 2026 (Globe Newswire 2019). Remarkable transactions have been noticed worldwide in modern times. In digital transactions, India has been entrenched as a vital contender: credit goes to India's substantial and expanding economy.
- This study explores the enactment of digital payment modes in India during the last five years, focusing explicitly on UPI, digital wallets, net banking, and other card-based payments. Innovative digital technology has molded traditional payment transaction systems. Digital payments have now become a prosperous industry in India.
- The digital payment industry is fast-growing in India. Digital payment systems include mobile applications that permit users to store card details that are mainly used for the online payment of products and services using Digi cash instead of a physical card or hard cash. Users can easily transfer money to their friends, families, or other third parties. In India, 50 third-party payment-based applications based on UPI are currently operating. The NPCI plays a crucial role in ensuring parity and maintaining transparency.
- Financial inclusion played a crucial role in converting our country's economy into a cashless economy in 2015 and has been defined as fintech inclusion as the process of ensuring the introduction of various financial products and services required by susceptible groups such as the lower strata group and weaker sections of society.
- India is now moving towards digital commerce for various reasons. The first reason is the wider adoption of digital payment, and gov has taken great initiatives like demonetization and digital India. Economic transparency has been promoted by the expansion of financial inclusion; thus, dependency on offline or cash transactions has been reduced. Second, the major penetration of smartphones and technological advancement has created a wider level of financial inclusion in India. UPI has played a significant beneficence in the country's economic growth with the support of financial inclusion promotion and financial literacy, COVID-19 and Demonetization have a great impact on the surge in the adoption of digital payment systems. As per the report of Union Budget 2023, government financing for the digital payment industry in India is to hike by double to 2317 crore in the financial year 2023–2024 and previously it was 1074 crore invested for funding in 2022. An extensive analysis of the pattern of digital payment growth consists of both quantity and digital transaction value. The quantity or volume was recorded based on the total no. of transactions contrived with the support of numerous digital payment methods; conversely, the value of digital payment transactions provides acutely sagacity of digital payment impacted economic growth.

## LITERATURE REVIEW

Achutamba and Hymavathi (2021) [1] have explored the effect of COVID-19 on the adoption of digital payment tools, COVID-19 has affected the lives of people around the world, it shifted their buying habits from offline to completely due to the fear of the virus transmission. The results reveal that COVID-19 has drastically changed consumer behavior, and every individual adopts digital payment tools to buy products and services.

Angamuthu (2020) [2] has attempted to analyze the growth and development of digital payment systems in India, and the results reveal that there has been tremendous growth in digital payment transactions that have been recorded in the last eight years. Digital payment tools provide users with secure, flawless, and convenient transaction facilities.

Sivathanu (2019) [3] attempted to examine the actual usage of digital payment systems during the demonetization period and used the UTAUT2 and Resistance theory model for the conceptual framework. SmartPLS and SEM (structural equation modeling) were used to analyze the data. Behavioral Intension (BI) and Innovation Resistance (IR) immensely influence the acceptance of digital payment systems. Stickiness in the cash payment system moderates the relationship between the BI of digital payment tools and the actual usage of digital payment tools.

Goel and Sahai (2019) [4] have focused on the customer perception of digital payment transactions. Researchers have attempted to examine the factors influencing people to move towards cashless transactions. Various factors, such as offers and cashback, influence people to proceed toward making cashless transactions.

Singh (2019) examined the factors influencing the adoption of digital payment tools and found that digital wallets have a significant role in the improvement of bank performance and in gaining the motive of a cashless economy. Time-saving, convenience, and ease of use of attractive discounts are crucial factors that attract users to make online transactions [5].

Patil and Diwadi (2017) [6] focused on a review analysis of digital payment adoption. Based on the review analysis results, perceived usefulness and performance expectancy were found to be the most significant factors for behavioral intention, and perceived risk was found to be a considerable inhibitor of the adoption of digital payment tools.

## OBJECTIVE OF THE STUDY

1. To determine the current market share of UPI-based apps.
2. To know about the most popular digital payment tool.
3. To determine the growth trend of UPI application.

