Ipsos Business Consulting

52% of the individuals are aware about **49%** of the users in metro and tier 1 cities Mobile Wallet payment in metros and tier 1 have an intent to use the mobile wallet cities in India, however the awareness levels services in the future, however in Mumbai in Delhi and Mumbai are higher with **67%** and Delhi it is expected to be around **67%** 52% and **74%** respectively and **69%** respectively Base: 155 49% **Product** Awareness Intent to use in future airtel 24% Preferred Service Provider 3% 15% of the consumers have used wallet service in the past six months, Paytm is the most preferred service provider with 40% of **Mobile Wallet** Mobile Online Travel Money consumers using the app followed by free Recharge Shopping bookings Transfer recharge Usage

Mobile Wallets are being used the most for Mobile recharge **(67%)**, followed by online shopping and travel bookings

Base : 155



charge and Airtel Money.