

Phonepe Rebrands Indus Appstore as Phonepe Appstore, Reaches 200 Million Devices



Chennai, 29 Oct 2026: PhonePe has rebranded its home grown app market place, Indus Appstore, as PhonePe Appstore, marking a new phase in its expansion into digital goods and services. The platform has reached over 200 million devices through OEM partner ships, with Uttar Pradesh, Maharashtra, Bihar, Karnataka and Telangana emerging as its top five states by adoption.

The platform offers popular apps such as ChatGPT, Duolingo, ShareChat and Sony LIV, along with games including Honor of Kings and Hitwicket. It is expanding beyond app discovery to include digital products such as gift cards and top-ups, supported by PhonePe's secure payment infrastructure.

Commenting on the rebranding, Priya Narasimhan, Chief Business Officer at PhonePe Appstore, said the move brings the trust and reach of the PhonePe brand to the platform and creates new monetisation opportunities for developers.

PhonePe Appstore has also launched [phonepeapp store.com](https://phonepeappstore.com), a webstore that allows users to discover and purchase digital goods through desktop and mobile browsers without down loading a dedicated app.