India Uber e-Tracker- Jun 2025

- through e-receipt data
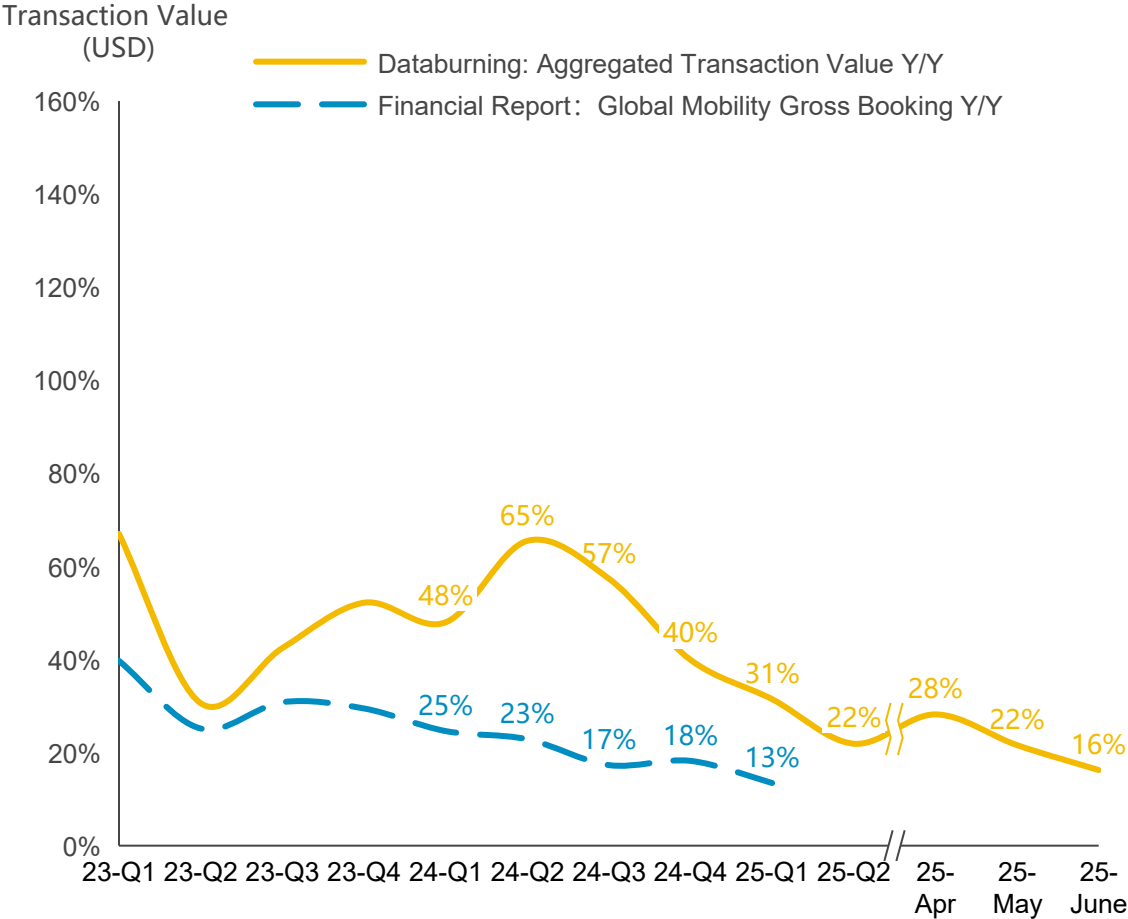
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Overview - India Uber e-Tracker (June & Q2 2025)
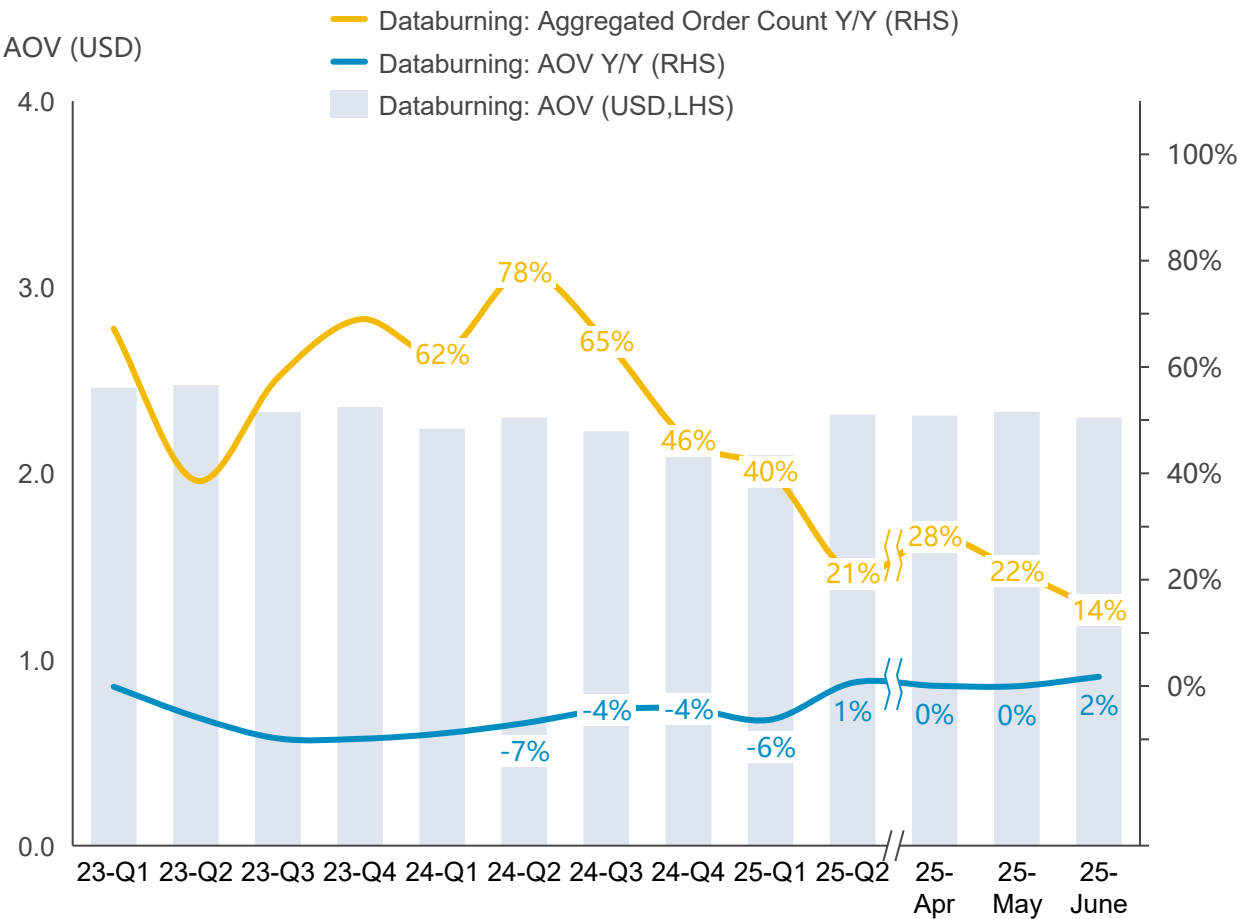
Key Data Insights

