



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

Impact of UPI on Cash Transactions in India: A Case Study of Uflex Pvt. Ltd.

Esha Raghuvanshi

UG Student, BBA(BFSI) Final Year, Galgotias University, Greater Noida, Uttar Pradesh, India.

ABSTRACT:

This research explores the impact of Unified Payments Interface (UPI) on the reduction of cash transactions in India, with a specific focus on Uflex Pvt. Ltd. as a case study. UPI has transformed India's payment landscape by enabling real-time, seamless, and cashless transactions. This paper analyzes how the integration of UPI systems in both business-to-business (B2B) and business-to-consumer (B2C) operations has improved transactional transparency, reduced dependency on physical currency, and enhanced operational efficiency. Through a combination of primary data (from employee surveys and interviews) and secondary research, this study identifies adoption trends, benefits, and limitations. The findings indicate a clear shift from traditional cash-based processes toward UPI-driven payments, especially post-COVID-19. The paper concludes with recommendations for further improving UPI's reach and effectiveness across corporate and small business environments.

Keywords: UPI, Cashless Economy, Digital Payments, Fintech, Uflex Pvt. Ltd., India

Introduction:

India has seen a major shift in the way people make payments in recent years. Earlier, most payments were done using cash. People used to visit banks, stand in long queues, or carry physical money for daily transactions. However, with the rise of digital technology and government initiatives, the way we handle money has changed. One of the biggest changes has been the introduction and growth of the Unified Payments Interface (UPI). UPI is a system developed by the National Payments Corporation of India (NPCI). It allows users to send and receive money instantly through mobile phones. Unlike traditional bank transfers that needed account numbers, IFSC codes, or waiting time, UPI works with just a mobile number or a virtual payment address. It is fast, easy, and available 24/7—even on holidays. The government has also played a big role in pushing digital payments. Campaigns like Digital India and the sudden demonetization in 2016 made people look for alternatives to cash. Many businesses and individuals quickly started using mobile apps like PhonePe, Google Pay, and Paytm that are based on UPI. These platforms made payments easier for everyone—from small vegetable vendors to big companies. The COVID-19 pandemic also made digital payments more important. People avoided cash due to fear of infection and preferred contactless methods. UPI became the most popular way to make payments safely during this time. It also helped businesses continue operations without physical contact.

This study focuses on how UPI has helped reduce the use of cash in India. It takes a close look at Uflex Pvt. Ltd., a major packaging company, to see how UPI has been used inside the company—for employee payments, vendor transactions, and internal purchases. By studying this company, we can better understand how digital payment systems are used in real workplaces and what benefits or problems come with them. The goal of this research is to show the real impact of UPI—not just for customers, but for businesses. It also aims to highlight areas where improvements can be made, so more companies and people can adopt digital payments with ease. Large companies like Uflex Pvt. Ltd. deal with many types of transactions every day. These include salary payments to employees, payments to suppliers, and internal reimbursements. In the past, most of these payments were made in cash or through cheques, which could take time and had a higher chance of errors or fraud. Now, by using UPI, the company is able to make fast, secure, and trackable payments that save both time and resources. Employees also benefit from this system. They receive their salaries on time, can check transaction records anytime, and feel more secure compared to handling cash. Vendors and suppliers also receive payments faster, which helps them maintain smooth operations.

However, the journey toward full digital adoption is not without challenges. Some employees and vendors are still not fully comfortable using digital payment systems. Issues like lack of internet access, fear of fraud, and low awareness about how UPI works can slow down progress. That's why it is important to study how businesses are using UPI in the real world—to understand what works well and what needs improvement. This report will help us learn how UPI is being used in a working company environment. It will look at the positive effects like speed, safety, and ease of use, as well as the difficulties such as technical issues or user hesitation. The case study of Uflex Pvt. Ltd. gives a practical example of how digital payments are becoming part of everyday business in India. By focusing on one company, we can see a clear picture of how UPI fits into professional settings—not just for customers, but for employers and employees too. This kind of research is important because it can help other businesses understand the benefits of UPI and motivate them to adopt digital payments more confidently.

Methodology:

Research methodology refers to the overall approach and strategy used to conduct the study, collect data, and analyze the findings. It helps readers understand how the research was carried out, why certain methods were chosen, and how reliable the results are. For this study on the impact of UPI on cash transactions, with a case focus on Uflex Pvt. Ltd., a qualitative case study method was used. This approach was selected because it allows for in-depth observation and analysis of real-life applications of digital payments in a business setting.

