

Date: May 04, 2026

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National Stock Exchange of India Limited Exchange Plaza, C-1, Block G Bandra Kurla Complex Bandra (E), Mumbai – 400 051	BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001
Symbol: MOBIKWIK	Scrip Code: 544305

Sub: Press Release

Dear Sir/ Madam,

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the Press Release title “MobiKwik declares #EverythingIsFair for UPI Cashback & Instant Loans, featuring Rajasthan Royals Stars”.

This is for your information and further dissemination.

Thanking you

For One MobiKwik Systems Limited

Ankita Sharma

Company Secretary and Compliance Officer

Membership No.: A37518

ONE MOBIKWIK SYSTEMS LIMITED

Registered Office: Unit No. 102, 1st Floor, Block-B, Pegasus One, Golf Course Road,
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PRESS RELEASE:



MobiKwik declares #EverythingIsFair for UPI Cashback & Instant Loans, featuring Rajasthan Royals Stars

- Launches high-energy marketing campaign spotlighting UPI and Loans*
- Targets Young Digital India through its Rajasthan Royals partnership*

Gurugram, May 04, 2026 - Building on its landmark association as the Official Payments Partner of Rajasthan Royals for IPL 2026, MobiKwik, India's leading fintech platform, unveiled its latest multi-media campaign, **#EverythingIsFair**. The campaign brings to life MobiKwik's core UPI payments, Bill payments and Personal Loan offerings through high-energy, tongue-in-cheek, digital-first storytelling featuring Rajasthan Royals stars **Yashasvi Jaiswal, Ravindra Jadeja & Shimron Hetmyer**.

Launched as part of a broader effort to engage India's next generation of digital-first consumers, the campaign translates the cultural synergy between MobiKwik & Rajasthan Royals into relatable, everyday moments- where speed, rewards, and access to credit power young India's ambitions.

At the heart of the campaign is a simple insight: when financial access becomes seamless & rewarding, everyday decisions become more spontaneous & confident. Through a series of playful films, **#EverythingIsFair** celebrates this shift in consumer behaviour. In the **UPI Cashback film**, Jaiswal and Hetmyer are seen ordering endless cups of chai to maximize rewards, capturing the idea that every transaction can be a moment of delight with cashback on every UPI payment. In the **Personal Loans film**, Jaiswal's wardrobe bursts open with everything he's been wanting, powered by MobiKwik's instant Personal loans disbursed in just 5 minutes - highlighting how access to quick credit enables consumers to act on their aspirations without delay.

These narratives build on the core promise introduced at the start of the Rajasthan Royals partnership - bringing seamless UPI, everyday payments and instant credit into high-engagement, high-intensity moments. As UPI continues to anchor India's digital payments ecosystem, and demand for fast, accessible credit grows, MobiKwik is positioning itself at the intersection of both.

The campaign will run across digital and social platforms including Instagram, YouTube, LinkedIn, and Twitter/X, complemented by ongoing in-app integrations and fan engagement initiatives as part of the Rajasthan Royals collaboration.

Jaskaran Singh Kapany, Chief Marketing Officer, MobiKwik, said: “Our Rajasthan Royals partnership was always envisioned as more than visibility - it’s about embedding MobiKwik into the everyday moments that matter to young India. With *#EverythingIsFair*, we’re extending that vision through storytelling that is playful yet rooted in real consumer behaviour. Cashback on every UPI & Bill Payment, and Loans in five minutes are not just product features but together, they reflect MobiKwik’s larger mission: to democratize access to financial products and fuel the ambitions of young, confident India.”

This campaign represents a key milestone in MobiKwik’s broader consumer brand play, aimed at deepening engagement with India’s rapidly growing base of digital payments and credit users. As IPL 2026 progresses, the MobiKwik–Rajasthan Royals partnership will continue to deliver integrated, digital-first experiences that blend cricketing excitement with financial innovation.

Watch the ad films here:

UPI cashback film:

Instagram: <https://www.instagram.com/reel/DXwUsiCznvj/>

Youtube: <https://www.youtube.com/watch?v=Kpexbi83M4Y>

LinkedIn: https://www.linkedin.com/posts/mobikwik_mobikwik-rajasthanroyals-activity-7455587936626180096-m892

X (earlier Twitter): <https://x.com/i/status/2049830688208363744>

Personal loans film:

LinkedIn:

https://www.linkedin.com/posts/mobikwik_mobikwik-rajasthanroyals-activity-7456981339498795008-02n2

Youtube: https://youtu.be/3D_8bB1cocw?si=tSA1i1haBpWfil1k

About MobiKwik (www.mobikwik.com)

One MobiKwik Systems Ltd. (MobiKwik) is India’s largest digital wallet that offers a wide range of payments and financial products to both consumers and merchants. The Company, founded by Bipin Preet Singh and Upasana Taku in 2009, today offers various payment products such as MobiKwik Wallet, UPI, Pocket UPI, and Zaakpay (payment gateway), serving 186.6 Mn+ registered users and 4.79 Mn+ merchants. The Company has expanded into the distribution of financial products ranging from credit (ZIP EMI, MCA) and savings & investment products (Fixed Deposits, Mutual Funds, Digital Gold, Lens.AI) on its platform.

According to the RedSeer Report, as of Fiscal 2023, MobiKwik had the fourth-highest user base in India in terms of total registered users on the platform. MobiKwik was termed as one of the leading digital financial product and services platforms in India by registered users. MobiKwik is

the largest digital wallet in India with a 18% market share of the PPI wallet gross transaction value (GTV) as of December 2025.

For more details, please visit our website: <https://www.mobikwik.com/ir>

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