

Zaggle Prepaid Ocean Services Limited

July 16, 2025

Facilities/Instruments	Amount (₹ crore)	Rating ¹	Rating Action
Long-term bank facilities	100.00	CARE A-; Stable	Assigned

Details of instruments/facilities in Annexure-1.

Rationale and key rating drivers

The rating assigned to bank facilities of Zaggle Prepaid Ocean Services Limited (Zaggle) derive strength from its established market presence in the digital expense management solutions space, robust growth in scale of operations supported by growing user base and customers spanning diverse industry segments, strong partnerships with network partners, diverse revenue profile comprising income from interchange fee, reward points redemption besides revenue from software products, and comfortable financial risk profile with strong liquidity position and debt coverage metrics.

However, the rating continues to remain constrained considering moderate profitability margin primarily due to high revenue contribution from reward point redemptions, which are essentially pass through, risk associated with acquisition led growth and expansion into new geographies, although the company undertakes robust due diligence to ensure that such ventures are margin accretive for Zaggle. Other key concerns include the competitive landscape, regulatory risks, and continued dependence on third-party network partners.

The company provides spend management solutions to its corporate customers through a unified platform that integrates employee benefits, expense management, accounts payable and personal finance tools into a streamlined dashboard for corporate administrators and a user-friendly mobile application for employees and their ecosystem partners. The company has three major streams of revenue, propel platform revenue (PPR), program fee revenue (PFR) and SaaS fee revenue (SFR). The company has over 3400 corporate customers with over 3.2 million platform users.

The company's business operations are closely linked with banking partners, whose activities are governed by RBI regulations. Adverse change in regulatory framework, policies, or directives issued by the RBI could have an indirect impact on the company's business, cash flows, operational performance, and financial condition.

Rating sensitivities: Factors likely to lead to rating actions

Positive factors

- Significant growth in scale of operations, accompanied by sustained improvement in profit before interest, lease rentals, depreciation and taxation (PBILDT) margin to above 10%.
- Notable improvement in overall gearing to below 0.02x, and sustained return on capital employed (ROCE) of over 25%.

Negative factors

- Significant decline in revenue or profitability by over 20% on a year-on-year basis.
- Sharp increase in debt levels leading to a deterioration in the company's solvency position.
- Notable deterioration in the liquidity position.
- Adverse regulatory changes hampering the company's operations.

Analytical approach: Standalone

Outlook: Stable

CARE Ratings Limited (CareEdge Ratings) expects the company to benefit from steady revenue growth, healthy financial risk profile, and well-established relationships with its customers.

Detailed description of key rating drivers:

Key strengths

Established market presence in the digital expense management solutions space

The company provides expense management solutions to its corporate customers through a unified platform that integrates employee benefits, expense management, accounts payable and personal finance tools into a streamlined dashboard for corporate administrators and a mobile application for employees and their ecosystem partners. The company has three major streams of revenue, PPR, PFR and SFR.

¹Complete definition of ratings assigned are available at www.careratings.com and other CARE Ratings Limited's publications.

Under PPR the company generate revenue by monetising 'Propel Points', which are reward points calculated, issued and redeemed on the Propel platform. PFR primarily consists of Zaggle's portion of interchange fees, which are spend-based fees that its banking partners earn for the transactions carried out by prepaid cards users at offline and/or online merchant points of sale. SFR is fees from periodic subscriptions from its customers for software usage provided by Zaggle. The company has over 3400 corporate customers with over 3.2 million platform users.

Robust growth in scale of operations supported by growing user base

The company's total operating income (TOI) exhibited consistent growth in the last five years, rising from ₹239.97 crore in FY21 to ₹371.26 crore in FY22, ₹553.46 crore in FY23, ₹775.60 crore in FY24, and further to ₹1,302.65 crore in FY25. This growth has been primarily driven by a significant expansion in the user base. In H1FY25 alone, the company added over 200 new clients, enhancing visibility in its deal pipeline and opening new growth opportunities across traditional banks, fintech companies, and building societies.

The corporate customers of company have shown a significant growth with 1,092 in FY21 to over 3,400 customers at the end of FY25. User base increased from 0.9 million in FY21 to over 3.2 million in FY25. The churn rate remained less than 1.5%.