## RESEARCH METHODOLOGY

The present study uses an exploratory research method to explore the required data from secondary sources such as research papers, RBI reports, and NPCI reports [7, 8]. Based on the collected data analysis that has been applied to determine the growth of digital payment tools in India, the role of the Indian government in transforming society into a digitally empowered society, and understanding the reason for UPI dominance in India.

## FINDINGS AND DISCUSSION

### Penetration of Digital payment Tools

The Payments Market is projected to be valued at USD 2.85 trillion in 2024 and is anticipated to grow to USD 4.78 trillion by 2029, with a compound annual growth rate (CAGR) of 10.88% over the forecast period (2024-2029) as shown in Table 1.

**Table 1.** Digital payment tools type (special features, year of launch, limitation).

S.N.	Digital payment tool	Year of launch	Special features	Limitation
1.	UPI (Unified Payment Interface)	11 April 2016 (NPCI)	<ul style="list-style-type: none"> <li>Instant Money transfer</li> <li>Easy access to different bank accounts</li> <li>Provide Interbank and Peer-to-Peer (P2P) and Peer-to-Merchant (P2M) transaction facility.</li> </ul>	Everyday transaction limit is Rs.1 lakh for health care and the institution limit is up to Rs.5 lakh.
2.	BHIM (Bharat Interface for Money)	30 December National Payments Corporation of India (NPCI)	<ul style="list-style-type: none"> <li>Instant Money Transfer</li> <li>Anyone can make a payment to another person on UPI by the QR code.</li> </ul>	BHIM transaction limit is up to Rs.1 lakh, and for new users, the limit is Rs.5000.
3.	UPI 123 PAY	8 March 2022	<ul style="list-style-type: none"> <li>Provide Interactive Voice Response (IVR) no. calling response facility.</li> <li>Smart phone is not needed for payment.</li> <li>UPI 123 PAY does not require an internet connection for transactions.</li> <li>UPI provides the facility to rural areas people who do not have a smartphone facility.</li> <li>UPI PAY provides the facility for the service execution and initiation to the customer who is using a simple phone.</li> <li>DigiSaathi will assist the user through a chat board and website for their quivery related to digital payment.</li> </ul>	UPI123 Pay transaction limit per day is Rs.100000.
4.	UPI LITE	September 2022 by RBI	<ul style="list-style-type: none"> <li>UPI LITE works without any internet connection, it does not require an internet connection on either the sender or recipient phone.</li> <li>No Transaction fees.</li> <li>User can do low-volume transactions without embarking on their UPI PIN.</li> <li>UPI LITE is congenial with every bank account.</li> </ul>	The total balance limit of UPI LITE is Rs.2000. UPI LITE transaction limit is also Rs.2000.
5.	*99# USSD 2.0	November 2012	<ul style="list-style-type: none"> <li>UPI is now available</li> </ul>	Rs.5000 per transaction.
6.	IMPS	22 November 2010	<ul style="list-style-type: none"> <li>Provide a 24/7 electronic fund transfer facility.</li> <li>Users can avail of Immediate Payment Service (IMPS) services via multiple channels like mobile, internet, ATM, and SMS.</li> <li>IMPS has multi-platform support.</li> <li>The transaction can be in the form of P2P and P2M modes for online shopping.</li> </ul>	The maximum transfer limit is Rs.500000, which can be varied from bank to bank. IMPS charges from the range of Rs.2.5 to Rs.25. From the limitation of Rs.10000–500000
7	Aadhaar Enabled Payment System (AEPS)	2010	<ul style="list-style-type: none"> <li>Balance inquiry</li> <li>Aadhaar to Aadhaar fund transfer</li> <li>Mini statement</li> <li>Aadhaar to Aadhaar fund transfer</li> </ul>	-No limit set by RBI for transactions through AEPS although some banks have set the transaction limit up to Rs.50000
8	RTGS (Real Time Gross)	26th March 2004	<ul style="list-style-type: none"> <li>RTGS services are used by 237 Banks presently.</li> </ul>	RTGS has a minimum limit of Rs.2 lac.