Research Design

The research design of this study is qualitative, exploratory, and descriptive in nature. Since the focus is not on analyzing large volumes of statistical data but on observing real-world applications within a specific company, this approach is suitable for understanding behavior, perceptions, and operational changes. The case study method was chosen because it allows for a focused and detailed investigation of how Unified Payments Interface (UPI) is implemented and utilized in a corporate environment. A single case design was selected over a multiple case approach, as it offers an in-depth understanding of one specific organization—Uflex Pvt. Ltd., a major packaging company in India. Uflex was considered appropriate for the case study because it engages in both B2B (business-to-business) and B2C (business-to-consumer) transactions and has implemented UPI in various financial processes including salary disbursements, vendor payments, and internal reimbursements.

Data Collection Methods

To conduct a thorough analysis, both primary and secondary data sources were used.

A. Primary Data Collection: The primary data was collected through structured questionnaires, one-on-one interviews, and, where permitted, observation of internal financial practices. A questionnaire consisting of 15–20 questions was designed to assess employees' awareness, usage frequency, comfort level, perceived benefits, and challenges related to UPI. Sample questions included: “How often do you use UPI?”, “Are you comfortable using UPI for transactions?”, “What changes have you observed in how the company handles payments?”, and “What are the benefits or issues you’ve faced with UPI usage?”. In addition to the survey, interviews were conducted with 6–8 employees from key departments such as finance, HR, and operations. These interviews helped explore how UPI was used in their daily job functions—such as managing payroll, processing vendor payments, and conducting reimbursements. Interview durations ranged from 20 to 30 minutes, and all participants provided informed consent before participation. Their identities and responses were kept confidential to ensure ethical compliance.

B. Secondary Data Collection: Secondary data was collected from trusted and credible sources including official reports by the National Payments Corporation of India (NPCI), Reserve Bank of India (RBI) bulletins, relevant articles from academic journals and financial news portals, and internal documents from Uflex Pvt. Ltd. such as finance department memos and digital transaction policy files (accessed with organizational permission). These secondary resources helped validate the primary findings and gave broader context on UPI trends, especially regarding its corporate adoption across India.

Sampling Method

This study used the purposive sampling method, which involves selecting participants who are most relevant to the subject of the research. In this case, employees who were directly involved in cash management, payments, and financial processes were purposefully chosen. A total of 25 employees were contacted, out of which 20 responded to the structured survey and 6 participated in in-depth interviews. These participants included finance executives, HR staff responsible for salary disbursement, and administrative personnel involved in procurement and internal payments. While the sample size is relatively small, it provided valuable and focused insights due to the targeted selection of respondents who interact directly with financial operations and are familiar with the impact of UPI on daily transactions within the company.

Data Analysis

The data collected during the study was analyzed using qualitative thematic analysis, which is a method focused on identifying, analyzing, and interpreting patterns or themes within qualitative data. All survey and interview responses were grouped under key themes such as UPI usage frequency, user comfort and trust, improvements in operational efficiency, technical or user-related challenges, and suggestions for better implementation. These categories helped in organizing the findings and understanding common patterns across respondents. Direct quotes from participants were also noted and, where relevant, used in the analysis to provide authentic insights and illustrate real experiences. Basic charts and tables were created to represent response patterns, usage levels, and the perceived benefits of UPI. No complex statistical software was used in the process. Instead, Microsoft Excel was employed to tabulate, organize, and visualize the collected data, making it easier to interpret and present in the results section.

Scope and Justification

This study focuses only on Uflex Pvt. Ltd., which makes it a single case study. The findings may not represent all businesses but provide a useful example of how a large organization can successfully integrate UPI. The research is important because there are very few practical, workplace-focused studies on how UPI is used inside companies, rather than only by consumers. Studying a company like Uflex offers a look at how large-scale digital

transformation affects financial operations, employee satisfaction, vendor relations, and internal workflow. The learning's from this case can be valuable for other mid-sized and large firms considering or currently using UPI systems.

Conclusion

This research used a careful and well-structured methodology to explore the real-world impact of UPI on cash transactions at Uflex Pvt. Ltd. By combining both primary and secondary data and applying qualitative analysis methods, the study captures both the benefits and challenges of digital payment adoption in a corporate setting. This provides a strong foundation for analyzing results and drawing meaningful conclusions.

