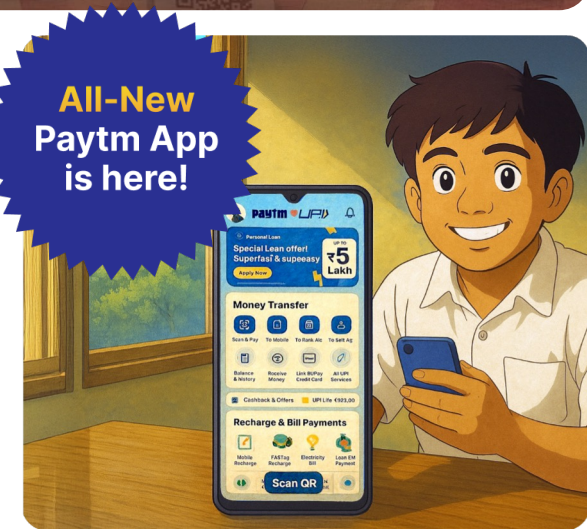




# Earnings Presentation

For the year and quarter ending March 2025

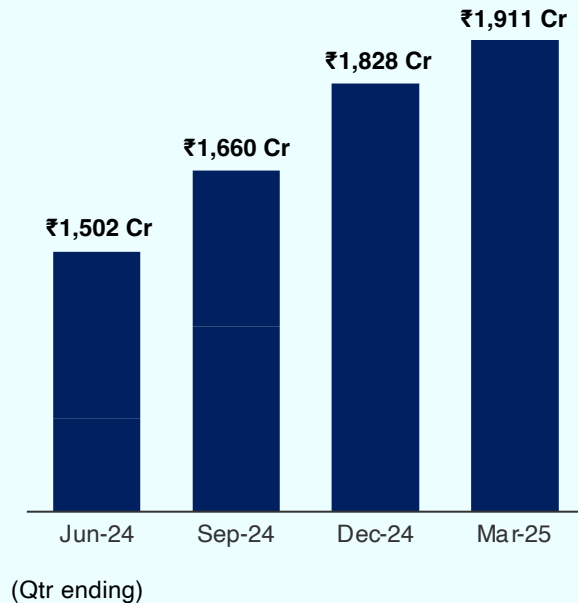


# Q4 FY 2025 Revenue of ₹1,911 Cr; EBITDA Before ESOP and PAT\* improved to ₹81 Cr and ₹(23) Cr, respectively

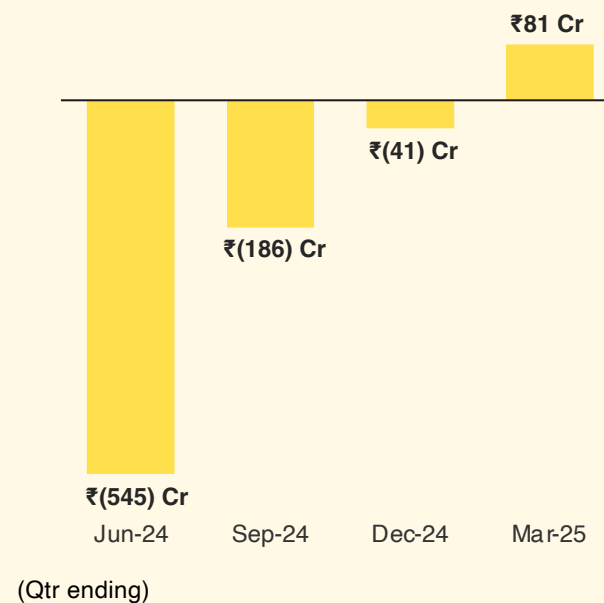


Achieved EBITDA Before ESOP (excluding UPI incentive) profitability as per guidance