	Settlement method)		<ul style="list-style-type: none"> <li>• RTGS mostly used for high-volume transactions, and Rs.2 lac is the minimum transaction limit.</li> <li>• Provide the facility of real-time fund transfer online and offline mode.</li> <li>• RTGS provides an immediate payment-clearing facility.</li> </ul>	
9.	NEFT	November 2005	<ul style="list-style-type: none"> <li>• Immediate fund transfer</li> <li>• No Transaction charges</li> <li>• Ease in Use</li> </ul>	The transaction limit is Rs.50000.
A.	Google PAY	September 2017	<ul style="list-style-type: none"> <li>• Transaction cost</li> <li>• Provide a wide range of financial products like insurance policies, credit cards, mobile, dish TV bill payment facilities, and investment opportunities.</li> </ul>	The maximum transaction limit is Rs.100000 per day.
B.	Amazon PAY	Amazon Pay UPI was launched in 2019	<ul style="list-style-type: none"> <li>• -Amazon Pay permits users to store the money and make payments later.</li> <li>• Amazon Pay provides various facilities to users like bill payment travel booking, online shopping, and many more facilities.</li> <li>• Amazon Pay has integration with Amazon Prime which provides a cashback reward facility to the user.</li> </ul>	Amazon Pay transaction limit is Rs.100000 per day.
C	PAYTM	2010	Paytm functions as a payment gateway, enabling customers and merchants to make seamless transactions using cards, bank accounts, and other e-wallets. It also offers a variety of payment services, including mobile recharges, bill payments, movie tickets, taxi, train, and flight bookings, loan payments, insurance, forex, and more.	Transaction limit Rs.100000 lakh per day. Users can make per-hour transactions of Rs.200000.
D.	Airtel Money	January 2017	<ul style="list-style-type: none"> <li>• Safe Digital Account. Open a savings account in just minutes from the comfort of your home.</li> <li>• NETC FASTag. Purchase or recharge your FASTag for effortless toll payments!</li> <li>• Instant Bill Payments. Make fast &amp; secure Bill Payments from anywhere, anytime!</li> <li>• Eco-Friendly Debit Card.</li> </ul>	Users can do the transaction up to Rs.200000.
E.	Oxigen	2006	Oxigen Wallet is India's first non-bank wallet approved by the RBI, integrated with NPCI for instant money transfers to and from over 60 banks using the IMPS. It features robust fraud control measures supported by bank-grade technology.	Users can do transactions up to Rs.100000 per day.
F.	Mobikwik	2012	<ul style="list-style-type: none"> <li>• Use your wallet balance to pay to any QR code or UPI ID without platform restrictions.</li> <li>• Enjoy flash transfers and instant settlements.</li> <li>• No server downtime issues on the sender's side.</li> <li>• Hold up to ₹2,00,000 in your wallet for smooth payments.</li> <li>• Daily transaction limit of ₹1,00,000.</li> </ul>	Users can do Rs.4000 per and Rs.10000 per month by Mobikwik wallet.
G	JIO Money	2016	Jio Money is an India-based digital wallet and payment services company. It offers a variety of financial services, such as bill payments, mobile recharges, money transfers, and online shopping.	The minimum transaction limit for the user is Rs.1 and the maximum is up to Rs.100000.
H.	HDFC PAYZapp	15 June 2015	<ul style="list-style-type: none"> <li>• Customers can book movie tickets.</li> <li>• Avail of attractive travel deals and purchase tickets.</li> </ul>	Users can do transactions up to Rs.10000 per month.