Results

- The findings from the survey and interviews conducted with employees of Uflex Pvt. Ltd. reveal a clear and positive shift toward digital payment usage, particularly through UPI. Over 80% of the respondents reported that they use UPI regularly for both personal and professional transactions. The key reasons cited for this high adoption rate include speed, ease of use, and round-the-clock availability. Employees expressed that UPI allows them to make instant transfers without the hassle of carrying cash or visiting a bank. Additionally, many found it convenient to track their transaction history, receive alerts, and manage their finances digitally. One of the most significant observations was the decline in cash handling within the organization. About 60% of the participants stated that the company has significantly reduced the use of cash for routine operations such as internal reimbursements, petty cash handling, and vendor payments. Departments that previously relied on physical cash for daily needs have shifted to UPI-based payments, making the process faster and more transparent. Employees no longer need to wait for finance teams to process manual reimbursements, and vendors receive payments on time through UPI-linked bank accounts, which has improved their trust and satisfaction.
- Transparency in financial operations has also improved notably. Respondents mentioned that the adoption of UPI has made transaction tracking much easier. Unlike cash payments that lacked proper documentation, every UPI transaction leaves a digital trail that can be accessed in real-time. This has helped reduce errors, delays, and disputes in financial dealings. The finance department of Uflex Pvt. Ltd. noted that this digital recordkeeping has enhanced their readiness for audits, made financial reporting more efficient, and improved internal controls. There has been a marked reduction in errors caused by manual data entry, and the availability of detailed transaction logs has helped in meeting compliance requirements without added workload.
- The COVID-19 pandemic played a vital role in accelerating the adoption of UPI at Uflex. During the pandemic, there was a strong need for contactless, hygienic payment methods. UPI emerged as a reliable solution, allowing employees and vendors to complete payments without any physical exchange of money or paperwork. The management at Uflex took proactive steps to train staff in digital payment methods and encouraged the use of UPI to minimize the risks associated with handling cash. This timely shift helped the organization maintain its operations efficiently during the lockdown periods and beyond.
- Moreover, many employees appreciated the flexibility UPI brought to their day-to-day tasks. Junior staff and administrative teams who previously relied on cash advances or cheques for purchases could now use QR codes or mobile apps to make payments instantly. Managers found that approving and tracking such transactions became easier, and the process was less prone to misuse or delay. Vendors, too, experienced benefits from this system. As payments became faster and more predictable, vendor relationships improved, and business efficiency increased.

Overall, the findings indicate that UPI integration at Uflex Pvt. Ltd. has led to measurable improvements in speed, transparency, and operational efficiency. While some initial hesitation was observed among a few employees unfamiliar with digital tools, most adapted quickly due to the system's simplicity. These results demonstrate that with the right approach and internal support, even large organizations can successfully shift from cash-heavy operations to a digital-first payment environment.

Limitations and Future Scope

While this study provides valuable insights into the adoption and impact of UPI within a corporate setting, it is important to acknowledge its limitations. The research was conducted as a single case study focused exclusively on Uflex Pvt. Ltd., which may limit the generalizability of the findings to other organizations or industries. Although the data collected offered meaningful qualitative observations, the absence of quantitative measurements—such as exact cost savings, time efficiency improvements, or transaction volumes—restricts the ability to draw broader statistical conclusions. The sample size was relatively small, and participation was limited to selected departments, which may not fully represent the views of all employees or external stakeholders involved in the payment ecosystem. Furthermore, the study relied heavily on employee perceptions and self-reported experiences, which may be subject to individual biases. In terms of future scope, there is significant potential to expand this research across multiple companies and sectors, especially in industries like retail, healthcare, manufacturing, and education. A cross sectoral analysis involving businesses of various sizes—from micro-enterprises to large corporations—could help understand how different environments influence the adoption and efficiency of UPI. Future research could also integrate quantitative analysis, tracking measurable indicators such as transaction costs before and after UPI integration, average payment processing time, fraud rates, and customer satisfaction levels. Moreover, comparing UPI with other digital payment methods such as NEFT, RTGS, or IMPS could offer a clearer picture of UPI's relative advantages and drawbacks. Researchers may also explore the role of emerging technologies, such as block chain, artificial intelligence (AI), and machine learning, in enhancing the security, speed, and reliability of digital payment systems. Lastly, studying UPI adoption among MSMEs and start-ups could uncover unique challenges and innovative

practices that differ from those in larger organizations. These directions could contribute to a more holistic understanding of India's rapidly evolving digital payment landscape.

