

DIGITAL DOMINATION – APR'22

Systematix Institutional Equities

11 June 2022



Source: RBI, Systematix Institutional Research Retail credit transfers composition (in value terms)



Source: RBI, Systematix Institutional Research

Card payment composition (in value terms)



Source: RBI, Systematix Institutional Research Payment System Infrastructures



Source: RBI, Systematix Institutional Research

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Indian Banking Sector

UPI, IMPS and credit card push the retail payments engine

In Indian banking sector, retail payments (in value terms) fell 17.2% MoM, but were up 54.8% YoY to Rs 50.1trn in April'22. Within retail payments, credit transfers maintained their sizable composition at ~81%. Within credit transfers, NEFT transactional value reduced sharply MoM, as transaction payments under UPI and IMPS rose. Card payment contributed ~3.4% of total retail payments, and within this, credit cards garnered higher transactional value at ~2.1% of total retail payments. The ticket size in cards (both credit and debit) payments has been rising since last 7 months, while that in NEFT, ticket size has been stable at Rs 66.8K over last 4-5 months. The ticket size in UPI transactions has also been falling gradually. Non-retail RTGS transactional value moved in a narrow range, with the ticket size having moderated in last 6-7 months.

Debit card additions slow – AXSB, HDFCB and KMB gain incremental market shares

Deposit account & debit card accretion run-rates gradually weakened in last 12 months, with the growth rate having moderated to 2.2% YoY (to ~920mn) from a high of 8.6% YoY in April'21. The slower pace of deposit account accretion is a concern; SBIN, PAYTM and ICICIBC lost market shares in last 12 months, while HDFCB, AXSB and KMB gained market shares.

Debit card spends/withdrawals at pre-pandemic level – HDFCB and KMB lead

In banking system, debit card's total transaction value has stabilized at pre-pandemic levels (Rs ~3.5trn per month). While SBIN, PNB, CBK and BOI (all PSBs) lost market shares in last 12 months, those of AXSB and ICICIBC market shares were stable at 5.2% and 6.2%, respectively; HDFCB and KMB gained market shares. As per the data release, while debit card transactions (in value terms) at ATMs/POS/e-commerce accounted for 81.4%/12.4%/6.0% respectively, their compositions (in value terms) broadly remained same on MoM.

Credit card issuances surge at a faster clip – AXSB, KMB, RBK witness traction

Total outstanding credit cards (CC) in the banking system (incl. SBICARD) grew at a higher pace at 20.7% YoY to 75mn cards as compared with ~2.2% growth in debit cards to 920mn. The growth rate in CC issuances more than doubled in last 1 year. The higher growth in o/s credit cards could be attributed to lower credit risk in unsecured retail credit to the prolonged stagnation post pandemic. HDFCB, SBICARD, ICICIBC witnessed erosion in their market shares (in o/s credit card) on MoM & YoY. AXSB, KMB and RBK gained considerable market shares on YoY.

Linking of Rupay credit cards on UPI to strengthen growth in credit card spends

Credit card spends continued at very steep pace at 78% YoY (to Rs 1.06trn vs. Rs 594bn in Apr'21) – the banking industry posted above 50% growth rate in last 12 months (on an average). The split of credit card spends was in the proportion of 62% in e-commerce & 37.6% under POS terminals.

We believe, RBI's guidelines to link Rupay credit cards on UPI should enhance credit cards spends further. With this linkage, credit card holders would use their cards even for small and regular spends in much smaller ticket sizes. This could foster a credit card usage culture among new-age millennials, which we believe, may not be healthy. The regulator could grant permission to other credit card providers (VISA &

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Mastercard) as well in future. The RBI hasn't yet articulated pricing structure on credit cards spends on UPI. We believe key banks (HDFCB, ICICIBC, IIB & RBK) and SBICARD could gain disproportionatly, should the RBI permit other credit card providers.

As per the NPCI data, RuPay card total usage (at POS and e-commerce platforms) was at Rs 211bn in April'22. Majority of card holders are in rural & semi-urban areas and are PSBs and RRBs customers.