			<ul style="list-style-type: none"> <li>• Pay utility bills.</li> <li>• Clear bills at restaurants and home delivery services.</li> <li>• Grocery shop online and have it delivered to your doorstep.</li> <li>• Pay for taxi services.</li> <li>• Transfer funds to anyone having the HDFC PAYZapp e-wallet app.</li> </ul>	
I	iMobile (ICICI Bank)	2008	<ul style="list-style-type: none"> <li>• iMobile Pay is a first-of-its-kind mobile application that offers interoperability to Bank customers. Customers of other banks can also link their accounts with the app and start making online payments.</li> <li>• It allows customers to scan the QR code to initiate online payments and transfer money to any bank account, as well as to their UPI ID.</li> <li>• It is also a gateway for new customers to establish an association with ICICI Bank, which is recognized as the world's leading Bank.</li> <li>• With iMobile Pay, you can link multiple bank accounts and operate the app with a single UPI ID.</li> </ul>	Per day transaction limit up to Rs.20 lakh.
J	YONO by SBI	2017	<ul style="list-style-type: none"> <li>• Instant Account Opening.</li> <li>• Complete paperless transactions.</li> <li>• Unified App for Lifestyle Expenses and Banking.</li> <li>• Fund transfer via UPI.</li> <li>• Smart spending—spend analysis.</li> <li>• Pre-approved personal loan on the move.</li> <li>• An instant account opening from anywhere.</li> <li>• You can get exclusive discount offers and special deals on the move.</li> <li>• Purchase all financial products from a single app.</li> <li>• Transfer funds in just four clicks.</li> <li>• Get an overdraft facility against a fixed deposit.</li> <li>• Benefit from intelligent spend analyzer.</li> </ul>	The maximum limit is up to Rs.20 lakh.
	PhonePe	Dec. 2015	PhonePe app is accessible in 11 Indian languages. Users can easily do financial transactions mobile recharge, DTH services and make other utility payments.	1lakh transaction limit up to P2P and P2M both.

### Statistical Analysis of Digital Payment Transactions

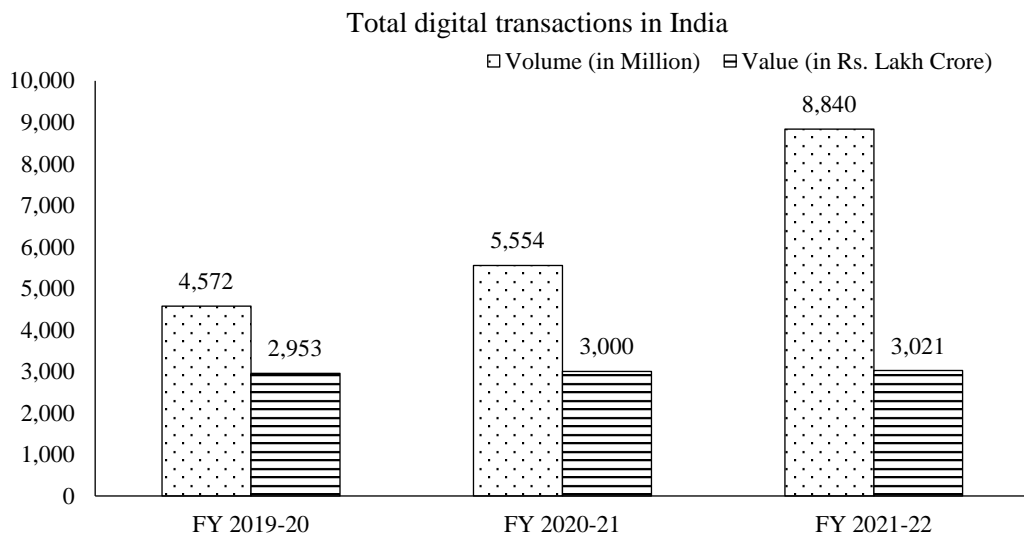
Figure 1 shows the volume (in millions) and value (in crore) of total digital payment transactions between the financial year 2019–2020 and 2021–2022.

According to NPCI data, digital payment transactions achieved 11660 crores in the current financial year 11-12-23. According to the Ministry of Finance, the total number of digital payment transactions increased from 2071 crore in the financial year 2017–2018 to 13462 crore in the financial year 2022–2023, with a CAGR of 45%. In the year 2023 -24, digital payment transactions reached 11660 crores, as shown in Table 2.