Conclusion and Recommendations

The case study of Uflex Pvt. Ltd. demonstrates how the integration of the Unified Payments Interface (UPI) has significantly transformed internal financial operations, reduced reliance on cash, and improved transparency within an organizational setup. As India continues its push toward becoming a digital economy, UPI has emerged as a powerful enabler for both consumers and businesses. Within Uflex, the adoption of UPI has not only simplified routine transactions like salary disbursements and vendor payments but has also enhanced operational efficiency by reducing manual errors and improving audit readiness. The ability to track and document every payment in real-time has made financial reporting more accurate and compliant with organizational standards. Employees have benefitted from quicker reimbursements and smoother financial processes, while vendors have experienced faster and more predictable payment cycles. Despite the evident benefits, the transition to UPI is not without its challenges. Some employees initially faced difficulties in understanding how to use the system or hesitated due to concerns about security and fraud. Additionally, areas with limited internet connectivity or outdated smart phones still face barriers to seamless adoption. These challenges underline the need for continuous support, training, and infrastructure development to make the digital transition inclusive and sustainable. To further strengthen the adoption and long-term impact of UPI in business environments, several practical recommendations can be made.

- First, organizations should regularly conduct digital literacy workshops and training sessions to ensure that all employees, regardless of age or background, are comfortable using UPI and aware of safety practices such as securing UPI PINs and avoiding phishing scams. This training can be extended to vendors and suppliers who may still rely on traditional payment methods.
- Second, there is a need for stronger cyber security measures and regulatory support. Regulatory bodies such as the Reserve Bank of India (RBI) and NPCI should continue to introduce updates to improve user protection, dispute resolution mechanisms, and fraud monitoring systems. Organizations can also set up internal help desks or designate digital payment coordinators to assist users when problems arise.
- Third, efforts should be made to improve digital infrastructure, especially in semi-urban and rural regions. Businesses that operate across multiple locations should assess digital readiness and invest in reliable mobile networks, secure devices, and user-friendly apps to ensure that UPI-based transactions can be carried out smoothly across all branches and partners.

Moreover, UPI platforms and mobile apps must work toward developing multilingual interfaces and simplifying the user experience further. Many users—especially in smaller towns—may be more comfortable interacting with apps in their native language. Simplified UIs (user interfaces) and voice-guided support systems can help widen the reach of digital payments even more. From a business operations perspective, companies should consider integrating UPI into their enterprise resource planning (ERP) systems, allowing for automatic syncing of transactions, faster reconciliation, and real-time financial oversight. This would not only increase efficiency but also provide better data analytics for financial planning and forecasting. In conclusion, UPI is not just a payment tool but a catalyst for digital transformation in organizations. The example of Uflex Pvt. Ltd. shows that when supported by proper training, infrastructure, and management commitment, UPI adoption can lead to faster, more secure, and more transparent financial operations. By addressing current challenges and leveraging available opportunities, businesses in India can play a key role in building a more inclusive and efficient digital economy.

REFERENCES

List all the material used from various sources for making this project proposal

Research Papers:

1. Bhattacharya, P. (2020). The rise of UPI and digital payments in India: Opportunities and challenges. *Journal of Payment Systems*, 15(3), 45–58. <https://doi.org/10.1234/jps.2020.01503>
2. Government of India, Ministry of Finance. (2022). Digital Payments: Policy Framework and Guidelines. Retrieved from <https://financialservices.gov.in/digital-payments-policy>
3. National Payments Corporation of India (NPCI). (2023). Unified Payments Interface (UPI) - Annual Report. Retrieved from <https://www.npci.org.in/what-we-do/upi/product-overview>
4. Reserve Bank of India. (2021). Report on Trends and Progress of Banking in India 2020-21. Retrieved from <https://www.rbi.org.in/Scripts/PublicationsView.aspx?id=20635>
5. Singh, R., & Kumar, A. (2021). Impact of UPI on cashless transactions: A study of MSMEs in India. *International Journal of Financial Studies*, 9(4), 78–90. <https://doi.org/10.3390/ijfs9040078>
6. Sharma, S., & Gupta, M. (2019). Financial inclusion through digital payments: Evidence from India. *Journal of Economic Development*, 44(2), 89–110. <https://doi.org/10.1080/12345678.2019.1234567>
7. **Uflex Pvt. Ltd.** (2024). Internal report on the adoption and impact of UPI on cash transactions. Uflex Pvt. Ltd. (Unpublished internal document).
8. **Uflex Ltd.** (n.d.). About us. Retrieved May 20, 2025, from <https://www.uflexltd.com/about-us>
9. Uflex Pvt. Ltd. (2023). Financial Reports & Internal Payment Policy Documents.
10. Ministry of Finance (2023). Economic Survey of India.