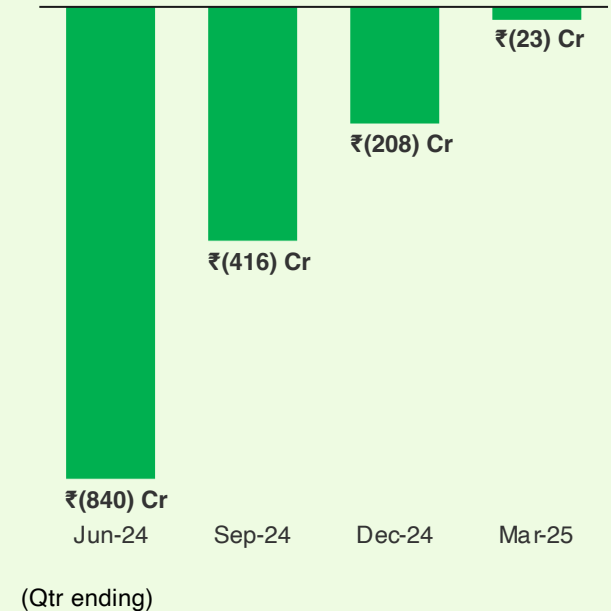
Revenue growth momentum continues



Achieved EBITDA Before ESOP profitability



PAT\* close to breakeven



\* excluding exceptional items

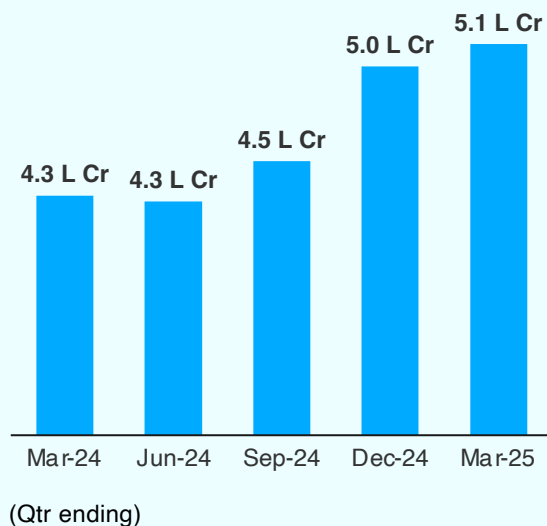
# Payment Services: Consolidating leadership in merchant payments



## Payment Processing Margin

= Gross fees charged to the merchant – Payment processing charges

### Gross Merchandise Volume (Continued business)

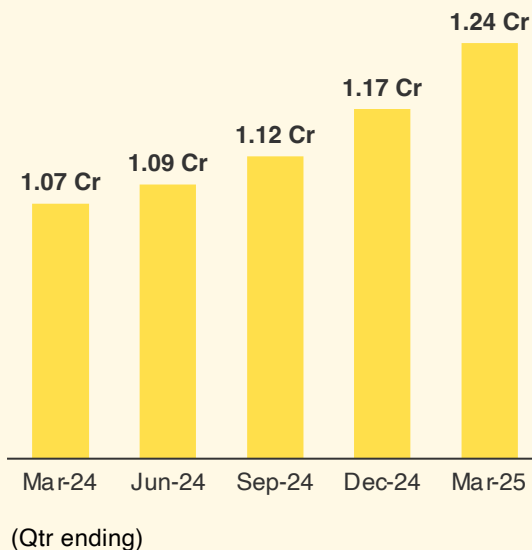


+

## Subscription Revenue

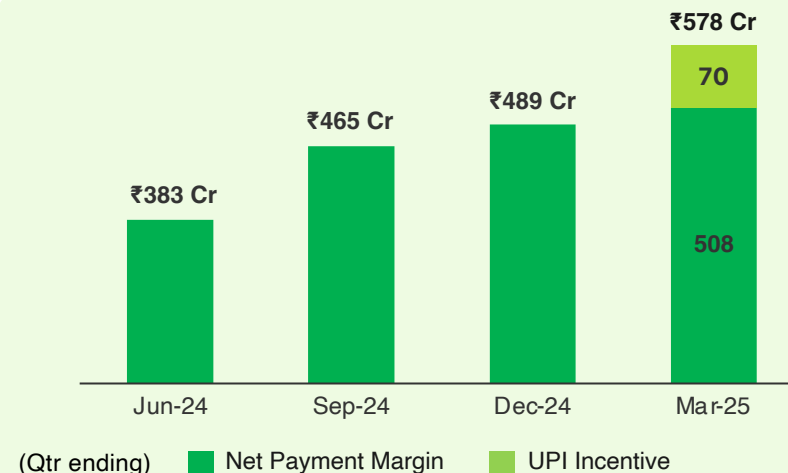
= Charges merchant pays for various monthly services, including devices