HDFCB continued its upward trend in credit card spends garnering incremental market share, it improved to 27.6% in April'22 (from 24.8% in Jan'22). On the other hand, ICICIBC's market share gradually moderated to 19.6% in April'22 (from 21.4% in Jan'22). SBICARD's market share too slipped to 18.6% from 20% in Jan'22.

POS network expands at 35% YoY; debit & credit card spends nearly similar on POS

With the surge in business activity levels, the POS terminal network has been expanding (at 35% YoY), and we believe, some of the inactive merchants' POS terminals could also have resumed operations. AXSB, ICICIBC, IIB, RBK and PAYTM gained market shares and HDFCB's shares remained stable at 18% in last 3 months. Most of the state-owned banks lost market shares to PVBs. It is notable, debit card and credit card spends on POS terminals were almost similar at ~Rs 400-435bn per month.

IMPS transaction witnesses jump – UNBK posts traction in volume market share

Banking sector's IMPS transaction witnessed strong jump by 46% YoY (in volume terms) and 67% YoY (in value terms) in April'22. Majority of key large banks lost market shares (in volume terms) barring Union Bank. Although IMPS (in value terms) is merely 18% of NEFT transactional value in April'22, the former platform continues to post higher growth as comapred to the latter.

Growth (%)	MoM	ΥοΥ
No. of ATM	0.3	0.6
ATM transaction value	-0.3	11.8
No. of POS	0.9	35.4
POS spends	4.8	-27.7
No. of Credit card	2.1	20.7
Credit card spend	-1.6	78.0
No. of Debit card	0.3	2.2
Debit card spends	0.0	12.5
No. of Mobile volumes	4.2	83.9
Mobile transactions	1.9	67.3
No. of UPI volumes	3.3	111.4
UPI transactions	2.4	99.2
No. of IMPS volumes	-4.1	46.0
IMPS transactions	-4.0	48.4
RTGS volumes	-15.1	29.2
RTGS transactions	-25.2	29.5

Exhibit 1: Payment instruments growth trajectories of (for Apr'22)

Source: RBI, Systematix Institutional Research

Exhibit 2: Movement in banks' market shares across payment instruments; HDFCB sees significant improvement, SBIN lags

Movement in banks' market				N	1oM									YoY				
share (in bps)	HDFCB	ICICIBC	AXSB	КМВ	IIB	RBK	SBIN	BOB	СІТІ	HDFCB	ICICIBC	AXSB	КМВ	IIB	RBK	SBIN	BOB	СІТІ
No. of ATMs	10.7	-3.9	-17.1	-0.2	-0.5	-0.0	-18.8	-2.4	-0.1	159.6	-17.9	-24.1	4.4	-6.0	0.1	65.1	-10.2	-0.8
No. of POS	34.3	21.4	9.4	-0.3	-5.3	30.4	-72.0	-0.7	-	-80.8	203.7	232.6	5.5	36.5	356. 5	- 197.8	-64.8	-
POS spends	133.2	-56.3	-22.5	-14.1	-9.4	-16.4	4.0	1.7	-2.9	28.1	-34.1	59.5	10.0	-87.7	-21.4	-74.7	24.2	-45.2
No. of credit cards	-6.5	-16.2	5.0	21.6	0.4	-0.7	-14.4	8.9	-7.2	-156.8	23.7	75.4	85.3	7.2	16.7	-60.3	60.4	-81.8
Credit card spend	97.5	30.3	-5.8	1.6	-37.0	-15.3	-47.2	11.7	-5.9	-88.6	197.7	-9.1	33.3	78.6	-93.9	-5.7	18.4	- 112.6
No. of debit cards	4.3	-0.2	0.9	3.0	1.5	0.2	29.9	5.6	-0.1	62.1	-34.5	37.7	55.5	1.6	0.5	- 220.1	88.5	-2.8
Debit card spends	17.6	-8.0	-9.5	-2.3	-3.9	-0.3	72.2	-12.5	1.4	96.3	1.3	1.3	32.6	16.3	0.8	- 130.0	-3.6	-1.5
No. of mobile volumes	-5.8	-6.7	-3.0	-9.1	1.5	-2.0	20.7	94.8	1.6	89.3	-13.1	171.8	90.1	0.4	-8.8	179.0	85.7	-8.2
Mobile transactions	-48.3	114.9	-32.1	-38.6	-0.3	-2.1	2.1	125. 9	14.4	3.1	-30.0	- 271.1	4.5	7.8	-11.4	244.9	128. 7	-23.5
RTGS volumes	16.8	5.9	1.2	-1.7	-3.7	1.2	29.8	-15.4	5.0	52.4	87.4	-2.9	4.0	8.2	1.5	- 100.5	14.8	-16.2
RTGS transactions	9.0	4.3	-16.8	13.6	-24.7	13.2	-3.6	12.3	2.3	61.0	164.4	60.9	1.3	25.2	5.5	49.0	-8.6	-57.9

