

Iran Mobile Transactions (USSD) Statistics

Based on statistics provided by the Central Bank of Iran

Spring 2016

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Introduction

This report provides statistics, facts and market data related to e-commerce in Iran. The data has been provided by **ECM (E-Commerce Monitor)** with statistics conducted by the Central Bank of Iran in the spring of 2016. The following report is exclusively distributed through TechRasa.com.

TechRasa's task is to expose the activities of Iran's startup ecosystem with the vision of empowering and inspiring Iranian entrepreneurs. TechRasa aims to give startups the international exposure they need and to help promote Iranian entrepreneurs to become global stakeholders.

The months and the years in this report are all associated with the Iranian calendar since the data from the Central Bank of Iran was suited for the domestic use. The months in this reports start from spring as the Persian year usually starts on March 21st. To find out more about the Persian calendar please refer to [this article](#).

- Note that the amounts in this report were converted from Iranian Rial to USD. The exchange rate considered in this report is 34,500 IRR for 1 USD.
- Definition of “mobile payment gateways with transaction” in page 4: Any gateway that makes mobile payments possible without the need of a physical card. These gateways had at least one transaction during the period of study.

Iran Mobile Transactions Status

4.2

Million
mobile transactions
in the year 1394

9.7

Million dollars
mobile transactions
in the year 1394

18%

Growth in the number of
mobile transactions
in 1394 compared to 1393

98%

Growth in the amount of
mobile transactions
in 1394 compared to 1393

Semnan

The province
with the least amount of
mobile transactions

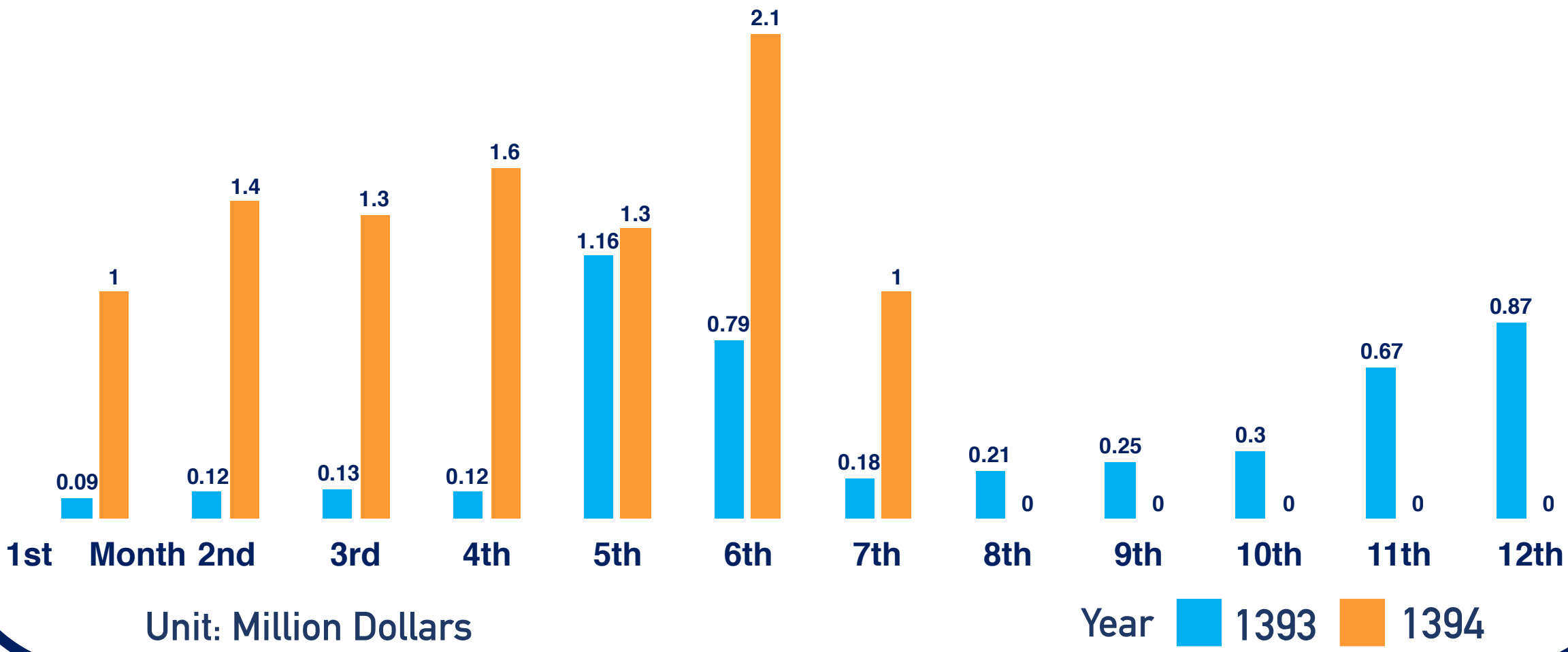
Tehran

The province
with the largest amount of
mobile transactions

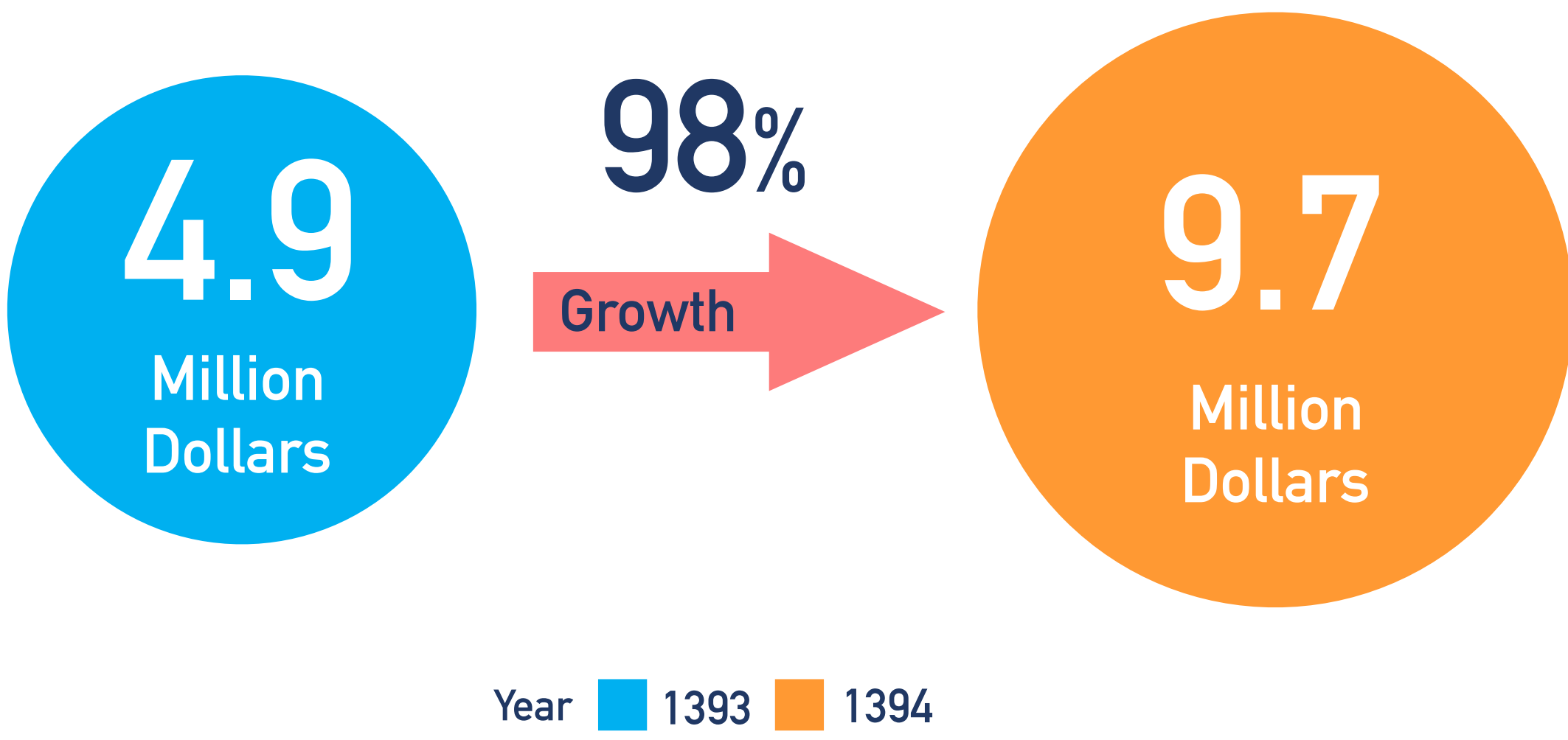
Note: Bill payment and SIM card recharge is not included in this report.