- **User Analysis:** Uber saw stronger engagement from female users and a steady increase in the 20–30 age group; Tier-1 cities continued to maintain the highest order volume share.

- **Ride Type Analysis:** Uber Auto led in order share, while Moto Saver experienced the fastest growth despite its low fare, with the shift to Moto Saver potentially compressing the blended take-rate. The rise in Go Sedan's share and decline in Uber Go reflect polarization in rider preferences.

- **User Retention:** Despite a slight weakness in overall user retention, AOV rebounded for retained users, driven by performance improvement in Tier-2 cities. Go Sedan's superior user experience continued to drive retention improvements, while Uber Moto faced challenges amid Rapido's expansion.

Uber: In Q2, the Y/Y growth in transaction value decelerated progressively each month, primarily due to order volume

Global Gross Booking Y/Y vs Transaction Value Y/Y

Transaction Value (USD)

— Databurning: Aggregated Transaction Value Y/Y
--- Financial Report：Global Mobility Gross Booking Y/Y

Aggregated Transaction Value Y/Y: 65%, 57%, 48%, 40%, 31%, 22%, 28%, 22%, 16%

Global Mobility Gross Booking Y/Y: 25%, 23%, 17%, 18%, 13%

X-axis: 23-Q1, 23-Q2, 23-Q3, 23-Q4, 24-Q1, 24-Q2, 24-Q3, 24-Q4, 25-Q1, 25-Q2, 25-Apr, 25-May, 25-June

AOV (INR) and Order Count Y/Y

AOV (USD)

— Databurning: Aggregated Order Count Y/Y (RHS)
— Databurning: AOV Y/Y (RHS)
▥ Databurning: AOV (USD,LHS)

Aggregated Order Count Y/Y: 78%, 62%, 65%, 46%, 40%, 21%, 28%, 22%, 14%

AOV Y/Y: -7%, -4%, -4%, -6%, 1%, 0%, 0%, 2%

X-axis: 23-Q1, 23-Q2, 23-Q3, 23-Q4, 24-Q1, 24-Q2, 24-Q3, 24-Q4, 25-Q1, 25-Q2, 25-Apr, 25-May, 25-June

