



Groww is a direct-to-customer digital investment platform offering a comprehensive suite of wealth creation opportunities through multiple financial products and services. It is India's largest and fastest-growing investment platform by active users on NSE as of June 30, 2025. Through the Groww app and website, customers can seamlessly invest and trade in equities (including IPOs), derivatives, bonds, mutual funds (including Groww Mutual Fund), and other financial products, while also availing margin trading facilities and personal loans. The platform integrates user-friendly design with robust in-house technology to deliver a simple, transparent, and intuitive investing experience. Additionally, Groww provides users with access to analytical tools, market insights, and educational resources, empowering them to make informed investment and trading decisions.

Investment Rationale:

Market Leader with a Strong and Trusted Pan-India Retail Investing Brand:

- Market share in the broking segment by active client rose from 15.1% to 26.3%. (FY23-FY25)
- Market share of SIP inflows grew from 4% to 12%. (FY22-FY25)
- Leading retail investing brand with users across 98.36% of pin codes; 81% from outside top 6 cities.
- Highest search interest and 38.18% share of new app downloads among top brokers (FY22-Jun 2025).
- Over 80% organic user acquisition, ensuring low-cost, efficient growth.
- Building an all-India "pull brand" anchored on trust, transparency, and inclusivity.
- Achieved 10% market share in broking in just 23 months and mutual funds in 67 months.

High Customer Retention, Deep Engagement, and Strong Price Inelasticity:

- Active users surged from 5.36 mn in FY23 to 14.3 mn in Q1FY26, reflecting strong adoption.
- Industry-leading retention - 77.7% of three-year cohorts active; early retention steady at ~85-93% since FY22.
- Users spend ~65.5 mins daily; DAU/MAU ratio of 56.3% signals habitual engagement.
- Top-rated investing app (4.61/5 on Google Play) with strong brand trust and usability.
- Oct 2024 fee hike had negligible churn; captured 40.1% of net NSE active user additions in Q3FY25.
- Multi-product users show 88.5% two-year retention vs. 60% for single-product users.
- Data-led personalization and insights strengthen platform stickiness and customer loyalty.

Customer-Centric Design and Expanding Product Ecosystem Driving Deeper Engagement

- Unified, intuitive platform focused on simplicity, transparency, and speed for all investor types.
- Consistently rated top for "User Friendliness" on Google Play (FY23-June 2025).
- Continuous feedback-driven design ensures evolving, user-led innovation.
- Expanded suite includes MTF, commodities, API trading, Bonds, and LAS for diversified investing.
- Launch of 'W by Groww' targets affluent users with wealth tracking and advisory support.
- Broader product portfolio enhances engagement, retention, and AARPU growth.

Scalable In-House Technology Platform Driving Differentiation and Cost Efficiency:

- Fully in-house tech stack ensures scalability, reliability, and rapid innovation.
- Handles ~50 mn users and ~50 mn daily orders, matching UPI-level throughput.
- Key systems: GUPI (77.8% of deposits), ORBIT (automated back-office), Groww Lite (disaster recovery).
- AI-driven support scaled from ~7K to ~98K daily queries, boosting efficiency.
- "Cost to Serve" fell from 15.9% (FY23) to 12.6% (FY24), highlighting strong margin leverage.

Strong Execution Delivering Growth and Profitability:

- Revenue grew from ₹11,415 mn in FY23 to ₹39,017 mn in FY25. (CAGR of 84.8%)
- EBITDA surged over 5x from 3987 mn to ₹23,724 mn, margins up from 34.9% to 60.8%.
- PAT rose almost 4x from ₹4,577 mn in FY23 to ₹18,244 mn in FY25.
- ROE/ROCE improved sharply to 52.5%/62.9%, reflecting superior capital efficiency.
- Adjusted Cost to Operate declined from 26.3% to 13.8% of revenue. (FY23-FY25)
- Customer-first, technology-led, and asset-light model drives scalability & profitability.

Valuation and Outlook: India's Investment and Wealth Management industry, valued at ₹1.1 trillion as of March 2025, is projected to expand to ₹2.2-₹2.6 trillion by March 2030 at a robust CAGR of 15-17%, driven by rising investor participation, higher disposable incomes, and growing investible assets. Within this fast-evolving landscape, Groww has emerged as one of India's most trusted and rapidly scaling retail investing platforms, with users spanning 98.36% of pin codes and 81% hailing from beyond the top six cities. Over 80% of new users are acquired organically, underscoring the strength of its pull-based, low-cost growth model. Active users surged from 5.36 million in FY23 to 14.3 million in Q1FY26, supported by industry-leading retention (77.7% of three-year cohorts active) and deep engagement (65.5 minutes average daily time spent; DAU/MAU of 56.3%). Market share in the broking segment also expanded sharply, rising from 15.1% in FY23 to 26.3% in FY25, reflecting its strong customer acquisition momentum and brand pull. The company's customer-first design, high app ratings (4.61/5 on Google Play), and seamless digital experience reinforce brand trust and user loyalty. Its diversified suite, spanning MTF, commodities, bonds, LAS, and the premium 'W by Groww' wealth platform drives higher retention, wallet share, and AARPU growth. A fully in-house, scalable technology stack capable of handling ~50 million daily orders underpins operating leverage, with cost to serve declining to 12.6% of revenue in FY24. Financially, revenue grew from ₹11,415 million in FY23 to ₹39,017 million in FY25 (CAGR: 84.8%), EBITDA margins expanded from 34.9% to 60.8%, and PAT rose nearly 4x to ₹18,244 million, with ROE/ROCE improving to 52.5%/62.9%. The proposed deployment of IPO proceeds - ₹1,525 million toward strengthening cloud infrastructure, ₹2,250 million for brand building and performance marketing, ₹2,050 million for capital infusion in NBFC subsidiary GCS, and ₹1,675 million in GIT to scale the Margin Trading Facility (MTF) business will further enhance platform reliability, customer acquisition, and lending capacity, accelerating long-term growth and margin expansion. We recommend subscribing to the issue as a good long-term investment, backed by Groww's trusted retail brand, high retention-led growth, scalable tech ecosystem, diversification across investment products, strong profitability trajectory, and planned investments in technology, marketing, and capital expansion to strengthen its competitive leadership in India's rapidly expanding wealth management industry.