### No. of Subscription Paying Merchants



=

## Net Payment Margin (Including UPI Incentive)

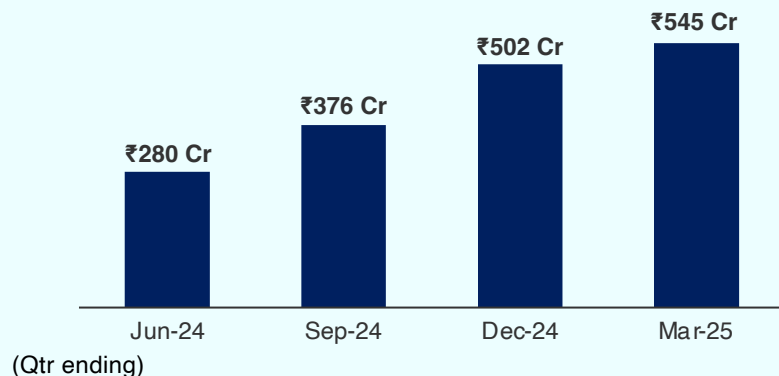


- Payment processing margin, excluding UPI incentive, was comfortably above the guided 3bps margin
- The Industry expects MDR on UPI for large merchants in the near future, which will result in incremental monetization
- New subscription paying device merchant sign-ups continue to see strong growth

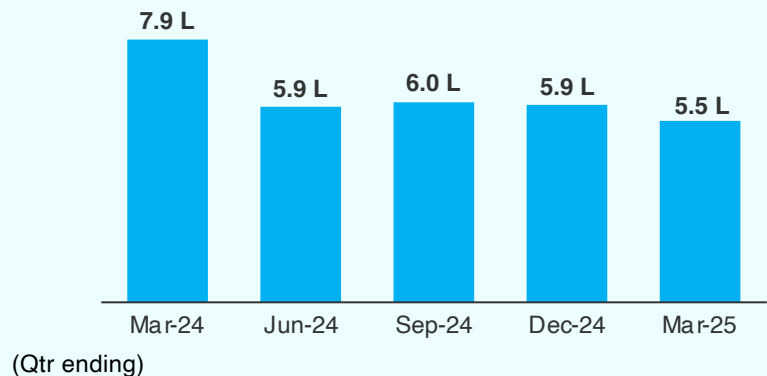
# Financial Services: Low penetration offers significant opportunity



## Revenue from financial Services



## Number of key financial services customers



## Revenue growth led by higher share of merchant loans, trail revenue from DLG portfolio, and better collection efficiencies

- Continued interest from lending partners owing to better asset quality experience

### Merchant Loan:

- Distributed ₹4,315 Cr, versus ₹3,831 Cr in Q3 FY 2025 with a significant portion under DLG Model. More than 50% of loans distributed are to repeat borrowers
- We have seen strong growth over the last 3 years, driven by device merchant base expansion, increased penetration and higher average ticket size, and we expect these trends to continue

### Personal Loan:

- Reduction in disbursements (₹1,422 Cr vs. ₹1,746 Cr in Q3 FY 2025) due to lending partners' tightened risk policies
- Early signs of credit cycle recovery suggest potential business growth later this year

### Other financial services

- Continue to build equity broking, mutual fund distribution & insurance broking business

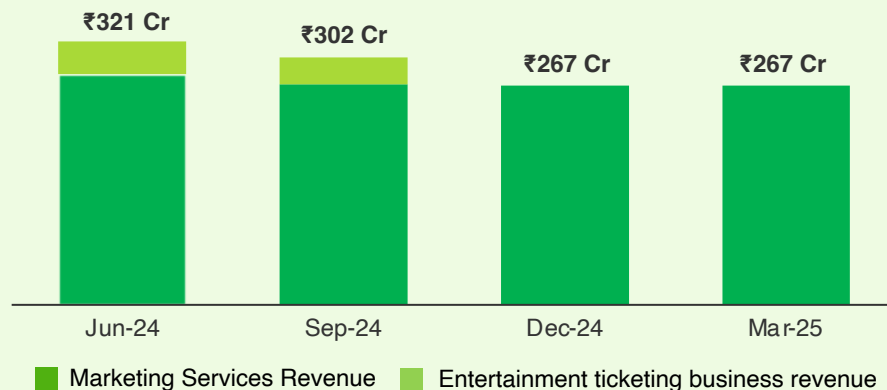
# Marketing Services: Driving additional monetization from merchants