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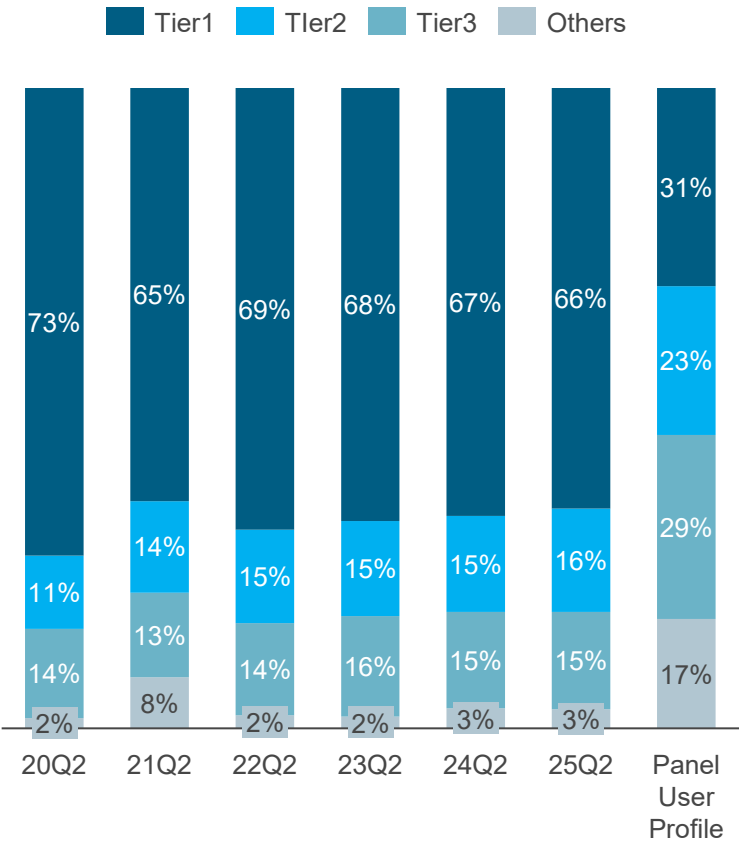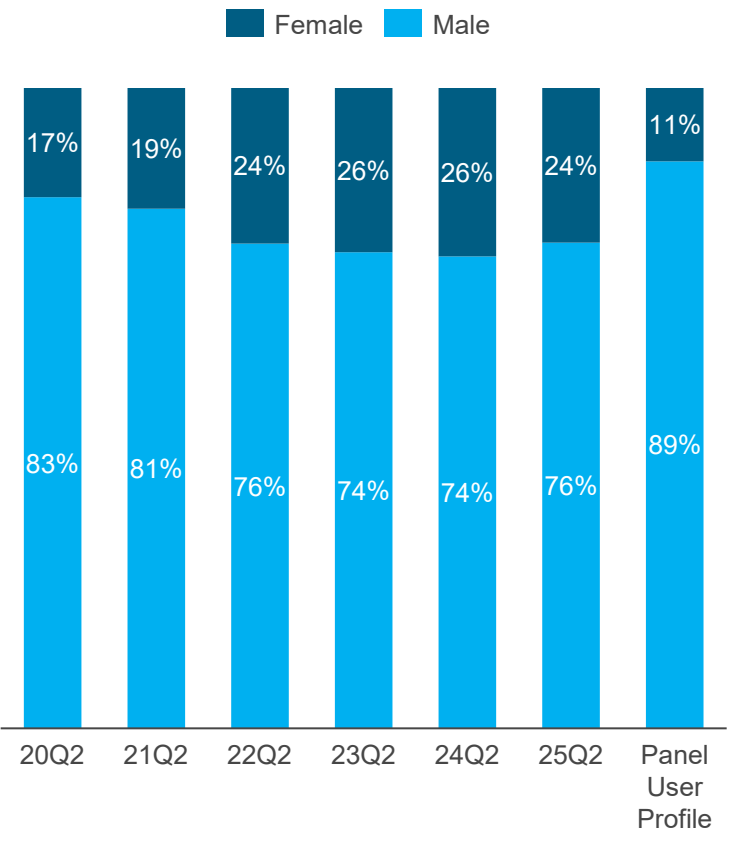
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User Analysis: Tier-1 cities dominated Uber's order volume; female users showed stronger engagement vs. panel and a rising share Y/Y; 20–30 age group also expanded steadily
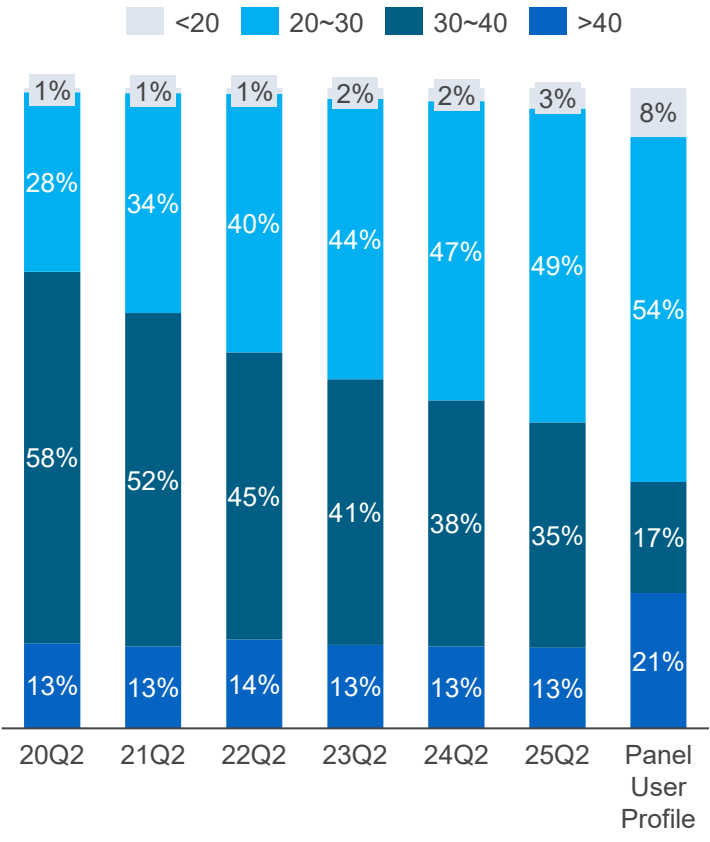
Transaction volume mix – by city tier