Amount of Mobile Transactions in Iran

Monthly Amount of Mobile Transactions

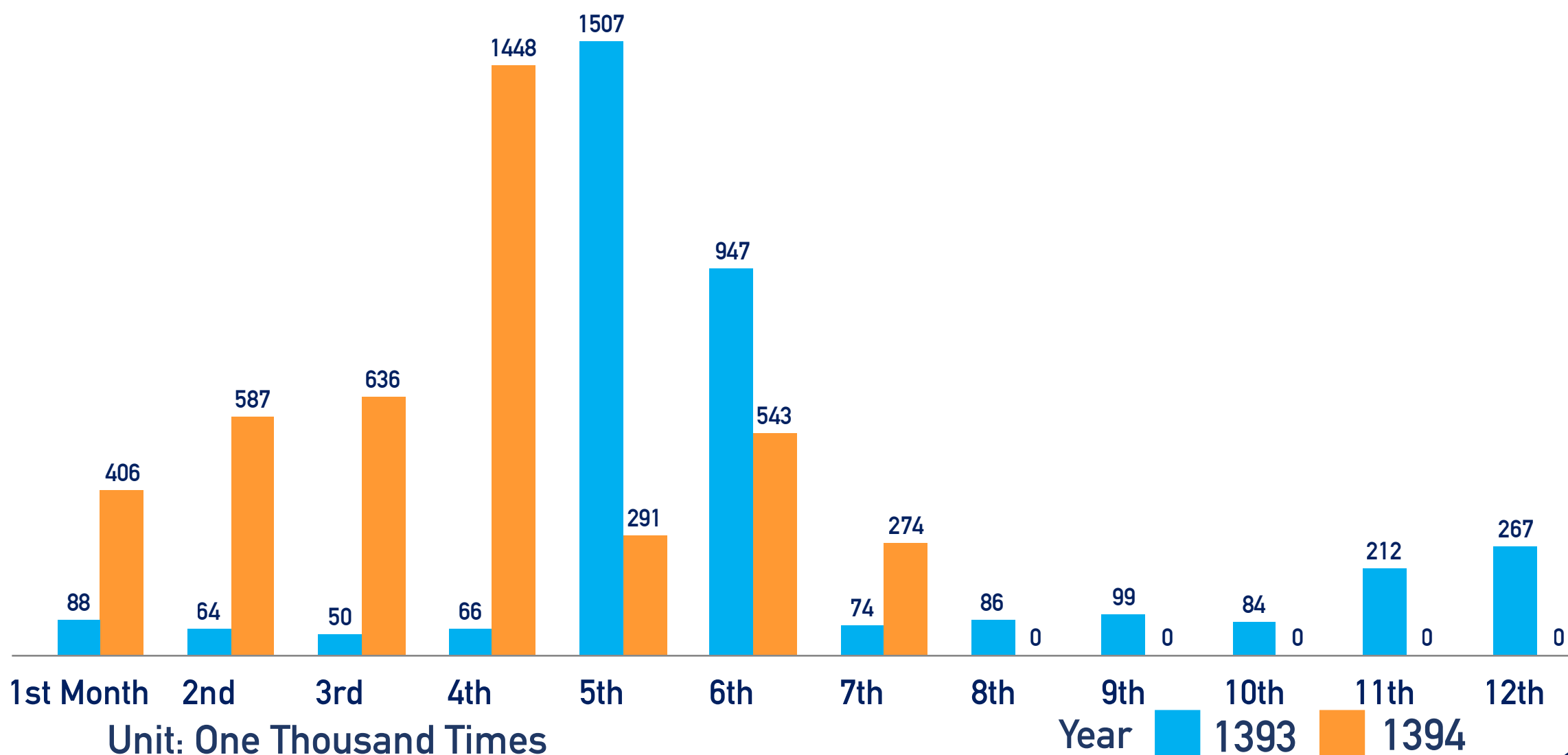


Growth Rate in the Amount of Mobile Transactions in the Years 1393 and 1394



Number of Mobile Transactions in Iran