Key Financial & Operating Metrics (Consolidated)

In INR mn	Revenue	YoY (%)	EBITDA	EBITDA %	PAT	EPS	ROE	ROCE
FY23	11415.26	-	3987.76	34.93	4577.17	0.79	14.60	15.25
FY24	26092.81	128.58	5,654.84	21.67	-8054.50	-1.50	-29.43	-20.88
FY25	39,017.23	49.53	23,723.86	60.8	18,243.73	3.19	52.52	62.92

Issue Snapshot

Issue Open	04-Nov-25
Issue Close	07-Nov-25
Price Band	INR 95 - 100
Issue Size (Shares)	66,32,30,051
Market Cap (mln)	INR 617360

Particulars

Fresh Issue (INR mln)	INR 10600
OFS Issue (INR mln)	INR 55723.01
QIB	75%
Non-institutionals	15%
Retail	10%

Capital Structure

Pre Issue Equity	6,06,75,96,631
Post Issue Equity	6,17,35,96,631
Bid Lot	150 Shares
Minimum Bid amount @ 95	INR 14250
Maximum Bid amount @ 100	INR 15000

Share Holding Pattern

	Pre Issue	Post Issue
Promoters	28.00%	18.49%
Public	72.00%	81.51%

Particulars

Face Value	INR 2
Book Value	INR 9.58
EPS, Diluted	INR 2.96

Objects of the Issue

- Expenditure towards cloud infrastructure - ₹1525 million
- Brand building and performance marketing activities - ₹2250 million
- Investment in one of their Material Subsidiaries, GCS, an NBFC, for augmenting its capital base - ₹2050 million
- Investment in one of their Material Subsidiaries, GIT, for funding its MTF business - ₹1675 million
- Funding inorganic growth through unidentified acquisitions and General corporate purposes

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Products & Services

Products	User Activity	Pricing Levers
Broking services (Stocks, Derivatives)	Orders / User	Brokerage / Order + Other fees / Order
MTF	Exposure / User	Interest Charges
Credit (PL, LAS)	Loan Disbursement / User	Fee & Interest Charges
Mutual Fund Distribution	AUM / User	Nil
Groww Mutual Fund	AUM / User	Management fee

Mutual Funds: Groww enables customers to invest in mutual funds from all AMCs in India, including its own "Groww Mutual Fund," through both SIPs and lumpsum modes. The platform offers only direct mutual funds, ensuring zero transaction charges for buying or selling units. Users can access comprehensive fund information covering fund managers, historical performance, and expense ratios through dedicated product pages equipped with screeners and comparison tools. Investors can digitally manage their portfolios by buying, redeeming, or modifying SIPs and even track mutual funds not purchased on the platform. To enhance convenience, Groww has also introduced a seamless UPI Autopay feature for SIPs in collaboration with ICCL, enabling quick mandate creation through a nominal ₹1 refundable transaction, making investing more accessible and frictionless.

Stocks: Groww enables customers to buy and sell equities listed on the NSE and BSE, as well as participate in IPOs across both Mainboard and SME platforms. The platform has rapidly scaled to become a leading retail brokerage, with a growing share in retail cash trading volumes. Entirely digital and without offline intermediaries, Groww's DIY investing model empowers users to access

comprehensive stock information such as company fundamentals, analyst ratings, and technical charts through intuitive product pages. The platform's simplified "Order Cart" design and seamless in-app payment integration via UPI ensure a smooth trading and IPO application experience. For advanced traders, Groww offers sophisticated order types like Good Till Triggered, Intraday OCO, AMO, and Stop Loss, alongside instant trade confirmations and same-day withdrawals from Groww balance. The stock broking business is operated through its subsidiary, Groww Invest Tech Pvt Ltd. ("GIT"), a SEBI-registered stock broker, research analyst, and depository participant with both NSDL and CDSL. GIT is also recognized as a Qualified Stock Broker (QSB), reflecting its strong governance, risk management, and cybersecurity standards.

Derivatives: Groww introduced its Derivatives segment in September 2021, allowing customers to trade in futures and options contracts linked to equities, indices, and commodities. The platform has rapidly gained traction among retail traders, supported by an intuitive interface and advanced trading tools. Power traders can access sophisticated features such as option chains, payoff charts, liquidity indicators, basket orders, and scalper mode through the Groww app and Terminal, enabling efficient trade execution and position management. Emphasizing responsible and risk-aware trading, Groww offers features like "Safe Exit" to automatically close positions at preset limits, and a "Pause" mode to help prevent impulsive trades after large profits or losses. The platform also includes anti-nudge warnings that educate users about the risks of derivatives trading. To ensure investor suitability, Groww conducts pre-onboarding checks, including assessments of income levels, bank statements, and total customer assets, reinforcing a compliance-driven and investor-safe ecosystem.