Legend: Tier1 | TIer2 | Tier3 | Others

	20Q2	21Q2	22Q2	23Q2	24Q2	25Q2	Panel User Profile
Tier1	73%	65%	69%	68%	67%	66%	31%
TIer2	11%	14%	15%	15%	15%	16%	23%
Tier3	14%	13%	14%	16%	15%	15%	29%
Others	2%	8%	2%	2%	3%	3%	17%

Transaction volume mix – by gender

Legend: Female | Male

	20Q2	21Q2	22Q2	23Q2	24Q2	25Q2	Panel User Profile
Female	17%	19%	24%	26%	26%	24%	11%
Male	83%	81%	76%	74%	74%	76%	89%

Transaction volume mix – by age

Legend: <20 | 20~30 | 30~40 | >40

	20Q2	21Q2	22Q2	23Q2	24Q2	25Q2	Panel User Profile
<20	1%	1%	1%	2%	2%	3%	8%
20~30	28%	34%	40%	44%	47%	49%	54%
30~40	58%	52%	45%	41%	38%	35%	17%
>40	13%	13%	14%	13%	13%	13%	21%

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Source: E-receipt raw data is supplied by Vumonic.
Notes: 1) The data is directly sourced from E-receipts sent by the company. 2) Panel User profile refers to the mix of all active users as of June 2025 in the e-receipt data user panel.

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Ride Type Analysis: In 25Q2, Uber Auto led in order share, while Moto Saver had the lowest fare per km but the fastest Y/Y order growth

Ride Type	Description	Positioning	Order Volume share%	AOV	Fare/kilo meters	Kilometers /order	Launch in	Y/Y Orders in 25Q2	Sample
Uber Moto	Motorbikes for ultra-short trips	Econ	12%	67 INR	10 INR	7 km	Mar 2016	-21%	
Moto Saver	Budget motorbike option, likely shared/delayed	Most econ	9%	75 INR	9 INR	8 km	Not officially disclosed (≈ post-2022)*	>200x	
Uber Auto	3-wheelers for short trips	Econ-mid	40%	143 INR	18 INR	7 km	Aug 2013	33%	
Uber Go	Entry-level hatchback for city commute	Mid	24%	301 INR	20 INR	15 km	Late 2013	-3%	
Go Sedan	Spacious sedans for longer or business trips	Biz	4%	422 INR	21 INR	21 km	Mid 2014	296%	
Others	Misc. services (e.g., SUV, shared, MPV, etc.)	-	11%	961 INR	17 INR	22 km	-	-1%	
Total	-	-	100%	824 INR	17 INR	11 km	-	21%	-

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Segment Analysis: Rider shift to low-fare Moto Saver may compress blended take-rate; The rise in Go Sedan's share and the decline in Uber Go's share reflect a polarization in riders' consumption behavior
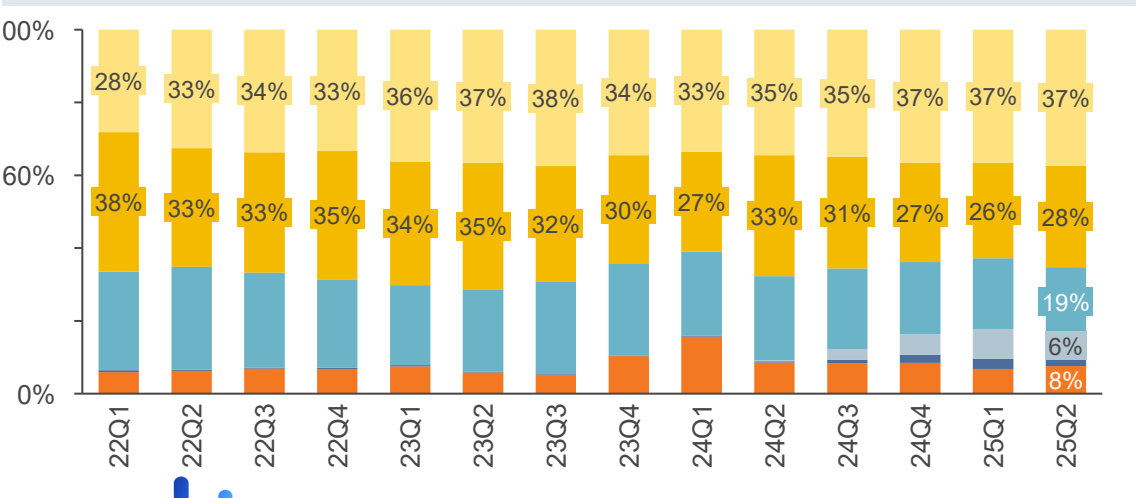