Customers spanning diverse industry segments and strong partnerships with network partners

Zaggle primarily offers SaaS-based solutions across a wide range of industry verticals, including banking and financial services, technology, healthcare, manufacturing, FMCG, infrastructure, and the automobile sector. The company has established strong relationships with well-known brands across the industries mentioned above. A notable portion of Zaggle's clientele comprises entities with strong financial profiles, resulting in a low level of counterparty credit risk. Its client mix includes top-tier general-purpose credit card issuers, insurers, investment firms, corporates, and players from the SMB (small and medium-sized business) segment. Recent notable client additions in H1FY25 include companies from BFSI and consumer durable industries, further reinforcing the company's market reach and credibility. The company collaborates with all major networks, including VISA, MasterCard, and RuPay in India. It partners with leading banks across the country, ensuring seamless access to all networks.

Comfortable capital structure and debt coverage indicators

The company's debt profile primarily comprises working capital borrowings and term loans. Capital structure remains comfortable, with an overall gearing of 0.01x as on March 31, 2025, significantly improved from 0.15x as on March 31, 2024. Total debt to gross cash accruals (TD/GCA) also improved to a comfortable 0.16x as on March 31, 2025, compared to 1.67x a year earlier. Total outside liabilities to tangible net worth (TOL/TNW) stood at 0.05x as on March 31, 2025, against 0.24x in the previous year. The company's interest coverage ratio (PBILDT/Interest) improved markedly to 15.09x in FY25 from 5.27x in FY24, reflecting enhanced debt servicing capability. Improvement in financial metrics was driven by the reduction in total debt due to repayment of term loans, increase in net worth supported by higher profitability and retained earnings, and fresh equity inflow through qualified institutional placements (QIP) in H2FY25.

Key weaknesses

Moderate profitability

Compared to other IT firms, Zaggle operates with relatively lower profitability margins owing to its business model, which includes sale of redemptions for rewards, incentives, and interchange fees, activities that are primarily transactional or pass-through in nature. Yet, the company has maintained healthy PBILDT margins in the range of 8–10% in the last four financial years, even in turbulent periods, affecting some of its key customer segments. This resilience is attributed to its strong client relationships and its omni-channel offerings, which integrate payment instruments, a mobile application, and API-based solutions, enabling stable and recurring revenue streams. Despite an increase in TOI, PBILDT margin marginally declined from 9.11% in FY24 to 8.85% in FY25, due to increased operational costs. However, the profit after tax (PAT) margin improved from 5.68% in FY24 to 6.72% in FY25, supported by an increase in non-operating income to ₹24.51 crore from interest earnings and a reduction in finance costs due to term loan repayments and lower utilisation of working capital limits.

Risk associated with acquisition led growth and expansion into new geographies

The company is in the process of acquiring entities in the spend management space, with a policy of such entities that provides company with expansion of product offerings, supporting profitability and enhancing its geographical footprint. Such inorganic growth poses various risk including challenges in integration, unforeseen expenses or hidden liabilities, potential legal issues which may have an adverse impact on its projected cash accruals.

Dependence on third-party payment networks and service providers

Zaggle and its banking partners rely on third-party payment networks to process transactions made through business credit cards and prepaid cards. Banking partners earn spend-based fees from these transactions at online and offline outlets, and under contractual arrangements, a portion of these fees is shared with Zaggle. The company also earns business development incentives

from its partnerships with Payment Networks. Changes in the applicable regulatory framework could lead payment networks to impose additional requirements on banking partners and/or the company, potentially affecting their ability to offer the full range of services. If banking partners are unable to maintain strong relationships with these networks, it could materially impact Zagggle's business, financial position, and operational performance. The company also depends on third-party service providers for critical functions such as transaction processing, logistics, and customer support. Disruption in these services, whether due to operational challenges, financial distress, outages, security incidents, or a deterioration in the relationship, could result in increased costs, service delays, regulatory penalties, or reputational risk. Zagggle has been steadily expanding its customer base and has made strategic acquisitions—such as TaxSpanner and payment gateway platforms, which are expected to mitigate these operational and dependency-related risks.

Susceptibility to regulatory risks

Zagggle's business operations are closely linked with banking partners, whose activities are governed by RBI regulations. Adverse changes in the regulatory framework, policies, or directives issued by the RBI could have a negative impact on the company's business, cash flows, operational performance, and financial condition. For example, RBI regulations have already capped interchange fees on debit card transactions, and similar limits could potentially be extended to prepaid cards in the future. Given that a significant share of Zagggle's revenue is derived from the issuance of prepaid cards for rewards and incentives through its banking and business partners, the company remains exposed to regulatory risk in this segment. However, Zagggle has been actively diversifying its product portfolio, which helps mitigate concentration risk and reduces its dependence on single revenue streams.

