



Over 284 Crore Aadhaar Authentications in January 2025; 32% jump y-o-y sign of growth of digital economy with Aadhar playing an integral role in daily life

Aadhaar's AI-powered Face Authentication becoming popular with 12 Crore transactions recorded in January in sectors spanning finance, health, telecommunications, etc.

Union and State Departments embracing Aadhaar Face Authentication for swift delivery of citizen centric services

Expanding Digital Frontiers: Aadhaar e-KYC transactions cross 43 crore in January 2025

Posted On: 07 FEB 2025 5:08PM by PIB Delhi

In January 2025, Aadhaar holders conducted more than 284 crore authentication transactions, highlighting the continued expansion of the digital economy in India. This significant number demonstrates the growth of digital economy in the country.

The authentication transactions in January 2025 have recorded a growth of over 32% when compared with January 2024, when 214.8 crore such transactions were carried out.

Growing adoption and utility of Aadhaar

On an average over **nine crore** authentications are taking place **every day**. This shows the growing adoption and utility of Aadhaar in the daily lives of people. Nearly 550 entities are using Aadhaar authentication service.

Aadhaar face authentication transactions too are getting good traction. In January, almost **12 crore Aadhaar face authentication** transactions were carried out. Cumulatively, Face Authentication transaction numbers have crossed 102 crore, since it was first introduced in October 2021. Nearly 78 crore of the total face authentication transactions were recorded in the past 12 months alone.

The **AI/ML based face authentication** solution, developed in house by the **UIDAI**, is being used across diverse sectors including finance, insurance, fintech, health and telecommunications. Several Government departments both at the centre and states are using it for smooth delivery of benefits to targeted beneficiaries.

Crucial role of Aadhaar e-KYC service

Aadhaar e-KYC service continues to play an important role for banking and non-banking financial services by providing transparent and improved customer experience, and helping in ease of doing business.

More than 43 crore eKYC transactions were carried out during January this year. By the end of January 2025, the cumulative number of Aadhaar e-KYC transactions gone past 2268 crore.

Dharmendra Tewari/ Kshittij Singha

(Release ID: 2100685) Visitor Counter : 566

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