Exhibit 3: Summary of credit card and debit card payments

Growth			Credit card					Debit card	Total ATMs	Total POS	No. of credit cards /		
(%)	No. of cards	Transact ion value	Total per card spend	Per card spend at ATM (Rs)	Per card spend at POS (Rs)	No. of cards	Transact ion value	Per card spend	Per card spend at ATM (Rs)	Per card spend at POS (Rs)			debit cards (%)
May-21	9.1	61.4	47.9	30	8,355	8.0	5.5	-2.3	2,244	484	2.0	4.6	6.9
Jun-21	9.6	46.5	33.6	35	9,989	7.2	1.4	-5.4	2,530	564	1.6	6.2	6.9
Jul-21	10.0	64.3	49.3	37	11,809	6.3	11.8	5.2	2,807	669	1.6	5.8	7.0
Aug-21	10.6	54.4	39.7	39	12,158	6.4	12.7	5.9	2,878	704	2.1	9.0	7.0
Sep-21	10.8	56.7	41.4	38	12,338	6.2	8.0	1.7	2,799	675	1.5	12.5	7.1
Oct-21	11.7	56.0	39.7	43	15,211	6.7	8.3	1.5	3,100	814	1.5	12.5	7.1
Nov-21	12.4	43.0	27.2	41	13,201	4.6	-2.1	-6.4	2,902	713	1.6	15.6	7.2
Dec-21	14.2	47.5	29.2	43	13,620	5.9	3.0	-2.7	2,982	703	2.2	18.8	7.4
Jan-22	15.0	35.5	17.8	38	12,493	6.0	-2.6	-8.0	2,781	632	2.1	20.7	7.5
Feb-22	16.3	43.0	22.9	37	11,999	4.6	-1.7	-6.0	2,735	605	2.2	23.7	7.7
Mar-22	18.7	47.8	24.6	47	5,267	2.2	-0.4	-2.5	3,115	444	0.7	28.6	8.0
Apr-22	20.7	78.0	47.5	40	5,296	2.2	12.5	10.1	3,096	473	0.6	35.4	8.2

Source: RBI, Systematix Institutional Research

Exhibit 4: HDFCB registered highest increase in incremental market share on MoM

Change (VeV in here)	Market share movement: No. of credit cards											
Change (YoY, in bps)	HDFCB	SBICARD	ICICIBC	AXSB	RBK	CITI Bank	КМВ	IIB	AMEX			
May-21	-151.9	79.5	152.7	-51.9	29.8	-62.7	-35.1	15.9	-50.4			
Jun-21	-182.8	66.7	174.0	-52.9	34.0	-63.6	-29.1	13.7	-51.1			
Jul-21	-222.0	72.5	190.0	-46.0	28.9	-65.0	-23.0	13.5	-51.5			
Aug-21	-254.1	68.8	204.7	-8.9	11.5	-68.0	-20.9	10.5	-52.8			
Sep-21	-247.2	59.0	218.3	-15.4	14.0	-68.4	-19.1	10.7	-52.4			
Oct-21	-256.2	47.1	204.8	3.8	21.0	-71.4	-7.8	8.4	-52.6			
Nov-21	-259.1	39.9	178.9	24.6	25.8	-73.5	1.6	6.9	-57.4			
Dec-21	-238.0	6.4	150.7	41.8	34.6	-73.4	9.8	4.7	-58.8			
Jan-22	-212.8	-10.4	127.1	53.5	39.7	-69.8	23.8	2.6	-55.8			
Feb-22	-196.0	-18.9	98.2	58.0	37.4	-72.9	37.2	11.8	-58.6			
Mar-22	-169.2	-35.4	57.0	75.5	22.8	-77.9	45.7	9.1	-59.1			
Apr-22	-156.8	-60.3	23.7	75.4	16.7	-81.8	85.3	7.2	-59.7			
Mkt sh. (%) 30 th April'22	22.4	18.6	17.5	12.3	5.0	3.4	4.6	2.6	1.8			

