super.money Becomes India’s Fastest-Growing Payments App, Ranks Among Top 3 Globally in 2025

Recognized at the Sensor Tower APAC Awards 2025, validating super.money’s data-led growth momentum as the Fastest Growing Payments App in India

National, 26th February, 2026: super.money, India’s next-gen UPI app, has emerged as the fastest-growing payments app in the country in 2025, driven by record download growth, sustained user engagement and category leadership across digital payments.

In a year marked by rapid digital adoption, **super.money recorded a staggering 242.2% download growth, a 4.7-star user rating, and ranked #1 in India and among the Top 3 digital payments apps globally by growth momentum.** From being ranked 56th on NPCI’s UPI app list at launch in August 2024 to entering the top 5 within two years, the platform’s sharp rise reflects a fundamental shift in consumer expectations - from simply transacting digitally to earning cashbacks on every payment.

This inspiring growth trajectory has been independently validated at the 2025 edition of the Sensor Tower APAC Awards, recognizing super.money as the Fastest Growing Payments App in India based on exceptional performance metrics tracked throughout the year.

Sensor Tower is the leading source of mobile app, digital advertising, retail media, and audience insights for the largest brands and app publishers across the globe. The Sensor Tower APAC Awards honour mobile publishers across Asia-Pacific that demonstrate measurable impact within the global app ecosystem. Grounded in Sensor Tower’s independent market intelligence and proprietary evaluation framework, winners are identified through performance benchmarks such as downloads, active users, sustained engagement and category leadership - not through nominations or submissions.

Speaking on the milestone, **Prakash Sikaria, Founder & CEO, super.money**, said, *“India’s digital payments market is evolving beyond scale to sustained engagement and value creation. This recognition reflects the strong momentum we are seeing across everyday use cases. Our focus is on building a sustainable rewards-led model that drives repeat usage while expanding access to credit and financial services.”*

super.money’s rapid rise is built on a simple promise: **real cashback directly credited to users’ bank accounts on every UPI transaction**. Its growth is driven by a sharp focus on ***Young India,*** **with nearly 72% of users under 30 and engaging with the app 40–50 times a month.** Over half of acquisitions are organic, reflecting strong word-of-mouth traction among digitally native users. Beyond payments, super.money is expanding UPI’s potential by integrating credit and commerce. Now **one of India’s largest distributors of secured credit cards starting at INR 100 FDs,** the company has **grown credit distribution 3x year-on-year** and is targeting contribution margin positivity by FY26.

As India continues to lead the world in digital payments innovation, super.money’s growth story underscores a broader shift, from digital enablement to digital empowerment, where consumers expect platforms to reward participation in the formal economy.

About super.money

super.money, backed by the Flipkart Group, is a youth-focused UPI and credit-led fintech platform that is changing the way Indians manage their payments and financial needs. The app blends smooth and secure UPI payments with real cashback on every transaction and easy access to credit, including secured RuPay cards, credit at checkout and personal loans. super.money's focus is on delivering recurring value to users instead of one-time rewards. Built with a strong compliance culture, super.money aims to become India's preferred financial platform that brings together UPI, credit and everyday commerce. super.money is ISO 27001 and PCI DSS certified.