Includes advertising, travel ticketing, credit card distribution, and deals & gift vouchers

- Advertising: Focus on delivering higher ROI for advertisers through use of AI for sharper customer cohorting
- Ticketing, deals & gift vouchers: GMV was ₹2,238 Cr, marginal QoQ decline due to seasonality
- Credit Card Distribution: Slower pace due to cautious stance of issuers; 14.3 Lakh activated credit cards versus 11.8 Lakh last year

## Marketing Service Revenue



(Qtr ending)



# Summary P&L table

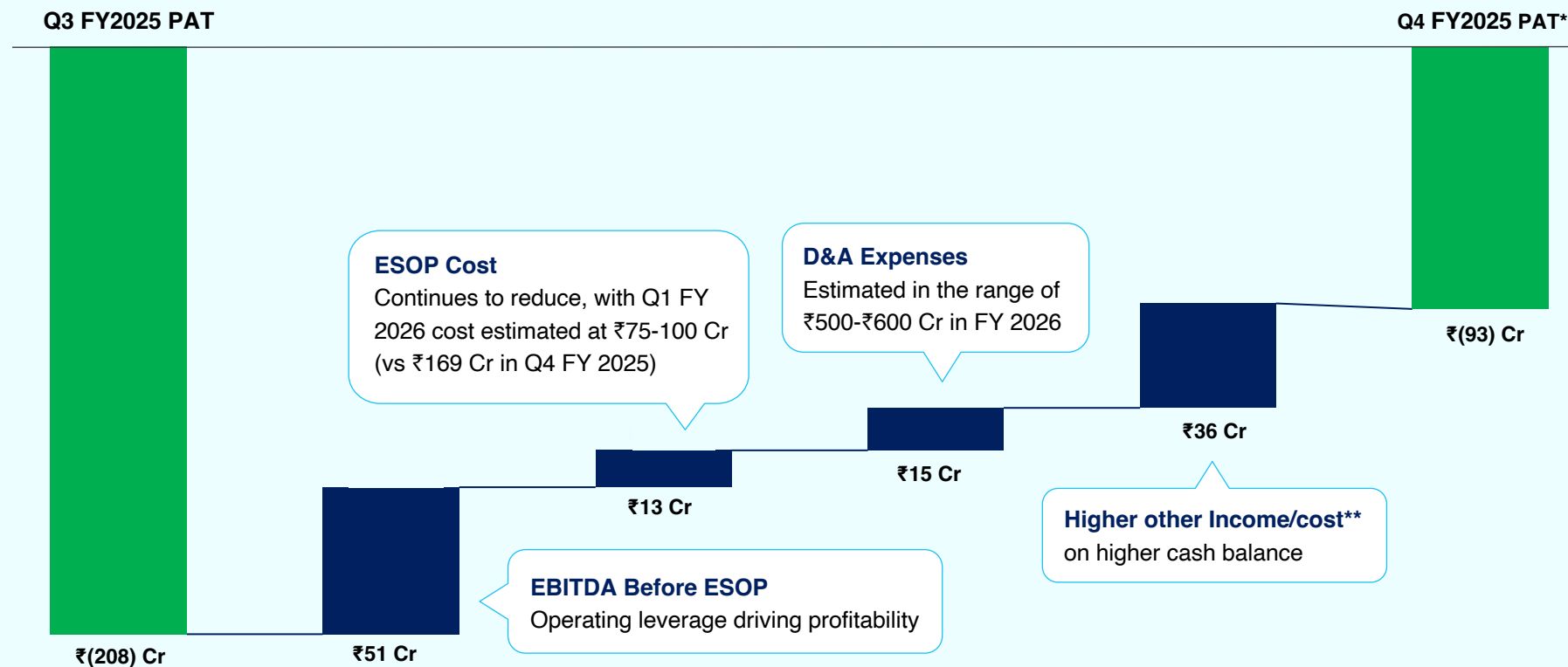


(Quarter ending, in ₹ Cr)	Jun-24	Sep-24	Dec-24	Mar-25 (Excl. UPI Incentive)	QoQ Growth	Description for Q4 FY 2025 results (excluding UPI incentive)	Mar-25 (Reported, incl. UPI Incentive)
Revenue from Operations	1,502	1,660	1,828	1,841	1%	Growth persisted despite a festive season surge in Q3 FY 2025, with payment revenue and processing costs declining 3% and 9% QoQ due to seasonality	1,911
Contribution Profit	755	894	959	1,001	4%		1,071
Contribution Margin %	50%	54%	52%	54%	189bps	Increase in share of high margin Financial Services revenue	56%
Indirect Expenses	(1,301)	(1,080)	(1,000)	(991)	(1)%	Leveraged AI to reduce non-sales employee cost	(991)
EBITDA Before ESOP cost	(545)	(186)	(41)	11	nm	Achieved EBITDA Before ESOP profitability, as per guidance	81
Margin %	(36)%	(11)%	(2)%	1%	282bps		4%
ESOP Cost	(247)	(218)	(182)	(169)	(7)%	ESOP cost continues to reduce, with Q1 FY 2026 cost estimated at ₹75 - ₹100 Cr, a significant reduction as against ₹169 Cr in Q4 FY 2025	(169)
EBITDA	(792)	(404)	(223)	(158)	(29)%		(88)
