

MeitY partners with PhonePe to strengthen PM GatiShakti with granular data intelligence

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The Ministry of Electronics and Information Technology (MeitY) today signed a Memorandum of Understanding (MoU) with PhonePe to draw on insights from PhonePe PulsePro, an enterprise data intelligence platform, to support the PM GatiShakti mission for national infrastructure planning, economic analysis, and holistic urban and rural development.



Under the MoU, PhonePe PulsePro metrics will be integrated into the PM GatiShakti National Master Plan portal, managed in collaboration with the Bhaskaracharya National Institute for Space Applications and Geo-informatics (BISAG-N). This will give government planners access to granular, hyperlocal transactional insights drawn from PhonePe's extensive digital transaction ecosystem, complementing existing datasets and supporting smarter, data-driven decisions for national development planning.

Sharing his views on the MoU, **Shri S. Krishnan, Secretary, Ministry of Electronics and Information Technology (MeitY)**, said, "Data-driven intelligence can play an important role in enabling more informed planning and decision-making. The granular and hyperlocal insights available through PhonePe

PulsePro can complement existing datasets and provide additional visibility into emerging trends across markets and geographies. We welcome PhonePe's initiative to make these insights available through the PM GatiShakti framework and support India's journey towards Viksit Bharat."

PhonePe PulsePro transforms aggregated and anonymised transaction data into hyperlocal insights, offering a granular view of trends across geographies, categories, and markets, and enabling organisations to identify emerging trends and derive actionable intelligence from real-world activity.

Commenting on the MoU, **Karthik Raghupathy, Head of Strategy at PhonePe**, said, "Since the launch of PhonePe Pulse, we have seen how transaction-led insights can help build a more nuanced understanding of markets and emerging trends. PhonePe PulsePro takes this intelligence further through granular, hyperlocal, and near-real-time market signals. By making these insights available to MeitY, we hope to contribute to a stronger data ecosystem and support more informed, evidence-based infrastructure planning. We are delighted to play our part in enabling the use of data for broader public good."

PhonePe Limited (formerly PhonePe Private Limited) is a technology company that builds digital platforms for Payments, Digital Distribution Services, and Financial Services.

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