Uber Order Volume by Ride Type – Total
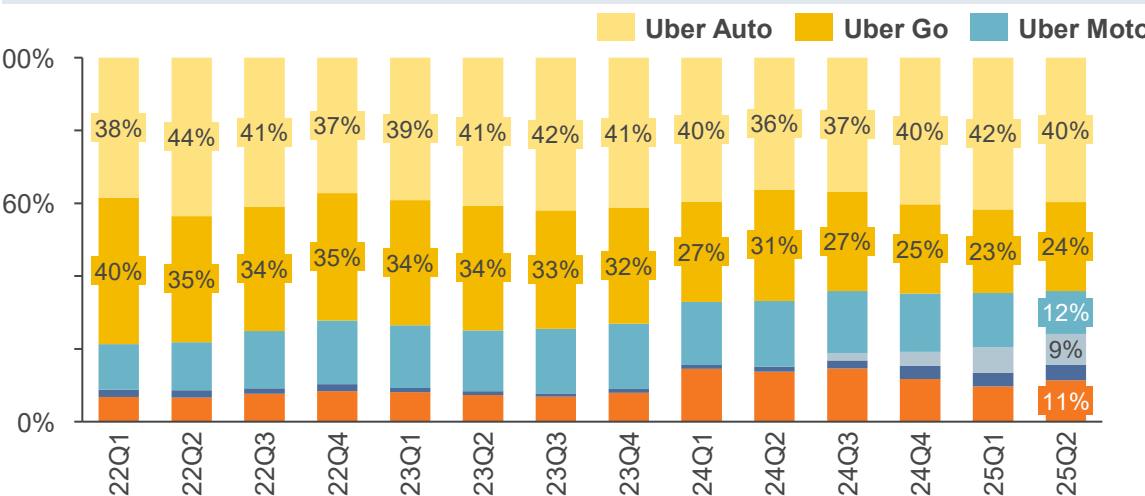
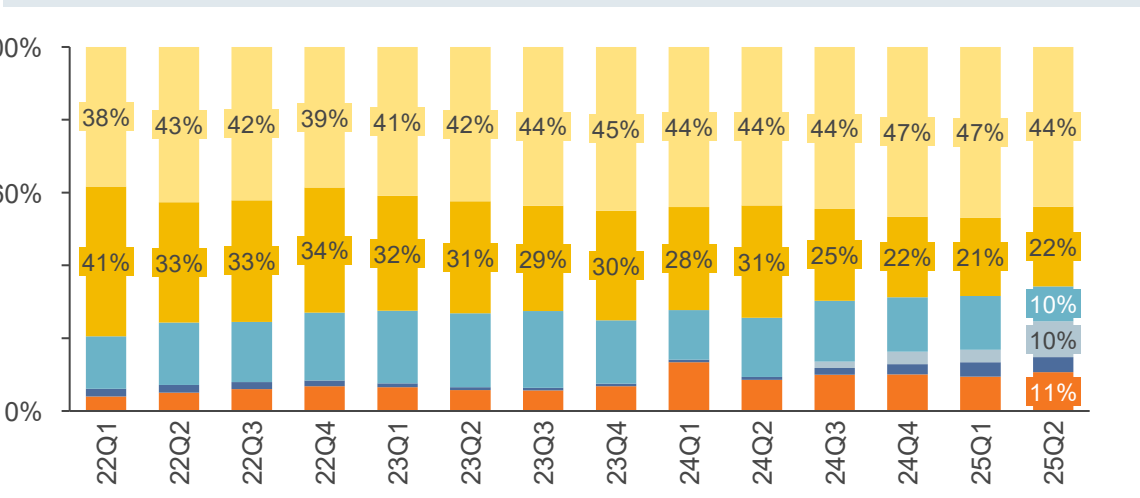**Uber Order Volume by Ride Type – Tier 1 Cities**