PAT (Excluding exceptional items)	(840)	(415)	(208)	(93)	(55)%	PAT close to breakeven	(23)
Exceptional Items*	0	1,345	0	(522)	nm		(522)
PAT	(840)	930	(208)	(615)	196%		(545)

\* Exceptional items include: 1) For Q2 FY 2025, gain of ₹1,345 Cr on account of sale of entertainment ticketing business; and 2) for Q4 FY 2025, ₹492 Cr charge towards acceleration of ESOP expense, and ₹30 Cr towards impairment on investment in certain associate/subsidiary

# Multiple factors aiding PAT Improvement

## QoQ PAT improvement bridge (excluding UPI incentive)



\* Q4 FY 2025 PAT is excluding exceptional items of ₹(522) Cr

\*\* Other income/cost include Other income, Finance costs, Share of profit / (loss) of associates / joint ventures, Income Tax expense



# Key Focus Areas



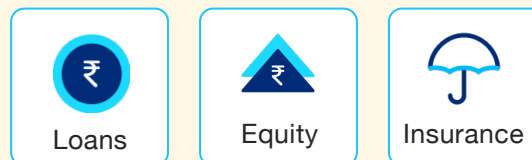
## Merchant payment innovations

Continue to be a market leader with merchant payment innovations, including new devices and aggregation of various MDR-bearing payment instruments



## Financial Services Distribution

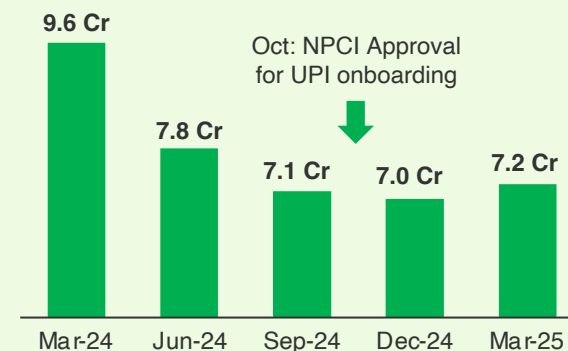
Increase high margin financial services revenue by expanding financial services partners and products



## Customer acquisition

Expanding UPI customer base through innovative product and prudent investments in marketing campaigns

Monthly Transacting Users (For the month)



## International Business

- Technology led merchant payments and financial services distribution business model has the potential for expansion in international markets.
- Exploring opportunities in select geographies, which will start showing results after 3 years