Exhibit 5: SBIN, ICICIBC and PAYTM have been consistently losing market share in the number of outstanding debit cards

Change (VeV in here)			N	/larket share r	novement: No	o. of debit card	ls		
Change (YoY, in bps)	SBIN	BOB	PAYTM	UNBK	PNB	СВК	BOI	HDFCB	ICICIBC
May-21	-111.5	60.8	19.3	-14.2	-8.9	48.8	-2.3	26.0	-122.4
Jun-21	-144.1	52.4	20.5	-10.5	-1.8	48.0	1.1	31.0	-120.5
Jul-21	-165.1	59.7	25.3	-6.6	-16.5	51.8	18.5	35.2	-144.5
Aug-21	-196.8	57.9	23.8	-6.3	-6.6	50.9	17.3	37.1	-145.0
Sep-21	-243.3	59.6	25.3	-6.2	-1.8	47.3	19.3	37.2	-147.9
Oct-21	-233.0	53.9	24.7	-5.0	-3.7	50.5	16.6	34.6	-146.2
Nov-21	-268.4	68.5	43.3	0.3	-91.7	56.8	26.2	42.8	-139.4
Dec-21	-343.1	66.1	40.0	10.0	-7.0	47.0	14.3	39.1	-120.0
Jan-22	-310.2	69.4	-4.2	0.8	-9.0	42.7	11.8	39.9	-100.2
Feb-22	-333.5	70.6	-54.2	13.2	-3.0	46.1	14.6	46.1	-46.4
Mar-22	-258.8	84.0	-311.0	30.8	6.5	51.1	24.5	60.5	-34.8
Apr-22	-220.1	88.5	-312.3	30.9	1.5	54.4	23.1	62.1	-34.5
Mkt sh. (%) 30 th April'22	30.4	8.2	4.0	5.2	5.0	5.1	4.9	4.7	4.0

Source: RBI, Systematix Institutional Research

Exhibit 6: ICICIBC has been consistently gaining market share in credit card spends on YoY basis

Change (VeV in here)			Market	share mover	nent: Credit ca	ard transactio	n value		
Change (YoY, in bps)	HDFCB	SBICARD	ICICIBC	AXSB	CITI Bank	RBK	КМВ	IIB	AMEX
May-21	-274.3	-40.4	507.0	41.8	-161.1	31.9	-46.1	36.8	-120.6
Jun-21	-341.6	-79.5	520.2	-14.2	-213.9	14.8	-16.8	119.7	-80.9
Jul-21	-289.3	-123.9	503.2	-1.7	-162.2	-23.4	-31.5	134.3	-87.3
Aug-21	-553.3	-192.8	623.7	73.5	-132.3	-12.1	-10.2	150.3	-51.6
Sep-21	-564.1	-110.7	689.2	10.5	-114.0	-58.1	43.7	128.8	-73.0
Oct-21	-726.3	-148.3	779.0	102.9	-118.5	-28.8	15.7	129.4	-60.3
Nov-21	-491.8	-19.4	591.8	-42.1	-121.1	-20.2	7.4	93.1	-97.4
Dec-21	-575.5	74.0	651.2	-9.5	-122.8	-21.2	6.4	2.7	-94.2
Jan-22	-623.7	124.0	568.8	86.7	-109.8	11.5	26.5	-64.8	-111.8
Feb-22	-377.9	120.0	358.3	27.6	-97.9	-26.4	36.7	-26.2	-105.1
Mar-22	-248.5	77.0	284.5	-36.9	-141.7	-58.8	41.7	64.7	-51.2
Apr-22	-88.6	-5.7	197.7	-9.1	-112.6	-93.9	33.3	78.6	-40.0
Mkt sh. (%) 30 th April'22	27.6	18.6	19.6	8.7	4.0	4.0	2.7	4.9	2.9