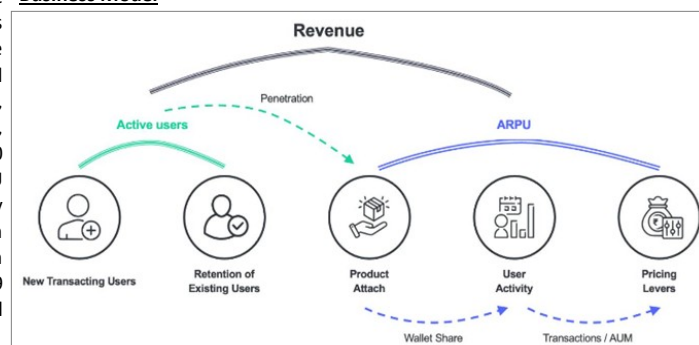
Margin Trading Facility: Groww's Margin Trading Facility (MTF) enables customers to purchase exchange-approved stocks by paying only a portion of the trade value, with the company funding the remaining amount for up to five days post-settlement. The platform provides a seamless one-click switch between delivery and MTF modes, along with a clear trade summary that details the customer's contribution, Groww's funded amount, and applicable interest or brokerage charges. As of June 30, 2025, Groww had an outstanding MTF book of ₹10,357.69 million, representing a 1.22% market share, underscoring its growing presence in the margin trading segment.

Consumer Credit: Groww offers consumer credit products through its "Groww Credit" mobile app, comprising (i) personal loans, launched in FY22, and (ii) Loans Against Securities (LAS), introduced in February 2025. LAS enables customers to pledge their securities or mutual funds to access instant credit. The platform ensures a fast and seamless borrowing experience, with loan disbursement times for tickets up to ₹5 lakh averaging ~6 minutes (p50) and ~10 minutes (p75) in FY25, enabled by real-time AI-ML underwriting, bureau data integration, and account aggregator-based cash flow assessments.

Groww operates two models for personal loans: (a) Distribution Model, wherein it partners with banks and NBFCs who underwrite and assume credit risk with an average loan size of ₹71,139 and ~15-month tenure during Q1FY26; and (b) On-Balance Sheet Model, operated through its NBFC subsidiary Groww Creditserv Technology Pvt. Ltd. (GCS). For this segment, Groww employs robust multi-layered underwriting filters assessing income, credit history, and serviceability. As of June 30, 2025, GCS maintained a loan book of ₹11,639 million with an NPA ratio of 1.67%, and an average loan size of ₹2.04 lakh with a ~27-month tenure, reflecting strong risk management and disciplined credit operations.

Groww AMC: Groww entered the asset management business with the acquisition of Indiabulls Asset Management Company Pvt. Ltd. and Indiabulls Trustee Company Ltd. in May 2023, marking its foray into the AMC space. The company launched its first NFO in October 2023 and, as of June 30, 2025, offered 30 products, comprising 11 active and 19 passive funds across equity, debt, commodities, ETFs, and hybrid categories. Demonstrating product innovation, Groww AMC introduced India's first "Total Market Index Fund", covering 750 NSE-listed stocks, along with thematic offerings such as the Indian Railways PSU ETF and the Nifty Non-Cyclical Consumer Index Fund, addressing previously untapped segments in the mutual fund industry. Investor traction has been strong, with active investors rising from 0.04 million in June 2023 to 1.03 million in June 2025, while AUM surged from ₹7,068 million (Mar 2024) to ₹25,199 million (Jun 2025), underscoring Groww AMC's rapid scale-up and growing retail adoption.

Business Model



Industry Overview:

India's Investment and Wealth Management industry presents a significant long-term growth opportunity, with the Total Addressable Market (TAM) estimated at approximately ₹1.1 trillion as of March 2025. The market is projected to expand at a robust CAGR of 15-17% between FY25 and FY30, reaching ₹2.2-₹2.6 trillion by FY30. Growth will be driven by the rising affluence of high-income and upper-middle-class households, increasing retail investor participation, improved access to capital markets, and greater adoption of professional advisory services. The industry's Average Revenue Per User (ARPU) is estimated at ₹15,900-₹17,200 in FY25 and is expected to rise to ₹18,600-₹20,200 by FY30, supported by higher product adoption, cross-selling opportunities, and increasing penetration of premium offerings. As newer investors mature and diversify their investment portfolios, the industry is poised to sustain strong, broad-based expansion over the coming years.