# Annexure

# ESOP Cost and ESOP Pool Schedule



## ESOP Pool Schedule

As of May 6, 2025	(in Cr.)
<b>Basic shares outstanding</b>	<b>63.8</b>
ESOPs vested and unexercised	0.2
ESOPs granted and unvested	1.1
ESOPs available for distribution	2.9
<b>Estimated fully diluted shares</b>	<b>67.9</b>

- On April 16, 2025, our Founder and CEO, Mr. Vijay Shekhar Sharma informed the Company that he has voluntarily forgone all 2.1 Cr ESOPs granted to him with immediate effect. Acting on the aforementioned voluntary offer, the NRC has consequently treated the unvested ESOPs in question as cancelled and the same have been returned back to the ESOP pool under One 97 Employees Stock Option Scheme, 2019.
- This will result in a one-time, non-cash, acceleration of ESOP expense of ₹492 crores in Q4 FY 2025, and an equivalent lowering of ESOP expenses in future years. Starting from Q1 FY 2026, ESOP cost will be substantially lower with Q1 FY 2026 ESOP cost estimated to be in the range of ₹75-100 Cr as against ₹169 Cr in Q4 FY 2025.
- Consequent to the above and as per IND AS 102, entire cost of the underlying ESOP grant amounting to ₹4,092 Cr (recorded in the Statement of Profit and Loss from FY 2022 to FY 2025), has been credited back to Retained Earnings of the Company and therefore, has increased the free reserves of the Company.

# Operating Revenue and Contribution Profit



(in ₹ Cr)	Quarter Ended			Change		Year Ended		
	Mar-25 (Audited)	Dec-24 (Unaudited)	Mar-24 (Audited)	YoY	QoQ	Mar-25 (Audited)	Mar-24 (Audited)	YoY
Payment Services	1,046	1,003	1,554	(33)%	4%	3,879	6,128	(37)%
Financial Services and Others	545	502	304	79%	9%	1,703	2,004	(15)%
Marketing Services	267	267	395	(32)%	0%	1,158	1,738	(33)%
Other Operating Revenue	52	56	14	271%	(7)%	160	108	48%
<b>Revenue from Operations</b>	<b>1,911</b>	<b>1,828</b>	<b>2,267</b>	<b>(16)%</b>	<b>5%</b>	<b>6,900</b>	<b>9,978</b>	<b>(31)%</b>
Payment processing charges	520	570	715	(27)%	(9)%	2,125	3,280	(35)%
<i>As % of GMV</i>	<i>0.10%</i>	<i>0.11%</i>	<i>0.15%</i>	<i>(5) bps</i>	<i>(1)bps</i>	<i>0.15%</i>	<i>0.23%</i>	<i>(8) bps</i>
Promotional cashback & incentives	41	37	46	(11)%	11%	151	310	(51)%
Other Expenses	278	262	219	27%	6%	946	850	11%
<b>Total Direct Expenses</b>	<b>840</b>	<b>869</b>	<b>979</b>	<b>(14)%</b>	<b>(3)%</b>	<b>3,222</b>	<b>4,440</b>	<b>(27)%</b>
<b>Contribution Profit</b>	<b>1,071</b>	<b>959</b>	<b>1,288</b>	<b>(17)%</b>	<b>12%</b>	<b>3,678</b>	<b>5,538</b>	<b>(34)%</b>
<i>Contribution Margin %</i>	<i>56%</i>	<i>52%</i>	<i>57%</i>	<i>(79) bps</i>	<i>354bps</i>	<i>53%</i>	<i>56%</i>	<i>(220) bps</i>