Monthly Number of Mobile Transactions



Growth Rate in the Number of Mobile Transactions in the Years 1393 and 1394

3.5
Million
Times

18%

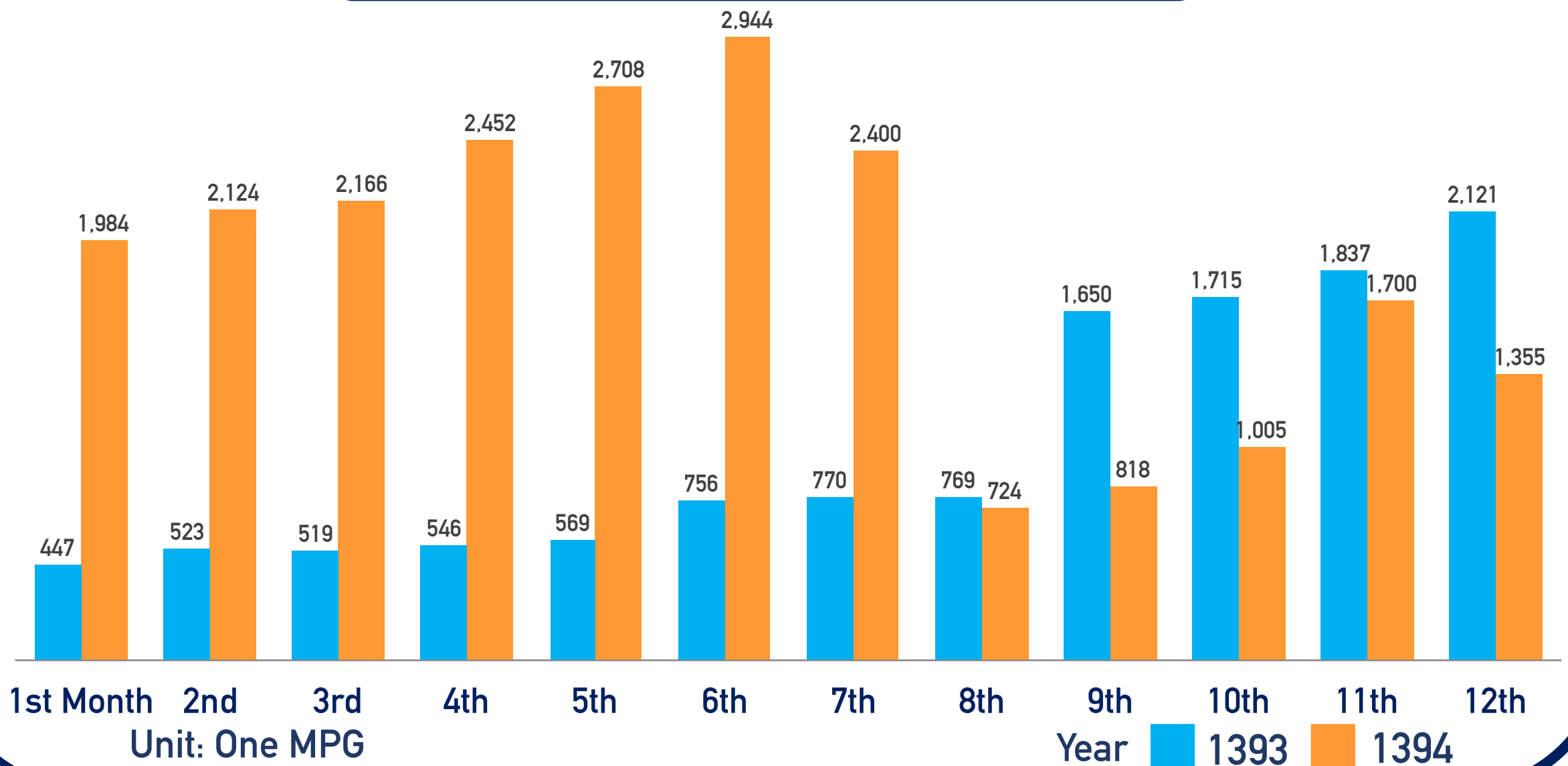
Growth

4.2
Million
Times

Year ■ 1393 ■ 1394

Mobile Payment Gateways with Transactions