Exhibit 10 - Total Addressable Market¹ for Investment & Wealth Management

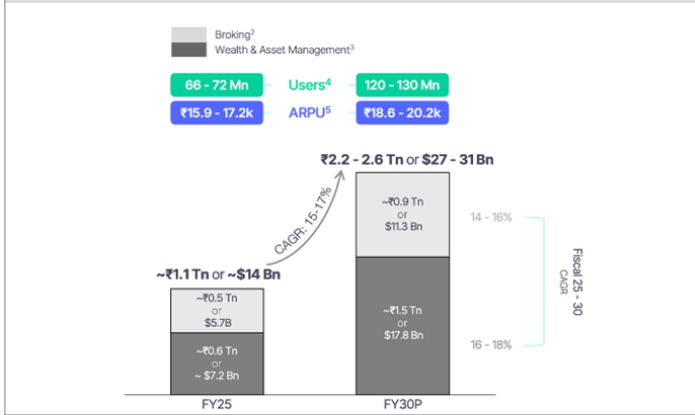


Exhibit 11 - Individual Investor Turnover in NSE Cash Market

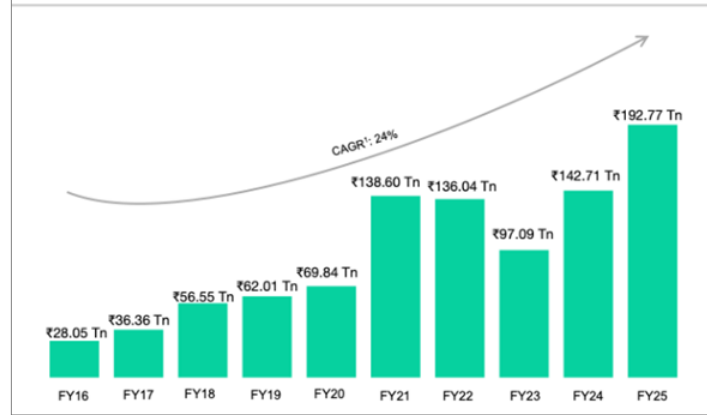


Exhibit 13 - Mutual Funds & Systematic Investment Portfolio - Assets Under Management¹

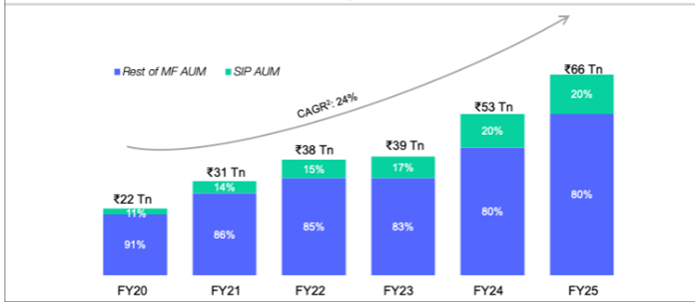
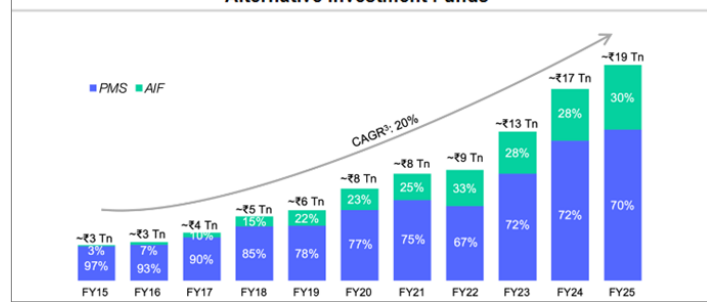


Exhibit 14 - Assets Under Management - Portfolio Management Services¹ & Alternative Investment Funds²



India's Investment and Wealth Management industry operates under a monopolistic competition structure, with multiple players targeting similar customer segments through differentiated brand positioning, product innovation, and service quality. The market comprises three major categories of participants - digital-first platforms, bank-led brokers, and wealth management players, each catering to distinct investor needs and engagement models.

Digital-first platforms focus on self-directed investing through fully digital interfaces, offering intuitive onboarding, transparent pricing, and low-cost access to capital markets without relying on physical branches. Bank-led brokers combine digital channels with extensive offline presence, leveraging relationship managers to offer trade execution, in-house research, product distribution, and ancillary services such as investment banking and institutional broking. Meanwhile, wealth management players primarily operate through advisory-led, offline engagement models, providing personalized portfolio structuring, risk profiling, and access to high-end products like PMS and AIFs.

Within this landscape, digital-first platforms have clearly outperformed other segments in both growth and profitability. With their customer-centric design, transparent pricing, and efficient digital acquisition strategies, they have scaled rapidly registering approximately 60% revenue CAGR, compared to ~25% for wealth managers and ~23% for bank-led brokers. Profitability metrics are also superior, with digital-first players reporting ~42% PAT margins, versus ~32% for bank-led brokers and ~29% for wealth managers. Weighted average user growth has been markedly higher at ~28%, significantly outpacing the ~2% growth of bank-led peers. This strong performance underscores the scalability, operational efficiency, and structural advantages of digital-first platforms in India's evolving

Exhibit 15 - Investment & Wealth Management Players PAT Margin and Revenue Growth Analysis

(Bubble Size - Number of users (2025)¹)

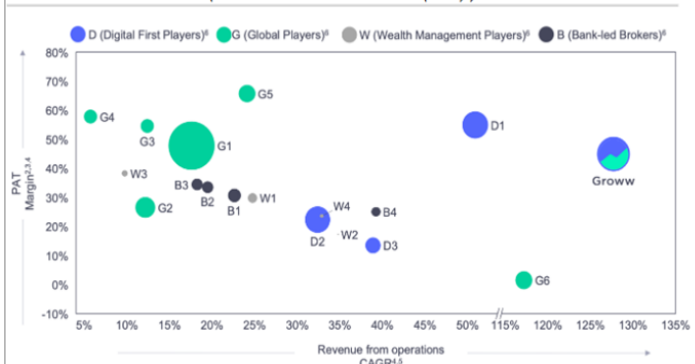


Exhibit 16 - Performance Comparison of Investment Management Platform Players - By Type

Type	Revenue from operations CAGR ^{1,2} (%)	Profit after tax ^{1,3} (%)	User CAGR ⁴ (%)
Digital-first Players ⁵	60.49%	42.04%	27.64%
Bank-led Brokers ⁶	22.83%	31.52%	2.07%
Wealth Management Players ⁷	25.25%	28.73%	-5.23%
Global Players ⁸	68.77%	25.61%	7.59%

investment ecosystem.