Source: RBI, Systematix Institutional Research

Exhibit 7: SBIN remains a market leader in debit card transaction value, but losing market share

Change (VeV in here)			Market	share movem	ent: Debit car	d transaction	value		
Change (YoY, in bps)	SBIN	BOB	PAYTM	UNBK	PNB	СВК	BOI	HDFCB	ICICIBC
May-21	-336.9	40.0	-1.0	12.5	-35.1	-17.3	22.8	135.5	43.3
Jun-21	-276.4	3.4	-1.5	-13.3	-22.3	-14.1	14.1	126.4	34.5
Jul-21	-254.6	49.4	0.8	-27.9	-57.6	-1.1	5.9	95.9	39.1
Aug-21	-252.7	14.9	3.9	-20.5	-44.6	-14.7	6.7	119.9	27.8
Sep-21	-137.2	-1.3	4.2	-28.4	-39.7	-14.9	-2.6	109.6	11.2
Oct-21	-148.1	4.6	7.6	-26.1	-52.4	-3.5	-6.3	96.8	28.1
Nov-21	24.5	8.2	12.1	-205.3	-40.5	11.7	-6.2	95.2	-6.9
Dec-21	-95.5	6.5	11.2	-48.4	-28.4	33.9	-15.3	79.4	-20.9
Jan-22	-120.3	7.0	13.5	1.4	79.2	33.9	-19.4	39.9	-56.7
Feb-22	-78.2	10.4	13.4	-17.6	-23.0	-3.7	-14.9	64.3	-24.1
Mar-22	-56.0	-3.5	13.9	7.7	-13.7	-12.0	-17.1	53.6	-16.8
Apr-22	-130.0	-3.6	9.5	2.2	-16.6	-8.5	-12.7	96.3	1.3
Mkt sh. (%) 30 th April'22	33.3	4.6	0.3	5.1	5.2	5.0	2.5	9.9	6.2

Exhibit 8: Digital payments continue to grow at a significant pace within retail payments

• • •		-	-	-		•				
Crowth (%)	RT	GS	NE	FT	Mobile tra	ansactions	IM	IPS	U	PI
Growth (%)	Volume	Value	Volume	Value	Volume	Value	Volume	Value	Volume	Value
May-21	37.9	15.8	33.0	22.8	103.4	85.0	67.9	57.2	105.7	124.7
Jun-21	29.5	16.3	28.6	10.0	98.5	72.4	52.7	37.2	110.0	109.1
Jul-21	35.1	30.1	32.0	12.3	190.0	123.2	57.5	36.9	116.9	108.7
Aug-21	43.2	40.0	37.2	14.5	144.2	106.6	53.6	35.4	119.6	114.2
Sep-21	34.9	23.1	36.1	11.7	124.0	75.1	37.6	30.3	103.0	98.9
Oct-21	34.0	24.0	29.4	10.8	97.0	69.7	35.0	35.0	103.6	99.8
Nov-21	14.1	26.9	24.1	4.3	88.2	61.5	21.5	31.9	89.4	96.5
Dec-21	18.4	26.1	22.3	6.5	97.9	59.4	24.5	35.6	104.4	98.7
Jan-22	16.1	18.2	26.2	12.8	93.2	39.5	27.0	34.1	100.5	93.0
Feb-22	14.7	21.3	28.8	15.1	99.8	49.8	32.0	39.7	97.5	94.5
Mar-22	13.9	14.4	23.9	14.6	74.0	32.6	35.5	41.3	97.9	90.3
Apr-22	29.2	29.5	30.6	22.1	83.9	67.3	46.0	48.5	111.4	99.2

Source: RBI, Systematix Institutional Research

Exhibit 9: Average ticket size improves across the payment instruments, April month witnesses some weakness