Legend: Uber Auto | Uber Go | Uber Moto | Moto Saver | Go Sedan | Others
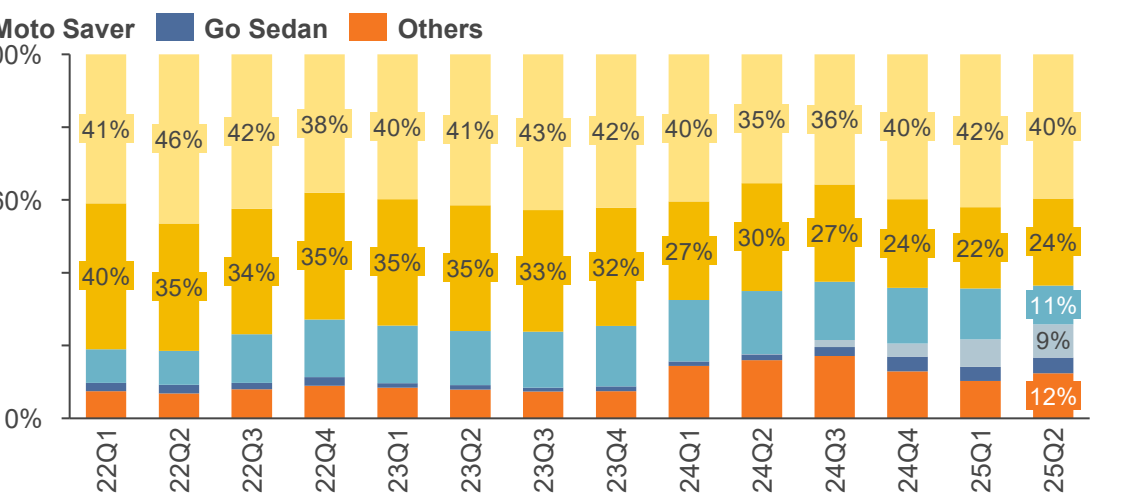
Uber Order Volume by Ride Type – Tier 2 Cities

Uber Order Volume by Ride Type – Tier 3 Cities

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User Retention: In June 2025, user retention weakened across most time cohorts, especially over longer-term durations

User Retention Rate (Monthly)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	60%	51%	47%	47%	44%	43%
22-Jun	59%	50%	50%	46%	44%	46%
22-Sep	59%	56%	50%	47%	48%	46%
22-Dec	60%	52%	49%	48%	50%	46%
23-Mar	60%	54%	52%	53%	50%	45%
23-Jun	60%	55%	54%	51%	50%	49%
23-Sep	62%	59%	53%	51%	48%	43%
23-Dec	60%	56%	53%	49%	52%	39%
24-Mar	64%	57%	52%	54%	45%	
24-Jun	62%	54%	55%	46%	42%	
24-Sep	64%	60%	50%	43%		
24-Dec	59%	50%	43%			
25-Mar	60%	51%				
25-May	58%					

Indicates improving

Indicates bottoming

Indicates deteriorating

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User Retention: In June, all city tiers saw a decline in user retention rates, especially in the 6-/9-/12-/18-month retention

User Retention Rate (Tier-1 Cities)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	58%	49%	45%	46%	43%	41%
22-Jun	58%	49%	49%	44%	43%	44%
22-Sep	58%	55%	48%	45%	47%	44%
22-Dec	59%	50%	47%	46%	48%	44%
23-Mar	59%	53%	51%	51%	48%	43%
23-Jun	58%	53%	52%	48%	48%	46%
23-Sep	60%	57%	51%	49%	46%	40%
23-Dec	58%	54%	51%	46%	48%	38%
24-Mar	62%	55%	50%	51%	43%	
24-Jun	60%	52%	53%	44%	40%	
24-Sep	62%	58%	48%	42%		
24-Dec	57%	49%	42%			
25-Mar	58%	50%				
25-May	57%					

User Retention Rate (Tier-2 Cities)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	45%	37%	32%	32%	29%	26%
22-Jun	43%	32%	31%	29%	26%	26%
22-Sep	44%	40%	35%	31%	30%	29%
22-Dec	42%	36%	33%	31%	33%	27%
23-Mar	43%	37%	36%	37%	33%	32%
23-Jun	43%	39%	37%	34%	31%	33%
23-Sep	48%	45%	39%	35%	35%	29%
23-Dec	45%	40%	36%	34%	36%	25%
24-Mar	49%	41%	38%	41%	31%	
24-Jun	48%	39%	40%	31%	28%	
24-Sep	51%	47%	37%	31%		
24-Dec	44%	36%	30%			
25-Mar	46%	36%				
25-May	44%					

User Retention Rate (Tier-3 Cities)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	46%	35%	33%	33%	32%	28%
22-Jun	46%	39%	34%	32%	31%	32%
22-Sep	48%	44%	38%	34%	33%	32%
22-Dec	46%	40%	37%	36%	37%	32%
23-Mar	49%	41%	40%	38%	34%	32%
23-Jun	48%	44%	40%	37%	36%	34%
23-Sep	51%	46%	38%	37%	35%	31%
23-Dec	47%	42%	40%	35%	38%	30%
24-Mar	51%	44%	39%	39%	34%	
24-Jun	51%	42%	41%	34%	32%	
24-Sep	52%	46%	39%	33%		
24-Dec	45%	39%	33%			
25-Mar	46%	39%				
25-May	47%					

Indicates improving

Indicates bottoming

Indicates deteriorating

Source: E-receipt data supplied by Vumonic.
Note: 1) The data is directly sourced from E-receipts sent by the company.