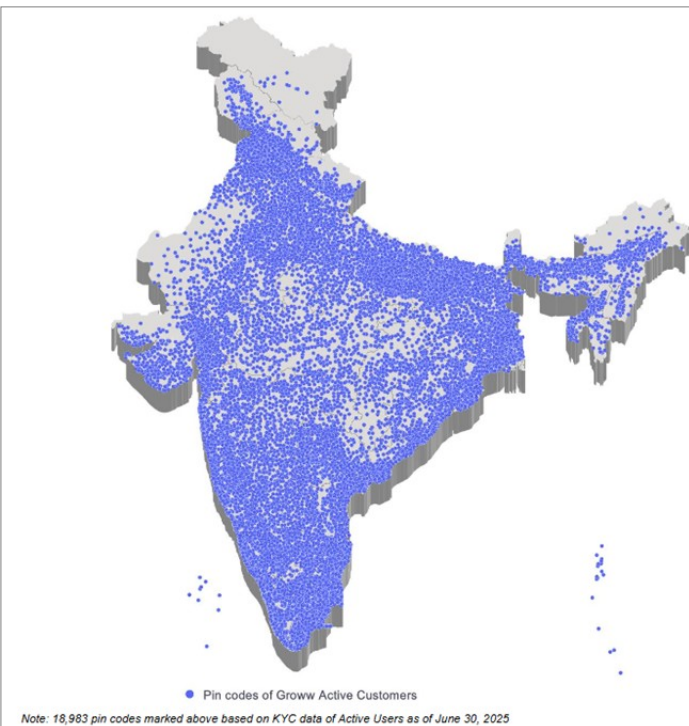
The Indian Investment and Wealth Management industry is poised for a period of sustained expansion, driven by a digitally empowered investor base, rising financial literacy, and deepening participation across asset classes. With technology redefining access, transparency, and engagement, the industry is transitioning from traditional intermediation to an ecosystem of seamless, self-directed investing. As investors increasingly seek convenience, personalization, and trust, platforms like Groww are well positioned to benefit from this structural transformation and capture the immense opportunities emerging in India's next phase of wealth creation.

Investment Rationale:

Market Leader with a Strong and Trusted Pan-India Retail Investing Brand: Groww has emerged as one of India's most recognized and preferred brands for retail investing, with a deep and growing presence across cities, towns, and villages. Market share in the broking segment by active clients rose from 15.1% in FY23 to 26.3% in FY25, while the market share of SIP inflows increased from 4% in FY22 to 12% in FY25, underscoring its strong momentum across key retail investment categories. Groww recorded the highest search interest among the top 10 brokers in India in FY25, reflecting its strong brand recall, customer trust, and digital engagement. Among the top five brokers by NSE active customers (as of June 30, 2025), Groww also captured the largest share of new app downloads at 38.18% between FY22 and June 2025, reinforcing its leadership in attracting new retail investors.

The platform's growth has been largely organic, with over 80% of new users acquired without paid marketing across FY23-FY25, resulting in low and efficient customer acquisition costs. As of June 30, 2025, Groww had active users across 98.36% of India's pin codes, with about 81% of its user base residing outside the top six cities, demonstrating strong rural and semi-urban penetration. Groww aims to continue expanding its market share and establish itself as an all-India "pull" brand built on trust, transparency, and inclusivity. Marketing campaigns focused on empowerment and financial awareness are expected to sustain word-of-mouth acquisition, drive operating leverage, and deepen customer relationships through multi-product adoption. The company also plans to strengthen its position in the affluent segment through "W by Groww," a wealth management vertical offering personalized expertise and advisory services.

Pin codes of Groww Active Customers



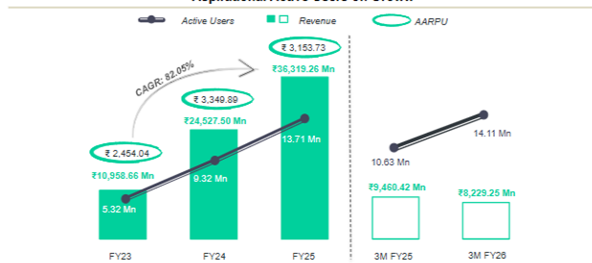
High Customer Retention, Deep Engagement, and Strong Price Inelasticity:

Groww demonstrates exceptionally high customer retention and engagement, reflecting the platform's ability to build enduring, trust-based relationships beyond transactional interactions. Across cohorts of active users who have been on the platform for three years, 77.70% remained active, while first-quarter retention post-acquisition has consistently ranged between 84.79% and 92.98% since FY22. In FY25, active users spent an average of 65.5 minutes daily on the platform engaging with investment tools, watchlists, news, and portfolio tracking, resulting in a DAU/MAU ratio of 56.29% (vs. 55.24% in FY24), underscoring habitual, not just transactional, usage. Groww's sustained engagement and loyalty are also underpinned by its superior user experience, reflected in its 4.61/5 Google Play rating and top App Store ranking among investment apps in India.