Average ticket size (Rs)	Debit card	Credit card	RTGS	NEFT	Mobile	IMPS	UPI
May-21	2,244	8,385	5,89,741	7,092	3,021	9,515	1,932
Jun-21	2,530	10,024	5,81,201	7,176	3,217	9,351	1,950
Jul-21	2,807	11,846	5,58,130	6,954	2,839	8,836	1,867
Aug-21	2,878	12,197	5,41,130	6,865	2,876	8,426	1,798
Sep-21	2,799	12,376	5,67,632	7,202	2,632	8,421	1,791
Oct-21	3,100	15,254	4,89,727	6,928	3,005	8,608	1,829
Nov-21	2,902	13,242	5,55,864	6,819	2,907	8,850	1,836
Dec-21	2,982	13,663	5,96,264	7,241	2,874	8,949	1,811
Jan-22	2,781	12,532	5,15,624	6,731	2,839	8,792	1,802
Feb-22	2,735	12,036	5,17,840	6,819	2,876	9,132	1,826
Mar-22	3,115	14,594	5,71,537	8,096	2,881	9,396	1,777
Apr-22	3,096	14,070	5,03,865	6,685	2,817	9,429	1,761

Exhibit 10: Upswing in volume growth of total payments



Exhibit 11: Total digital payment volume growth increases



Source: RBI, Systematix Institutional Research





Source: RBI, Systematix Institutional Research



Source: RBI, Systematix Institutional Research

Source: RBI, Systematix Institutional Research

Exhibit 14: Share of paper-based instruments in retail payments declining



Source: RBI, Systematix Institutional Research

Exhibit 15: Within retail credit transfers, composition of UPI & IMPS Exhibit 16: Strong growth in IMPS volumes continue after transfers continue to increase moderation





Source: RBI, Systematix Institutional Research









Source: RBI, NPCI, Systematix Institutional Research





Source: RBI, NPCI, Systematix Institutional Research



Exhibit 20: SBIN has the highest market share in IMPS segment

Source: RBI, NPCI, Systematix Institutional Research

Nov-21

Dec-21

Apr-22

Mar-22

Feb-22

Jan-22



Source: RBI, Systematix Institutional Research





Source: RBI, Systematix Institutional Research









Source: RBI, Systematix Institutional Research

Exhibit 26: ... as well as in credit card spends



Source: RBI, Systematix Institutional Research

Exhibit 28: ...adds highest no. of POS machines incrementally...





Exhibit 27: HDFCB increases ATM reach; 2nd highest market share...

Exhibit 29: ...as well as no. of credit cards

Source: RBI, Systematix Institutional Research



Source: RBI, Systematix Institutional Research

(%)

14

12

10

8

6

4

2

0

Apr-21 May-21 Jun-21







Jan-22 Apr-22 Feb-22 Nov-21 Dec-21 Mar-22 Oct-21 UPI Bank remittance volume

Source: RBI, NPCI, Systematix Institutional Research

(%)

8.9 8.8

8.7

8.6

8.5

8.4

8.3

8.2 8.1

8.0

7.9

Source: RBI, NPCI, Systematix Institutional Research







Source: RBI, Systematix Institutional Research





Source: RBI, Systematix Institutional Research



Source: RBI, Systematix Institutional Research





Source: RBI, Systematix Institutional Research





Source: RBI, NPCI, Systematix Institutional Research

Source: RBI, NPCI, Systematix Institutional Research

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Exhibit 42: ...with transactions and per card spends too rising



Source: RBI, Systematix Institutional Research





Source: RBI, Systematix Institutional Research

Exhibit 44: UPI remittance volumes remain strong



Source: RBI, NPCI, Systematix Institutional Research

Exhibit 45: AXSB loses market share in number of ATMs...





Source: RBI, Systematix Institutional Research



Exhibit 47: ... and in number of credit cards

Source: RBI, Systematix Institutional Research



Source: RBI, Systematix Institutional Research





Source: RBI, Systematix Institutional Research

Exhibit 50: UPI remittance volume growth remains strong



Source: RBI, NPCI, Systematix Institutional Research

Exhibit 51: SBIN has the highest market share in no. of ATMs





Source: RBI, Systematix Institutional Research





Source: RBI, Systematix Institutional Research



Source: RBI, Systematix Institutional Research







Source: RBI, NPCI, Systematix Institutional Research

Source: RBI, NPCI, Systematix Institutional Research

Exhibit 54: Per card spend back to festive season level (Oct'21)

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