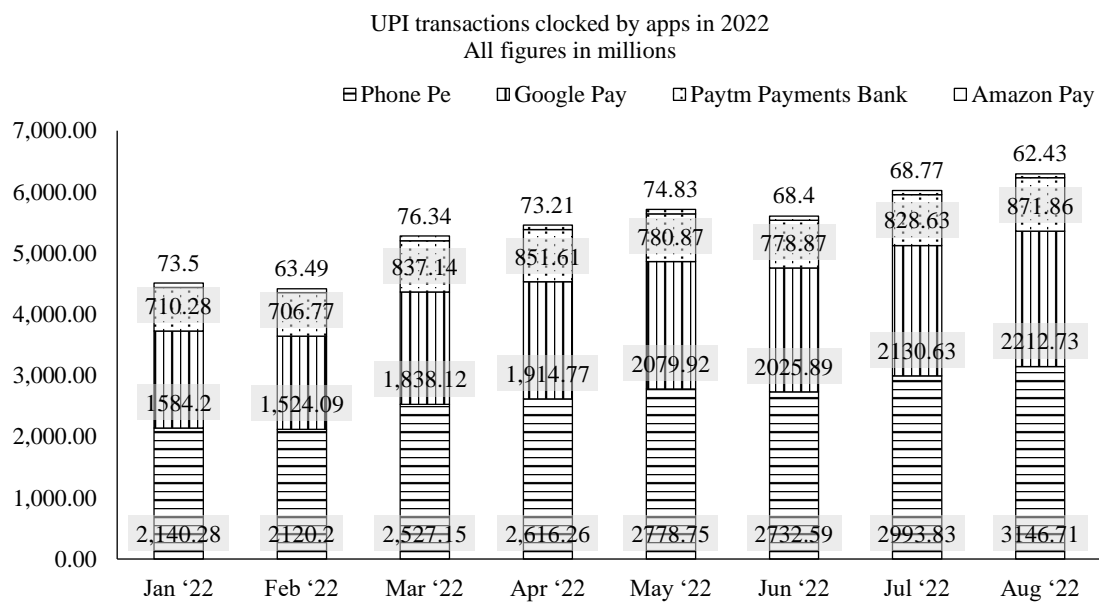
Figure 2 shows the UPI APP transactions of PhonePe, Google Pay, Paytm, and Amazon Pay for the year 2019 to 2022.

**Table 2.** Statistics of digital payment transactions (from 2017–2018 to 2023–2024).

S.N.	Financial year	Volume (in crore)
1	2017–2018	2071
2	2018–2019	3,134
3	2019–2020	4,572
4	2020–2021	5,554
5	2021–2022	8,839
6	2022–2023	13,462
7	2023–2024	11,660



**Figure 1.** Total digital payment transactions in the financial year 2019–2020, 2020–2021 and 2021–2022.



Includes onus transactions where issuing bank and acquiring bank are the same.

**Figure 2.** UPI transactions clocked by apps in 2022.  
 Source: National Payments Corporation of India.

Figure 3 shows the percentage of market share of UPI-based apps on Jan 23, including PhonePe, Google Pay, Paytm, CRED, and others.

PhonePe led in terms of value, processing UPI transactions totaling Rs.6.51 lakh crore, accounting for 50% of the total value. Google Pay followed in second place, handling 2,782 core transactions valued at Rs.4.43 lakh crore during the period.

The payment corporation released data related to Google Pay nearly a week after the monthly data were first published. For nearly a week, Google Pay data was missing from the website. Paytm secured the third position on the list, representing 14% (Rs.1,190.89 crores) of the total transaction volume [9]. It facilitated UPI transactions amounting to Rs.1.39 lakh crore during the month, contributing more than 10% of the total transaction value. Meanwhile, CRED processed 35.18 Cr transactions worth Rs.19,106.82 Cr in January 2023. According to the NPCI data, PhonePe maintained its dominance in the Indian digital payments arena in January 2023 by processing the largest share of UPI transactions. PhonePe processed 3,802.67 crore UPI transactions during the month, comprising more than 47% of the total transaction count, and nearly 55% of the total transaction.

Figure 4 shows the percentage in terms of Volume and Value UPI P2M, credit card, debit card PPI (Prepaid Payment Instrument) card, and PPI mobile wallet percentage ratio.

Figure 5 shows the average ticket size of digital payment tools, which consists of credit card 2073, debit card 4, UPI P2P, UPI P2M, and mobile wallet [10].