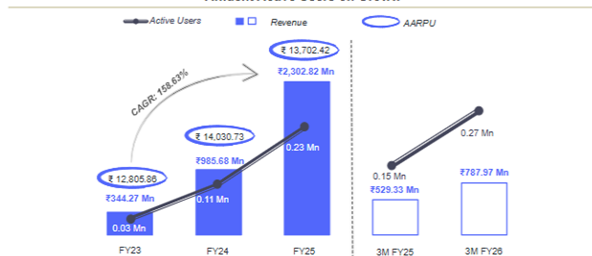
Customer loyalty has also proven largely price-inelastic. Despite an increase in brokerage and other fees in October 2024 (including a minimum transaction fee), Groww witnessed negligible impact on user activity or new acquisitions. In fact, during the quarter ended December 2024, Groww accounted for 40.08% of net NSE active user additions, while its retail cash ADTO share rose from 17.71% in Q2FY25 to 21.60% in Q3FY25.

Moreover, engagement and retention strengthen with product adoption - two-year retention for users of two or more products stood at 88.5%, versus 60% for single-product users. Through personalized notifications, content feeds, and data-driven insights, Groww fosters informed investing and consistent user engagement, reinforcing its position as a sticky, trusted digital financial ecosystem.

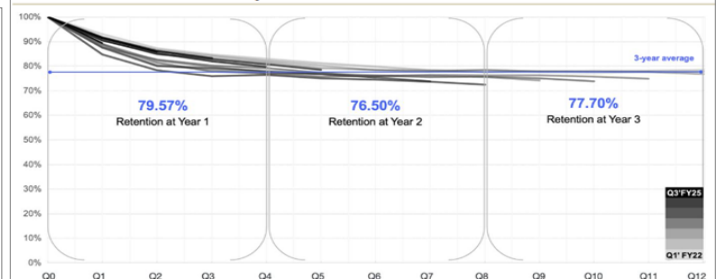
Aspirational Active Users on Groww



Affluent Active Users on Groww



Quarterly Retention of Active Users on Groww



Groww customers



Customer-Centric Design and Expanding Product Ecosystem Driving Deeper Engagement: Groww’s platform is built on a customer-first design philosophy that emphasizes simplicity, transparency, and speed across a unified app and website. Its intuitive interface caters to both new investors and advanced traders offering SIP-led investing journeys for beginners and sophisticated tools such as advanced analytics and trading features for power users. From FY23 through June 2025, “User Friendliness” remained the most appreciated feature of the Groww app on Google Play, underscoring the success of its design-led approach. Guided by its ethos of “user delight” and “design obsession,” Groww’s in-house design team integrates continuous customer feedback and research into every development stage, ensuring an evolving and intuitive user experience.

Complementing this design strength, Groww continues to expand its product suite to serve both aspirational and affluent investors. It has launched offerings such as Margin Trading Facility (MTF), commodities derivatives, API trading, and Bonds to meet evolving customer needs. In June 2025, the company introduced ‘W by Groww’, a dedicated wealth management platform enabling affluent users to track wealth, access insights, and connect with relationship managers and advisory partners. Groww has also ventured into credit solutions with Loans Against Securities (LAS), allowing customers to unlock liquidity against pledged stocks or mutual funds. With a growing user base and rising product maturity, Groww aims to continuously launch new, profitable, and differentiated offerings enhancing customer retention, increasing wallet share, and driving AARPU expansion over time.



Scalable In-House Technology Platform Enabling Differentiation and Cost Efficiency: Groww has developed a robust, fully in-house technology stack that enables it to deliver a superior and reliable investing experience at low cost. Its proprietary infrastructure supports rapid innovation, seamless scalability, and regulatory adaptability, sustaining platform stability and product velocity. The system is designed to handle up to ~50 million users concurrently and execute ~50 million orders daily, with peak transactions per second comparable to the average UPI throughput in India (FY24, Redseer). Key in-house systems include Groww UPI (GUPI) contributing 77.84% of customer deposit transactions in Q1FY26 (up from 56.75% in Q1FY25) and ensuring faster, higher-success-rate payments; Groww ORBIT, an automated back-office platform managing money flows, reconciliations, and settlements; and Groww Lite, a disaster recovery system for uninterrupted trading continuity. Its AI-driven customer support handled ~98,500 daily queries in June 2025, up sharply from ~7,400 at launch (June 2024), underscoring the platform’s automation depth. The company’s in-house integration across payment, trading, and compliance systems has also translated into operating efficiency, with “Cost to Serve” declining from 15.85% of revenue in FY23 to 12.55% in FY24, demonstrating scalability and margin leverage as user volumes expand.

Strong Execution Delivering Growth and Profitability: Between FY23 and FY25, Groww delivered a strong financial turnaround marked by robust growth and improved profitability. Revenue from operations surged sharply from ₹1,415.26 million in FY23 to ₹39,017.23 million in FY25, reflecting significant scale-up in user activity and product adoption. EBITDA rose over 5x from ₹3,987.76 million in FY23 to ₹23,723.86 million in FY25. Profit for the period rose from ₹4,577.17 million in FY23 to ₹18,243.73 million in FY25, driven by operating leverage and strong topline momentum. ROE & ROCE improved materially from 14.60% & 15.25% in FY23 to 52.52% & 62.92% in FY25 respectively, highlighting enhanced capital efficiency. Correspondingly, diluted earnings per share grew from ₹0.79 to ₹3.19, reflecting improved shareholder value creation.