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User Retention: Amid the rise of competitor Rapido, Uber Moto experienced a decline in user retention; Go Sedan continued to see improved retention driven by its superior user experience

User Retention Rate (Uber Auto)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	56%	44%	39%	38%	36%	34%
22-Jun	52%	41%	39%	35%	33%	34%
22-Sep	50%	45%	40%	37%	39%	34%
22-Dec	51%	44%	40%	40%	41%	36%
23-Mar	52%	46%	44%	44%	40%	36%
23-Jun	54%	48%	46%	40%	41%	40%
23-Sep	55%	52%	44%	43%	39%	35%
23-Dec	51%	47%	44%	41%	43%	31%
24-Mar	56%	49%	45%	46%	38%	
24-Jun	55%	46%	46%	38%	34%	
24-Sep	56%	51%	42%	36%		
24-Dec	51%	43%	37%			
25-Mar	51%	43%				
25-May	51%					

User Retention Rate (Uber Go)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	44%	37%	32%	37%	34%	31%
22-Jun	44%	37%	40%	36%	34%	34%
22-Sep	45%	45%	38%	35%	36%	35%
22-Dec	45%	38%	36%	35%	38%	34%
23-Mar	46%	39%	38%	38%	37%	31%
23-Jun	44%	41%	39%	38%	36%	32%
23-Sep	47%	43%	40%	37%	34%	27%
23-Dec	38%	41%	39%	33%	35%	26%
24-Mar	47%	42%	35%	36%	28%	
24-Jun	46%	37%	37%	29%	27%	
24-Sep	46%	41%	32%	29%		
24-Dec	41%	33%	29%			
25-Mar	42%	35%				
25-May	41%					

Indicates improving

Indicates bottoming

Indicates deteriorating

User Retention Rate (Uber Moto)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	45%	37%	32%	30%	26%	24%
22-Jun	46%	37%	32%	27%	27%	26%
22-Sep	46%	38%	30%	30%	29%	29%
22-Dec	47%	39%	33%	32%	32%	28%
23-Mar	48%	40%	36%	35%	33%	25%
23-Jun	50%	42%	40%	36%	31%	26%
23-Sep	53%	46%	41%	34%	29%	22%
23-Dec	43%	45%	37%	30%	29%	17%
24-Mar	51%	43%	33%	32%	24%	
24-Jun	51%	38%	35%	25%	19%	
24-Sep	49%	41%	30%	20%		
24-Dec	42%	31%	21%			
25-Mar	40%	27%				
25-May	37%					

Deterioration

User Retention Rate (Go Sedan)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	22%	14%	8%	6%	6%	4%
22-Jun	22%	13%	11%	7%	4%	5%
22-Sep	21%	13%	10%	8%	6%	8%
22-Dec	16%	10%	5%	5%	6%	4%
23-Mar	17%	11%	5%	7%	6%	11%
23-Jun	16%	8%	10%	6%	11%	11%
23-Sep	16%	14%	11%	8%	13%	14%
23-Dec	15%	13%	12%	12%	18%	11%
24-Mar	21%	15%	16%	20%	16%	
24-Jun	20%	16%	18%	17%	13%	
24-Sep	28%	22%	20%	13%		
24-Dec	21%	19%	14%			
25-Mar	27%	17%				
25-May	27%					

Improvement

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Source: E-receipt data supplied by Vumonic.
Note: 1) The data is directly sourced from E-receipts sent by the company.

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User Retention: In June 2025, the AOV of retained user rebounded after bottoming out, driven by the improved performance of Tier-2 cities

AOV for Retained User (Monthly)						
Base month	**1-month retention**	**3-month retention**	**6-month retention**	**9-month retention**	**12-month retention**	**18-month retention**
22-Mar	182	203	200	213	201	204
22-Jun	203	203	210	202	206	207
22-Sep	212	207	200	206	202	192
22-Dec	198	197	203	197	204	196
23-Mar	192	194	193	199	182	195
23-Jun	184	193	197	182	193	199
23-Sep	184	192	178	190	189	184
23-Dec	184	175	188	186	192	207
24-Mar	182	184	183	188	178	
24-Jun	173	182	187	178	198	
24-Sep	181	185	176	199		
24-Dec	177	176	197			
25-Mar	188	192				
25-May	191					

Indicates improving

Indicates bottoming

Indicates deteriorating

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User Retention: The AOV for retained user across all city tiers rebounded from the lowest point, with Tier-2 cities rising above the AOV recorded in March 2022

AOV for Retained User (Tier-1 Cities)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	190	212	207	213	203	217
22-Jun	209	211	212	205	218	209
22-Sep	219	212	205	216	213	198
22-Dec	206	202	218	212	210	201
23-Mar	198	206	205	203	187	201
23-Jun	198	207	202	187	196	200
23-Sep	195	199	183	195	193	184
23-Dec	186	182	192	190	194	208
24-Mar	186	187	186	189	178	
24-Jun	174	185	187	178	197	
24-Sep	192	188	177	201		
24-Dec	179	175	199			
25-Mar	192	192				
25-May	192					