# EBITDA before ESOP



(in ₹ Cr)	Quarter Ended			Change		Year Ended		
	Mar-25 (Audited)	Dec-24 (Unaudited)	Mar-24 (Audited)	YoY	QoQ	Mar-25 (Audited)	Mar-24 (Audited)	YoY
<b>Contribution Profit</b>	<b>1,071</b>	<b>959</b>	<b>1,288</b>	<b>(17)%</b>	<b>12%</b>	<b>3,678</b>	<b>5,538</b>	<b>(34)%</b>
<i>Contribution Margin %</i>	<i>56%</i>	<i>52%</i>	<i>57%</i>	<i>(79) bps</i>	<i>354bps</i>	<i>53%</i>	<i>56%</i>	<i>(220) bps</i>
Marketing	102	104	83	23%	(2)%	508	612	(17)%
Employee cost (excl ESOPs)	579	575	779	(26)%	1%	2,473	3,124	(21)%
Software, cloud and data center	146	154	162	(10)%	(5)%	639	643	(1)%
Other indirect expenses	165	167	162	2%	(1)%	749	600	25%
<b>Total indirect expenses</b>	<b>991</b>	<b>1,000</b>	<b>1,186</b>	<b>(16)%</b>	<b>(1)%</b>	<b>4,369</b>	<b>4,979</b>	<b>(12)%</b>
<b>EBITDA before ESOP cost</b>	<b>81</b>	<b>(41)</b>	<b>102</b>	<b>(21)%</b>	<b>(298)%</b>	<b>(691)</b>	<b>559</b>	<b>(224)%</b>
<i>EBITDA before ESOP cost Margin %</i>	<i>4%</i>	<i>(2)%</i>	<i>5%</i>	<i>(30) bps</i>	<i>644 bps</i>	<i>(10)%</i>	<i>6%</i>	<i>(1,561) bps</i>

# Reconciliation of Non-GAAP Measures



EBITDA before ESOP cost

(in ₹ Cr)	Quarter Ended			Change		Year Ended		
	Mar-25 (Audited)	Dec-24 (Unaudited)	Mar-24 (Audited)	QoQ	YoY	Mar-25 (Audited)	Mar-24 (Audited)	YoY
<b>EBITDA before share based payment expenses (A)</b>	<b>81</b>	<b>(41)</b>	<b>103</b>	<b>(298)%</b>	<b>(21)%</b>	<b>(691)</b>	<b>559</b>	<b>(224)%</b>
Share based payment expenses (B)	(169)	(182)	(326)	(7)%	(48)%	(815)	(1,466)	(44)%
Finance costs (C)	(4)	(4)	(5)	0%	(20)%	(16)	(24)	(33)%
Depreciation and amortization expense (D)	(150)	(165)	(196)	(9)%	(23)%	(673)	(736)	(9)%
Other income (E)	224	189	132	19%	70%	724	547	32%
Share of profit / (loss) of associates /joint ventures (F)	0	0	(17)	nm	nm	3	(38)	nm
Exceptional items (G)	(522)	0	0	nm	nm	823	(6)	nm
Income Tax expense (H)	(3)	(5)	(14)	(40)%	(79)%	(18)	(32)	(44)%
Loss on Impairment of Associate (I)	0	0	(227)	nm	nm	0	(227)	nm
<b>Profit / (Loss) for the period/year (J=sum of A to I)</b>	<b>(545)</b>	<b>(208)</b>	<b>(550)</b>	<b>162%</b>	<b>(1)%</b>	<b>(663)</b>	<b>(1,422)</b>	<b>(53)%</b>

# Operational KPIs



	Units	Quarter Ended			Change	
		Mar-25 (Unaudited)	Mar-24 (Unaudited)	Dec-24 (Unaudited)	QoQ	YoY
Registered Merchants (end of period)	Cr	4.4	4.1	4.3	2%	9%
Payment Devices (cumulative; end of period)	Cr	1.24	1.07	1.17	6%	17%
GMV	₹ Lakh Cr	5.10	4.69	5.04	1%	9%
GMV (Continued Business)*	₹ Lakh Cr	5.10	4.29	5.04	1%	19%
Merchant Transactions	Cr	1,184	962	1,108	7%	23%
Total Transactions	Cr	1,317	1,129	1,232	7%	17%
Average Number of Sales Employees	#	36,724	36,521	32,019	15%	1%
Cost of Sales Employees (including training)	₹ Cr	243	257	227	7%	(5)%
MTU (average over the period)	Cr	7.2	9.6	7.0	3%	(25)%
Key financial services customers	Lakh	5.5	7.9	5.9	(7)%	(31)%
Value of personal and merchant loans distributed**	₹ Cr	5,738	5,079	5,577	3%	13%