Groww’s Unit Economics

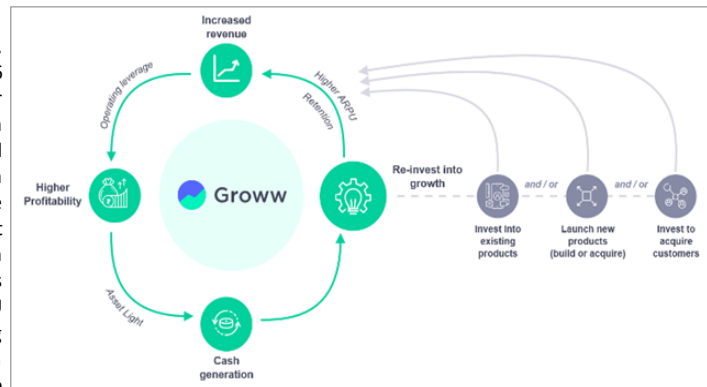
	Growing customer base	Expanding Revenue per User	Operating leverage	Earnings
	Average Active Users	Platform AARPU	Cost to Serve	Adjusted EBITDA
FY23	4.49 Mn	₹2,540.99 / 100%	15.85%	36.47%
FY24	7.39 Mn	₹3,529.80 / 100%	12.55%	56.37%
FY25	11.68 Mn	₹3,339.27 / 100%	14.62%	59.11%

Groww’s business model is built on three core principles - customer-first, technology-led, and asset-light that collectively drive scalability, profitability, and sustainable growth. Its customer-centric approach fosters strong engagement and retention, leading to higher product adoption and increased revenue per user at minimal incremental cost, thereby expanding contribution margins. The technology-led model delivers significant operating leverage, reflected in the sharp reduction of Adjusted Cost to Operate from 26.32% of revenue in FY23 to 13.77% in FY25. Further, the asset-light structure enables efficient capital deployment, converting profits into free cash flow that is

reinvested into new product development, platform expansion, and customer acquisition, strengthening long-term value creation.

Valuation and Outlook: India’s Investment and Wealth Management industry, valued at ₹1.1 trillion as of March 2025, is projected to expand to ₹2.2-₹2.6 trillion by March 2030 at a robust CAGR of 15-17%, driven by rising investor participation, higher disposable incomes, and growing investible assets. Within this fast-evolving landscape, Groww has emerged as one of India’s most trusted and rapidly scaling retail investing platforms, with users spanning 98.36% of pin codes and 81% hailing from beyond the top six cities. Over 80% of new users are acquired organically, underscoring the strength of its pull-based, low-cost growth model. Active users surged from 5.36 million in FY23 to 14.3 million in Q1FY26, supported by industry-leading retention (77.7% of three-year cohorts active) and deep engagement (65.5 minutes average daily time spent; DAU/MAU of 56.3%). Market share in the broking segment also expanded sharply, rising from 15.1% in FY23 to 26.3% in FY25, reflecting its strong customer acquisition momentum and brand pull. The company’s customer-first design, high app ratings (4.61/5 on Google Play), and seamless digital experience reinforce brand trust and user loyalty. Its diversified suite, spanning MTF, commodities, bonds, LAS, and the premium ‘W by Groww’ wealth platform drives higher retention, wallet share, and AARPU growth. A fully in-house, scalable technology stack capable of handling ~50 million daily orders underpins operating leverage, with cost to serve declining to 12.6% of revenue in FY24. Financially, revenue grew from ₹11,415 million in FY23 to ₹39,017 million in FY25 (CAGR: 84.8%), EBITDA margins expanded from 34.9% to 60.8%, and PAT rose nearly 4x to ₹18,244 million, with ROE/ROCE improving to 52.5%/62.9%. The proposed deployment of IPO proceeds - ₹1,525 million toward strengthening cloud infrastructure, ₹2,250 million for brand building and performance marketing, ₹2,050 million for capital infusion in NBFC subsidiary GCS, and ₹1,675 million in GIT to scale the Margin Trading Facility (MTF) business will further enhance platform reliability, customer acquisition, and lending capacity, accelerating long-term growth and margin expansion. We recommend subscribing to the issue as a good long-term investment, backed by Groww’s trusted retail brand, high retention-led growth, scalable tech ecosystem, diversification across investment products, strong profitability trajectory, and planned investments in technology, marketing, and capital expansion to strengthen its competitive leadership in India’s rapidly expanding wealth management industry.

How Groww power’s their growth



Key Performance Indicators

Particulars	Units	Q1FY26	FY25	FY24	FY23
Mutual Funds					
Active users	# millions	8.74	8.37	5.01	2.84
Assets held on Groww	₹ millions	1385439.58	1130163.37	575736.39	244230.26
SIP's	# millions	45.39	155.78	75.72	44.16
SIP inflows	₹ millions	100195.56	340283.8	150366.66	79906.55
Broking Services					
Transacting users	# millions	6.12	13.52	9.92	5.49
Orders	# millions	378.57	1819.88	1295.88	602.09
Stocks					
Active users	# millions	10.28	10.07	6.96	3.84
Average Daily Turnover	₹ millions	106749.91	91719.45	45229.21	23887.18
Stock Assets held on Groww	₹ millions	1139974.07	976395.48	595035.39	217883.19
Derivatives					
Active users	# millions	1.4	1.4	1.89	0.8
Daily Premium Turnover	₹ millions	92767.26	78472.76	45727.93	19610.75
Consumer Credit					
Disbursements by Partners	₹ millions	3150.59	14285.97	10236.33	16324.25
Disbursements by Groww Creditserv Technology	₹ millions	2487.44	12605.88	9148.34	0.09
MTF					
Active users	# millions	0.06	0.04	-	-
MTF Book	₹ millions	10357.69	6018.89	-	-