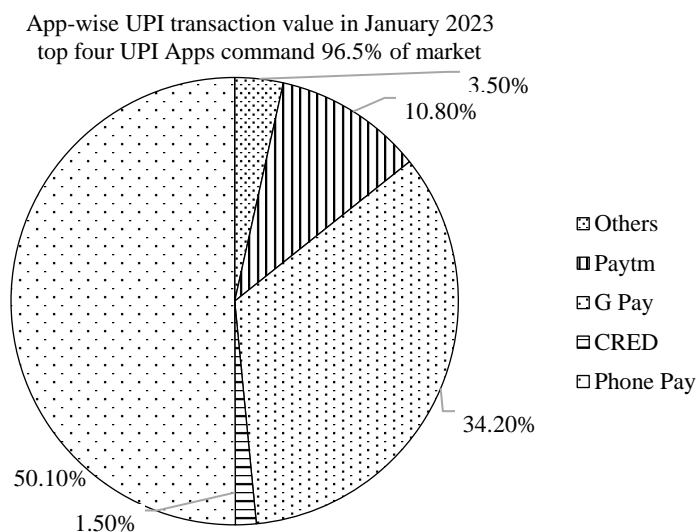
**REASON—TOP FIVE TRENDING UPI APPS IN INDIA**

Table 3 shows the top five trending UPI apps in India.

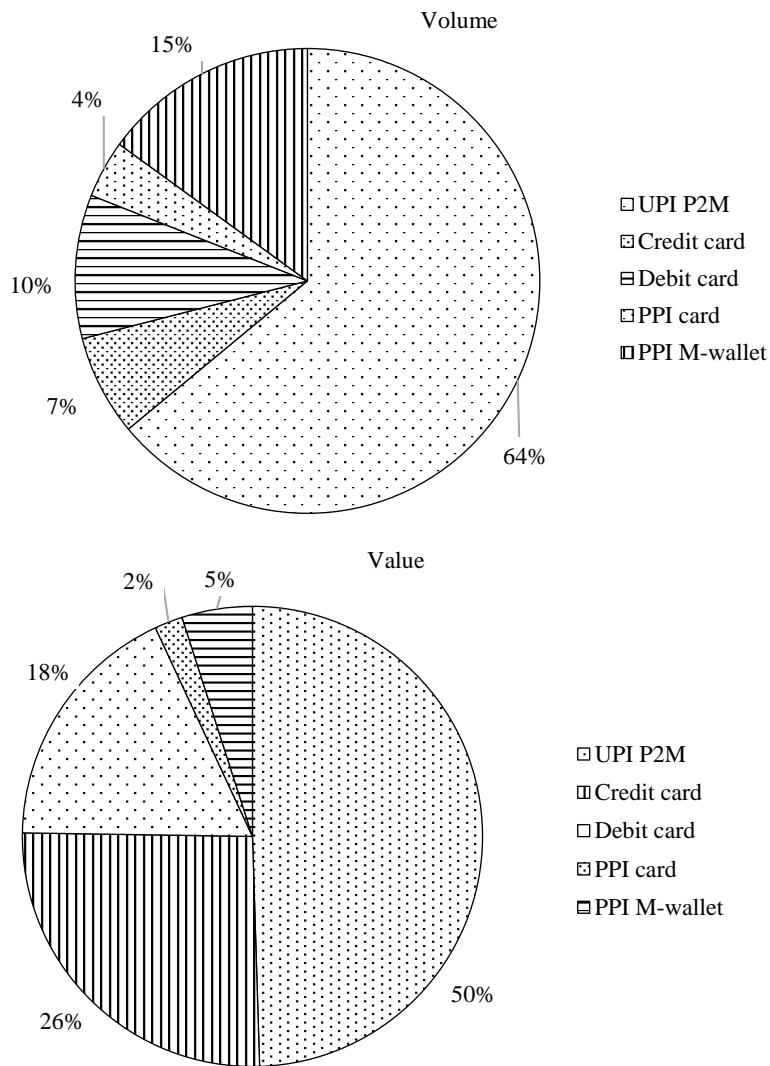
**Table 3.** Top five UPI apps in India (market share and active users).