Liquidity: Adequate

The company's liquidity position is adequate, supported by healthy cash accruals relative to its modest debt repayment obligations. debt service coverage ratio (DSCR) is expected to remain comfortable and well above unity from FY26–FY28. With a gearing ratio below unity, the company has sufficient headroom to raise additional debt, if required. Average utilisation of working capital limits stood at a moderate ~70.39% for 12 months ended November 30, 2024, supported by a strong current ratio of 20.56x as on March 31, 2025. Zagggle also maintains a robust cash and liquid investment balance of ₹272.94 crore as on March 31, 2024, which increased to ₹653.14 crore as on March 31, 2025. In H2FY25, the company received approval to launch a QIP of ₹950 crore, of which ₹594 crore has been raised. The proceeds will be used for debt repayment, strategic expansion, acquisitions, and general corporate purposes.

Assumptions/Covenants: Not applicable

Environment, social, and governance (ESG) risks

Environmental: Zagggle strives to reduce carbon footprint by using AI, cloud, and minimising paper and hardware waste. The company works towards reducing energy intensity arising from every unit of revenue generated at its facilities.

Social: Zagggle promotes equality, offers insurance and parental benefits, ensures safe workplaces, and achieved 100% post-leave employee retention in FY24.

Governance: The company has three independent directors in the Board of total seven directors. In FY25, four meetings of the Board were held on May 23, 2024, July 30, 2024, October 30, 2024, and November 13, 2024. The maximum time-gap between two consecutive meetings was within the period prescribed under the Act and SEBI (LODR) Regulations, 2015.

Applicable criteria

[Definition of Default](#)

[Liquidity Analysis of Non-financial sector entities](#)

[Rating Outlook and Rating Watch](#)

[Financial Ratios – Non financial Sector](#)

[Service Sector Companies](#)

About the company and industry

Industry classification

Macroeconomic indicator	Sector	Industry	Basic industry
Information technology	Information technology	IT - services	IT enabled services

Incorporated in 2011, Zagggle is a digital expenses management solutions company offering a diversified suite of spend management and SaaS-based solutions. The company has issued over 50 million prepaid cards in partnership with banks and currently serves a user base of over 3 million. Zagggle's platform enables configurable partner onboarding and automated workflows for spend tracking and reconciliation, contributing to strong customer retention. The company began by catering to corporate clients with prepaid instruments for rewards and incentives and has since expanded through channel partnerships and

a broader sales network. Its client base spans multiple sectors, including banking, technology, healthcare, manufacturing, FMCG, infrastructure, and automotive, reflecting a well-diversified and stable operating profile.

Particular	March 31, 2023 (A)	March 31, 2024 (A)	March 31, 2025 (A)
Total operating income	553.46	775.60	1302.65
PBILDT	46.52	70.65	115.23
PAT	22.90	44.02	87.48
Overall gearing (times)	3.38	0.15	0.01
Interest coverage (times)	4.70	5.27	15.09

A: Audited; Note: these are latest available financial results

Status of non-cooperation with previous CRA: Not applicable

Any other information: Not applicable

Rating history for last three years: Annexure-2

Detailed explanation of covenants of rated instrument / facility: Annexure-3

Complexity level of instruments rated: Annexure-4

Lender details: Annexure-5

Annexure-1: Details of instruments/facilities

Name of the Instrument	ISIN	Date of Issuance (DD-MM-YYYY)	Coupon Rate (%)	Maturity Date (DD-MM-YYYY)	Size of the Issue (₹ crore)	Rating Assigned and Rating Outlook
Fund-based - LT-Cash Credit		-	-	-	100.00	CARE A-; Stable

Annexure-2: Rating history for last three years

Sr. No.	Name of the Instrument/Bank Facilities	Current Ratings			Rating History			
		Type	Amount Outstanding (₹ crore)	Rating	Date(s) and Rating(s) assigned in 2025-2026	Date(s) and Rating(s) assigned in 2024-2025	Date(s) and Rating(s) assigned in 2023-2024	Date(s) and Rating(s) assigned in 2022-2023
1	Fund-based - LT-Cash Credit	LT	100.00	CARE A-; Stable	-	-	-	-

LT: Long term

Annexure-3: Detailed explanation of covenants of rated instruments/facilities: Not applicable

Annexure-4: Complexity level of instruments rated

Sr. No.	Name of the Instrument	Complexity Level
1	Fund-based - LT-Cash Credit	Simple

Annexure-5: Lender details

To view lender-wise details of bank facilities please [click here](#)

Note on complexity levels of rated instruments: CareEdge Ratings has classified instruments rated by it based on complexity. Investors/market intermediaries/regulators or others are welcome to write to care@careedge.in for clarifications.

Contact us

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About us:

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