\*Continued business excludes disrupted products such as Wallet, Postpaid etc

\*\*As communicated in Q2 FY 2025 earnings release, key financial services customers will be the relevant metrics for tracking financial services and accordingly disclosure on value of loans disbursed will be discontinued after Q4 FY 2025

# Breakup of available Cash and investable balance (Net Cash Balances)



Particulars (in ₹ Cr)	Mar-24	Jun-24	Sep-24	Dec-24	Mar-25
Cash and Bank Balances in Current Accounts (Net of Borrowings)	6,460	5,322	4,928	4,451	4,539
Deposits with banks	2,329	3,486	3,617	6,997	7,018
Investments (Mutual Funds/T-Bills/CP/G-Sec/NCD/NBFC FDs)	2,345	2,743	4,540	4,143	4,046
<b>Total Balances</b>	<b>11,134</b>	<b>11,552</b>	<b>13,085</b>	<b>15,591</b>	<b>15,602</b>
Paytm Money Ltd (PML) customer funds	339	449	412	287	326
Merchant Funds in Escrow / Nodal	2,483	2,995	2,674	2,454	2,467
<b>Total Balances (excluding PML / Merchant funds)</b>	<b>8,311</b>	<b>8,108</b>	<b>9,999</b>	<b>12,850</b>	<b>12,809</b>

Note: The Company maintains distinct Bank accounts (Escrow and Nodal) for online and offline payments business. Previously, balances in these accounts were netted off against “Payable to Merchants” appearing under “Other Financial Liability” in financial statements. For the year ended March 31, 2025, to enhance transparency and clarity, the balances in these separate Bank accounts are now presented on a gross basis. Previous quarters numbers have also been reinstated to provide correct comparatives.



# Definitions for Metrics & Key Performance Indicators



Metric	Definition
<b>GMV</b>	GMV is the rupee value of total payments made to merchants through transactions on our app, through Paytm Payment Instruments or through our payment solutions, over a period. It excludes any consumer-to-consumer payment service such as money transfers.
<b>Monthly Transacting User (MTU)</b>	Number of unique users in a particular calendar month who have successfully completed a transaction on the Paytm App or have used the Paytm for Business App
<b>Contribution Profit</b>	Contribution profit is a non-GAAP financial measure. We define Contribution profit as revenue from operations less payment processing charges, promotional cashback & incentives expenses, connectivity & content fees, contest, ticketing & FASTag expenses & logistic, deployment & collection cost of our businesses.
<b>Net Payments Margin</b>	Payments revenues (including other operating revenue) less payments processing charges
<b>EBITDA before ESOP cost</b>	EBITDA before ESOP cost is a Non-GAAP financial measure. We define EBITDA before ESOP cost as our profit for the period, before depreciation & amortization expense, income tax expense, share based payment expense, finance costs, other income, loss for the period from discontinued operations, exceptional items, IPO expenses & share of profit/(loss) of associates/joint ventures.
<b>Financial Services customers</b>	Key financial services customers are unique consumers and merchants who have availed Paytm's and group entity's financial services offerings, i.e. equity broking, insurance and credit products, such as merchant and consumer loans distributed through our platform. However, it does not include customers availing mutual fund distribution, Postpaid loans or any attachment insurance products, as they contribute negligible revenue/profitability

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## Use of Operating Metrics

The operating metrics reported in this Presentation are calculated using internal Company data based on the activity of our merchants, consumers and other participants in our ecosystem. While these numbers are based on what we believe to be reasonable estimates of engagement, for the applicable period of measurement, there are inherent challenges in measuring usage across our large online, offline, in-store and mobile presence. The methodologies used to measure these metrics require significant judgment and are also susceptible to algorithm or other technical errors. We regularly review our processes for calculating these metrics, and from time to time we may discover inaccuracies in our metrics or may make adjustments to improve their accuracy, which can result in adjustments to previously disclosed metrics. In addition, our metrics will differ from estimates published by third parties due to differences in methodology.

We have converted financial amounts from ₹ millions into ₹ Cr and hence there could be some totaling anomalies in the numbers.