S.N.	Top five trending UPI apps in India	Position in market	Market share (January 2024)	Active user (customer)
1	PhonePe	1st	47.7%	500 million
2	Google Pay	2nd	36.3%	67 million
3	Paytm	3rd	11.80%	100 million
4	Amazon Pay	4th	6.9%	80 million
5	CRED	5th	1.6%	5.9 million

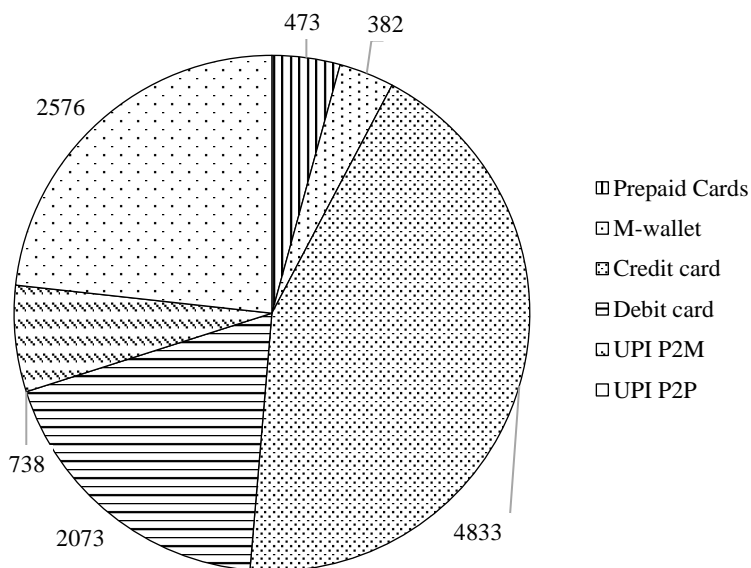
Source: National Payments Corporation of India



**Figure 3.** App-wise UPI transaction value in January 2023 (top four apps commanded the market).



**Figure 4.** The average ticket size of digital payments.



**Figure 5.** Average ticket size (INR).

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### **Reason for Dominance of UPI in India**

The UPI plays a crucial role in the digital payment ecosystem; it has a great move that leads to the marvelous transformation that reforms the prospect of the digital payment system. The early evolution of the digital payment system has been instrumental in shifting society towards a cashless and digitally empowered state. In many developed nations, small retailers and other service providers are equipped with point-of-sale (POS) terminals. However, a long time ago, India's rural parallel urban areas required payment infrastructure. The reason for the dominance of UPI is as follows.

### ***Cross-Border Payment Facility***

Currently, the UPI is the most popular digital payment tool. The UPI has gained popularity owing to its flawless, secure, and convenient features. With technological advancement and shifts in consumer preferences, the UPI ecosystem has become more flawless, structured, protected, and reachable. India's vigorous digital payment ecosystem is currently stimulating a nationwide focus. UPI-based payment systems quickly achieved international pleading and resulted in vast acceptance in the international market, thereby increasing cross-border payments. The government has taken various initiative steps to meet the demand of Indian travelers abroad, delivering UPI app services in numerous countries such as Bhutan, Nepal, France, Oman, Vietnam, Europe, and Singapore, and simplifying truncations for NRI (Non-Resident Indian). The Indian government has signed an MOU (Memorandum of Understanding) with 13 nations, consisting of Malaysia, Thailand, the Philippines, Japan, and South Korea, expressing their intent to adopt a digital payment system that captures a larger market share of customers. Specialist forecast escalation in digital payment transaction volume. Make in India's inventive payment solutions led to a global reach and a conducive Digital India program.

### ***Linking RuPay to UPI***

The most radical move in the digital payment landscape is the incorporation of RuPay credit cards and UPI, which provide more benefits to the customer in terms of UPI and credit cards. Million users of the UPI app in India engaged in online transactions, leading to major adoption among retailers and merchants. Linking RuPay with UPI has proven to accelerate the digital payment adoption drive, specifically in areas where POS services are not easily accessible. India is moving towards a cashless and digitally empowered society with the integration of RuPay and UPI, which facilitates customers with vivid payment options, ease of comfort, and secure transactions.

### ***Providing Offline Facilities to Customers***

UPI 123 pay has proven to be a crucial advancement in the digital payment world. Currently, however, there is a huge level of smartphone penetration; instead, many Indians still depend on keypad phones. UPI 2.0 was launched by RBI, which facilitates offline transaction facilities and can conduct transactions with a simple feature phone. Simple feature phone users can avail themselves of numerous services with the help of four approaches: Interactive Voice Response System (IVR), feature phone base app, missed call facility, and sound payment method. These services are available in areas where Hindi and English are not commanding, especially in rural areas, where regional languages prevail. Users can access these services in multiple languages. In the Indian digital payment ecosystem, UPI 123 has been proven to be the pioneer that has led to greater financial inclusion and empowerment of the digitalized economy.