Peer Comparison

Name of the company	Diluted EPS 2025 (₹)	Price as on Sep 11, 2025	P/E (x)
Billionbrains Garage Ventures Ltd	3.19	100	31.35
Angel One Ltd	130.05	2538	19.52
Motilal Oswal Financial Services Ltd	41.83	1091	26.08
360 One Wam Ltd	27.14	1172	43.18
Nuvama Wealth Management Ltd	276.66	7443	26.90
Prudent Corporate Advisory Services Ltd	47.25	2718	57.52

Particulars FY25	Unit	Billionbrains Garage Ventures Ltd	Angel One Ltd	Motilal Oswal Financial Services Ltd	360 One Wam Ltd	Nuvama Wealth Management Ltd	Prudent Corporate Advisory Services Ltd
NSE Active Clients	Millions	12.92	7.58	1.01	0.44	0.17	0.02
Growth in NSE Active Clients	%	35.46	24	15.38	0.75	-4.5	12.62
Total Customer Assets	INR Millions	2168115.78	-	5500000	5814980	4307000	833840
Revenue	INR Millions	39017.23	52383.79	83390.5	32950.9	41582.69	8050.91
EBITDA	INR Millions	23723.86	-	46234.8	-	-	2620
PAT	INR Millions	18243.73	11720.81	25081.8	10153	9850.64	1956.45
PAT Margin	%	46.76	22.34	29.8	27.56	23.63	17.26

Income Statement				Balance Sheet			
Y/E (INR mn)	FY23	FY24	FY25	Y/E (INR mn)	FY23	FY24	FY25
Revenue	11,415.26	26,092.81	39,017.23	Source of funds			
Expenses:				Equity Share Capital	206.61	207.33	3656.30
Employee Cost	2867.55	11880.26	3151.75	Reserves	32519.21	24777.61	44456.25
Total Expenses	7,427.50	20,437.97	15,293.37	Total Share holders funds	33167.72	25426.84	48554.45
EBITDA	3,987.76	5,654.84	23,723.86	Total Debt	-	240.64	5,443.64
EBITDA Margin %	34.93	21.67	60.80	Current Liabilities	14,665.17	53,490.90	49,617.07
Interest	20.72	41.98	425.49	Trade Payables	13732.44	39156.36	45942.47
Depreciation	122.96	201.15	246.00	Total Non-Current Liabilities	244.89	1,261.94	2,302.62
Other Income	1194.34	1867.09	1599.22	Total Liabilities	48,077.78	80,179.67	1,00,773.14
PBT	5,038.42	-6,184.82	24,637.82	Application of funds			
PAT	4,577.17	-8,054.50	18,243.73	Fixed Assets	139.03	131.11	197.62
EPS	0.79	-1.50	3.19	Capital Work in Progress	0.94	-	-
				Goodwill	2768.36	3186.09	3186.69
				Cash and Bank	16610.28	36821.70	42561.87
				Current Assets	40133.27	63819.13	86268.47
				Trade Receivables	362.15	693.98	967.92
				Other current assets	487.91	326.47	503.26
				Total Assets	48077.78	80179.67	100773.14

Cash Flow				Key Ratios			
Y/E (INR mn)	FY23	FY24	FY25	Y/E (INR mln)	FY23	FY24	FY25
Profit Before Tax	5038.42	7278.80	24,651.59	Growth Ratio			
Adjustment	-1155.84	-1320.19	216.61	Net Sales Growth(%)	-	128.58	49.53
Changes In working Capital	2086.66	5705.58	-15,435.44	EBITDA Growth(%)	-	41.80	319.53
Cash Flow after changes in Working Capital	5929.24	11664.19	9,432.76	PAT Growth(%)	-	-275.97	-326.50
Tax Paid	-491.06	-2814.48	-19054.36	Margin Ratios			
Cash From Operating Activities	5438.18	8849.71	-9621.60	EBITDA	34.93	21.67	60.8
Cash Flow from Investing Activities	-3706.49	-9110.30	1,396.77	PBT	44.14	-23.7	63.15
Cash from Financing Activities	-54.55	37.43	8756.55	PAT	40.10	-30.87	46.76
Net Cash Inflow / Outflow	1717.36	-222.90	532.22	Return Ratios			
Opening Cash & Cash Equivalents	1498.77	3288.33	3,078.86	ROA	9.52	-12.60	20.23
Closing Cash & Cash Equivalent	3288.33	3,078.86	3611.08	ROE	14.60	-29.43	52.52
				ROCE	15.25	-20.88	62.92
				Turnover Ratios			
				Asset Turnover(x)	0.24	0.41	0.43
				Fixed Asset Turnover (x)	3.39	6.86	9.08
				Solvency Ratios			
				Debt/Equity(x)	0.00	0.01	0.11
				Current Ratio(x)	2.74	1.19	1.74
				Quick Ratio(x)	2.74	1.19	1.74
				Interest Cover(x)	244.17	-146.33	58.90
				Valuation Ratios			
				P/E	-	-	31.35
				P/B	-	-	10.44
				EV/EBITDA	-	-	24.46
				EV/Sales	-	-	14.87

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