AOV for Retained User (Tier-2 Cities)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	111	134	134	144	150	131
22-Jun	131	132	147	153	138	136
22-Sep	137	140	143	126	129	132
22-Dec	134	137	124	118	123	139
23-Mar	136	130	120	126	127	140
23-Jun	121	114	114	120	134	154
23-Sep	121	119	120	132	138	143
23-Dec	124	120	129	137	145	149
24-Mar	130	130	134	146	139	
24-Jun	130	132	149	144	150	
24-Sep	124	142	136	148		
24-Dec	138	136	146			
25-Mar	134	142				
25-May	140					

Improvement

AOV for Retained User (Tier-3 Cities)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	162	172	182	204	192	168
22-Jun	194	188	185	168	159	184
22-Sep	187	192	165	172	163	165
22-Dec	166	183	159	165	186	177
23-Mar	160	154	160	186	158	179
23-Jun	145	159	175	160	164	164
23-Sep	150	177	157	158	170	163
23-Dec	181	159	165	164	166	178
24-Mar	164	164	171	171	164	
24-Jun	171	173	169	160	184	
24-Sep	154	167	156	177		
24-Dec	159	159	178			
25-Mar	163	173				
25-May	173					

Indicates improving

Indicates bottoming

Indicates deteriorating

Source: E-receipt data supplied by Vumonic.
Note: 1) The data is directly sourced from E-receipts sent by the company.

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User Retention: Uber Moto and Go Sedan saw a notable recovery in AOV among the retained users

AOV for Retained User (Uber Auto)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	123	129	143	139	126	126
22-Jun	130	143	139	130	123	126
22-Sep	147	140	134	127	131	122
22-Dec	135	129	124	127	124	122
23-Mar	125	120	122	123	114	125
23-Jun	121	123	123	118	121	126
23-Sep	120	120	112	117	126	113
23-Dec	118	113	119	127	123	128
24-Mar	117	117	123	122	112	
24-Jun	117	125	121	112	125	
24-Sep	119	121	112	124		
24-Dec	119	112	126			
25-Mar	118	124				
25-May	125					

AOV for Retained User (Uber Go)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	288	316	306	319	308	311
22-Jun	311	300	312	306	313	300
22-Sep	311	313	305	314	309	289
22-Dec	297	303	315	309	305	301
23-Mar	301	310	303	305	281	301
23-Jun	299	306	310	284	296	301
23-Sep	303	305	286	292	295	288
23-Dec	297	285	296	297	297	304
24-Mar	291	297	295	294	292	
24-Jun	291	297	299	287	298	
24-Sep	303	298	281	300		
24-Dec	293	291	302			
25-Mar	310	305				
25-May	300					

Indicates improving

Indicates bottoming

Indicates deteriorating

AOV for Retained User (Uber Moto)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	47	58	57	56	63	64
22-Jun	59	61	58	60	66	67
22-Sep	60	60	57	68	62	64
22-Dec	61	58	66	62	67	65
23-Mar	60	66	62	63	63	69
23-Jun	62	64	63	64	65	69
23-Sep	62	62	63	65	70	70
23-Dec	62	64	67	70	73	76
24-Mar	66	66	71	73	73	
24-Jun	64	69	69	69	72	
24-Sep	68	71	70	75		
24-Dec	69	70	74			
25-Mar	74	76				
25-May	74					

Improvement ↓

AOV for Retained User (Go Sedan)

Base month	1-month retention	3-month retention	6-month retention	9-month retention	12-month retention	18-month retention
22-Mar	353	422	453	388	409	404
22-Jun	444	460	377	432	618	259
22-Sep	358	305	452	368	433	372
22-Dec	392	531	364	454	349	486
23-Mar	427	342	274	340	399	390
23-Jun	408	408	320	513	506	436
23-Sep	389	375	361	486	396	391
23-Dec	394	416	476	378	411	457
24-Mar	456	484	406	393	481	
24-Jun	472	429	378	441	417	
24-Sep	398	410	419	428		
24-Dec	370	396	425			
25-Mar	420	435				
25-May	432					

Improvement ↓

Source: E-receipt data supplied by Vumonic.
Note: 1) The data is directly sourced from E-receipts sent by the company.

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About Us

DataBurning, founded in early 2019, aims to offer clients in financial and consumer industry in the new economy with big data solutions. By leveraging big data, AI and other technologies, we help our client companies to establish the new "data-bank", provide the new type of intelligent investment and research services, as well as solutions based on big data insights in the new economy. In 2019, the company has received investments from IDG Capital, Tiantu Capital, SCGC, and Softbank Asia. Currently, DataBurning's clients include public equity, private equity, overseas hedge funds, VC/PE, as well as financial institutions and corporates of large and medium size.

Contact Us

- **Website:** www.DataBurning.com
- **Contact:** xiaodi.zeng@DataBurning.com / zhijia.xing@DataBurning.com
- **Public Account:** ranshukeji81040
- **Mobile/WeChat:** 18501690008 / 13810935940

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The e-receipt data is provided by third-party vendor and processed by DataBurning with all the authorization.

The methodology of e-receipt data is provided by the third-party vendor. DataBurning reviews the documents of the vendor, but we do not guarantee or assume any responsibility for such information.

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