### ***UPI AutoPay—Recurring Payments***

Recurring payment is an important feature of UPI AutoPay, which offers a carefree solution for the efficient clearance and management of a pre-approved debit facility from the user's bank account. UPI AutoPay facilitates the user setting up a one-time password and instinctive payment. After linking their bank account, users can entrench special instructions for daily, weekly, and monthly authorization and recurring payments.

As soon as approval is granted, the earlier set amount is debited by the user's bank account on a predetermined date.

### ***Empowering Foreign Travelers***

UPI has seen marvelous market growth in the last four years; for empowering foreign travelers, the RBI has unlocked new prospects for overseas journeys in India. Foreign tourists can easily find a PPI wallet linked to UPI, facilitating flawless payments across all retail outlets, and receiving QR-based UPI payments. During the G20 summit in India, all participating G20 countries were provided with these facilities; the digital wallet was accessible at Indian airports. Further RBI. Furthermore, the RBI has provided permission to bank and non-bank PPI issuers to offer foreign travelers outside the airport premises.

### **CONCLUSION**

As per NPCI, UPI adoption has reached only 10% of the population and is poised to expand tenfold in the future. Additionally, the proportion of P2M (Peer-to-Merchant) transactions now exceeds that of P2P (Peer-to-Peer) transactions. The rapid evolution of mobile payment technology in India has prompted numerous new and established UPI payment apps to introduce various innovations in digital payment systems. Today, mobile users have various options for transferring money between accounts using cutting-edge technologies. You can now conveniently pay your credit card bill via the UPI app and receive instant credit confirmation. The unique feature of UPI makes it very popular not only among Indian Companies but also among several multinational companies. India has become the fastest-developing and most innovative nation in terms of financial development. According to PhonePe and the Boston Consulting Group Matrix (BCG Matrix), the Indian digital payment market will capture \$3 trillion to \$10 trillion by 2026. Indian gov launched the Digital India program in 2015 with the motive of making Indian society cashless, paperless, and faceless, and widely known digital payment systems. Thus, digital payment tools have been used at a broader level to create awareness of the ease, benefits, and features of digitalized payment systems at the mass level. When we assume digital payment systems, UPI quickly comes to mind; presently, it is the market leader in terms of digital payment transactions. UPI has achieved a wider level of popularity among the Indian population. The UPI has emerged as the symbol bearer of Indian financial technology transformation. Market dominance and attractiveness, as well as acceptance of UPI-based apps in India, due to the cross-border transition connectivity facility of the UPI. The Indian government launched a cross-border facility on 2nd February 2023. Cross-border connectivity was closely associated with the G20 financial inclusion, facilitating quicker, cheaper, and more transparent payment facilities. UPI-based payment apps facilitate faster P2P and P2M transactions using real-time processors.

Here, the primary reason behind the more significant level of market penetration of digital payment tools is the massive level of internet penetration from urban to rural areas. Megha's success in the digital India program is evident in the Jan Dhan Aadhar mobile scheme, which has now become 460 million accounts open, and now, 99% of the population has Aadhar no. The Jan Dhan Aadhaar Mobile scheme has further incited financial innovation in India. The Pradhan Mantri Jan Dhan Aadhar scheme aimed to facilitate the identification of the bank and Aadhar as forerunners of India's unique identification authority. UPI has emerged as the predominant choice for digital payments in India, solidifying its position as the most popular and widely adopted payment method. It facilitates person-to-person (P2P) and person-to-merchant (P2M) transactions, comprising 75 percent of all digital payments. RBI Governor Shaktikanta Das recently stated that the platform is capable of processing up to one billion transactions daily. The UPI currently processes approximately 30 core transactions on average. Based on the present study, statistical analysis found that the top five trending UPI apps in India are PhonePe, Google Pay, Paytm, Amazon Pay, and CERD.

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