Monthly Number of MPG with Transactions

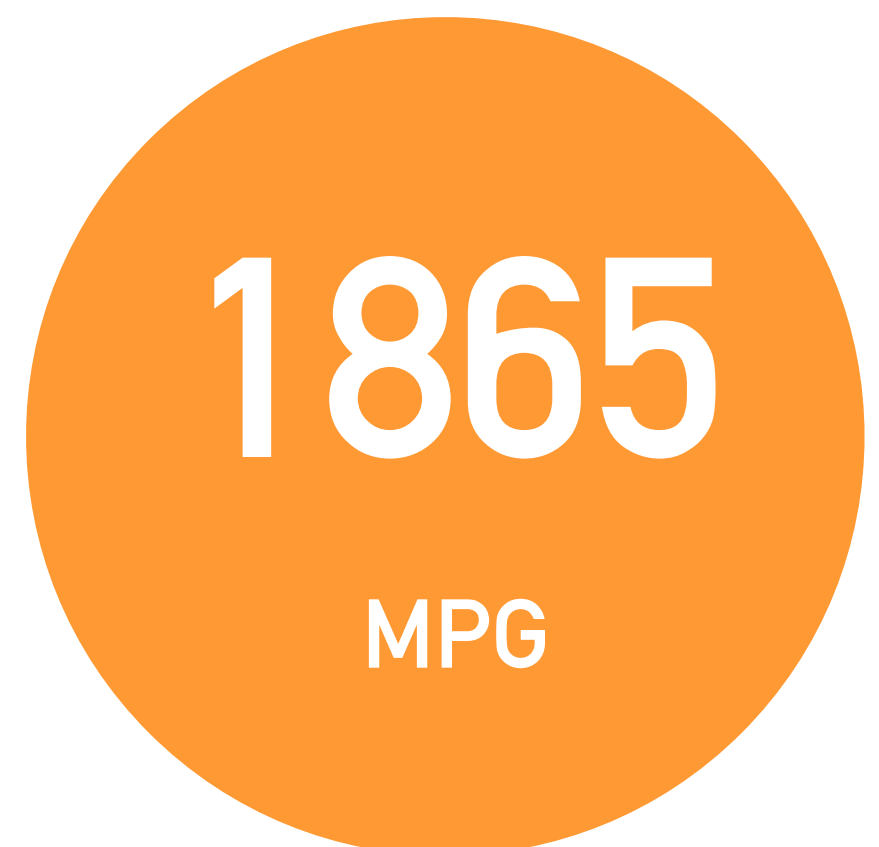


Average Growth Rate in the Number of MPG in the years 1393 and 1394



83%

Growth



Year ■ 1393 ■ 1394

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