

Date: May 19, 2025

To,

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 Press Release.

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

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PRESS RELEASE

#SmarterWayToUPI – MobiKwik Launches Pocket UPI Campaign Featuring Jaideep Ahlawat

Gurugram, India, 19 May 2025: One MobiKwik Systems Ltd., India's largest digital wallet, has unveiled a multi-media campaign for its innovative "**Pocket UPI**" product. The campaign positions Pocket UPI as a smarter alternative to traditional UPI payments by eliminating the need for direct bank account linking & other superior product benefits.

Actor Jaideep Ahlawat headlines the campaign, reprising his popular cop avatar to bring authenticity & edge to the screen. In a series of engaging digital films, Ahlawat navigates everyday financial scenarios with humor & candidness, demonstrating why Pocket UPI represents a smarter way to UPI.
Digital Payment Challenges in India: The Pocket UPI Solution

Despite the rapid growth of digital payments in India, users struggle with managing UPI transactions across platforms & bank accounts. Some of these issues include **cluttered bank statements, security risks, expense tracking difficulties & payment delays.**

MobiKwik addresses these challenges through a series of engaging & witty creatives across Digital & Social platforms. Throughout the campaign, the brand aims to highlight real-world situations where digital payments are made & why Pocket UPI is the smarter choice. Users can make UPI transactions without directly linking their Bank accounts, significantly reducing fraud risk. They can keep bank statements clutter-free by routing payments through their Pocket UPI balance. The product enables better control over monthly spending by allowing users to load specific amounts into their account & use them as per their needs. Additionally, customers can experience faster, PIN-less transactions.

Announcing the launch of the multi-media campaign, **Jaskaran Singh Kapany, Chief Marketing Officer at MobiKwik**, said, "*As a company, we have been known to introduce innovative products that simplify consumers' interaction with financial services. Pocket UPI is one such revolutionary product that simplifies UPI payments & adds tremendous value to possibly the largest product use case in the world.*"

*"Jaideep's relatable on-screen presence and authenticity make him the perfect face to bring the convenience of Pocket UPI to our millions of users. **Pocket UPI really is the smarter way to UPI,**" he added.*

The campaign launched with a teaser posted by Ahlawat on his Instagram account on May 16, 2025, creating intrigue around how his cop character would tackle digital payment complications and saw tongue-in-cheek engagement by many celebs.

Link to the Teaser:- [Click Here](#)



The first film launched today showcases how small daily transactions can lead to cluttered bank statements, positioning Pocket UPI as the solution for maintaining cleaner financial records.

Link to the Film:- [Click Here](#)



Upcoming films will showcase secure enhanced security, PIN-less payments & improved budgeting control and will be released soon on the company's and actor's social platforms.

Credits:

MobiKwik Marketing Team

CMO: Jaskaran Singh Kapany

Associate Vice President: Shishir Kataria

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 176.4 Mn+ registered users and 4.6 Mn+ merchants. The Company has expanded into the distribution of financial products ranging from credit (MobiKwik ZIP, ZIP EMI), savings & investment (Fixed Deposits, Mutual Funds, Digital Gold, Lens.AI), and insurance products 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 23% market share of the PPI wallet gross transaction value (GTV) as of November 2024.

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

For media queries, please contact:

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