

Snapp

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Iran's leading ride-hailing platform, founded 2014. Tehran Index record: headquartered in Tehran, part of Snapp Group.

Record	IR-CO-002 · Ide Gozin Ertebatat Romak · sector mobility · founded 2014 · Tehran
Entity verification	Verified: the legal identity is confirmed by an official source. The tier describes the entity, not every field; each fact below carries its own evidence state.
This document	Version 2026-10-07.0b02cf7d. Generated 2026-10-07 from a snapshot of the record taken 2026-10-07 (164 public facts; facts checksum ffd0858de987b633aa4238324250c5e4; snapshot sha256 0b02cf7d483fc6b6...). Nothing in it was typed by hand: every figure, period, source and note is the record field.
Dates	Latest fact update on the record 2026-10-07 · last full desk review 2026-08-01 · a full review re-reads every source; a fact update touches one field.
Currency of this file	The live record at tehranindex.com/companies/snapp is corrected continuously and supersedes this file for anything dated after 2026-10-07. Corrections are logged with dates at tehranindex.com/corrections .

Evidence states used below: [Official record](#) · [Company disclosed](#) · [Founder disclosed](#) · [Third-party reported](#) · [Tehran Index derived](#) · Not disclosed. Official record means a registry, exchange or regulator document; company and founder disclosed means the company or its executives on the record; third-party reported means press or a shareholder report we hold but not the underlying filing; derived means a Tehran Index mapping, never a market study.

Decision snapshot

Headline figures a reader asks for first. Founder and CEO statements are labelled as such and are not audited.

Total trips 1397-1404 cumulative (2018-2026) Company disclosed	Snapp Group's FY2025-26 announcement states cumulative Snapp trips from 1397 to the end of 1404 of 7,960,133,547, and that the ride service operated in 751 cities and towns. Source: Snapp Group FY1404 annual report · https://snapp.ir/blog/snapp-annual-report-1404/ · retrieved 2026-09-15 Note: Ride-hailing service specifically, not the FY2024-25 combined figure, which is shown separately for trend. The cumulative trip counter begins with the FY2018-19 reporting series; Snapp launched in 2014.
Ride-hailing market share Financial year 1404, stated on publication of the report, 25 July 2026 Company disclosed	Publishing its FY2025-26 report, Snapp's chief executive Mohammad Khalaj stated that the car-request service was active in 751 towns and cities to year end, that Snapp Khodro held on average 89.9 percent of the internet-taxi market by trip count over the year, and that the figure reached 92.4 percent in the year's final month, 20 February to 20 March 2026. This is the company's own market-share statement, attributed, and not an independently measured share. Source: Snapp Group, statement by the chief executive published with the FY1404 report · https://snapp.ir/blog/snapp-annual-report-1404/ · retrieved 2026-09-15 Note: Up from 88.7% average in FY2024-25.
User accounts End of FY2025-26 (20 March 2026) Company disclosed	Snapp Group's FY2025-26 annual report announcement states 90,265,313 registered super-app accounts at the end of the year. Source: Snapp Group FY1404 annual report · https://snapp.ir/blog/snapp-annual-report-1404/ · retrieved 2026-09-15 Note: Registered accounts, not active users.
Group headcount Year to 20 March 2026 Company disclosed	Snapp Group's FY2025-26 announcement states that 8,728 employees work directly in the group's subsidiaries, 51.5 percent of them women, and that Snapp Khodro and Snapp Food are the largest units with 2,468 and 2,108 people. Source: Snapp Group FY1404 annual report · https://snapp.ir/blog/snapp-annual-report-1404/ · retrieved 2026-09-15 Note: The report for the year before printed 8,784 on the same basis, so headcount fell by 56, about 0.6 per cent. This report prints no year-on-year change of its own.
Super-app opens FY2025-26 Company disclosed	Snapp Group's FY2025-26 announcement states that users opened the super-app more than 8,297,000,000 times in the year, an average of more than 22,734,000 times a day. Source: Snapp Group FY1404 annual report · https://snapp.ir/blog/snapp-annual-report-1404/ · retrieved 2026-09-15

Snapp Pro subscribers

Financial year 1404

[Company disclosed](#)

The FY2025-26 report states that Snapp Pro, the super-app's professional subscription service, reached 29 cities across Iran two years after launch, with 1,510,000 active subscribers as at 20 March 2026, a single-day subscription-purchase record of 43,512 on 23 December 2025, and total user benefit of 3,488,065,295,711 toman. Tehran accounts for 42 percent of subscribers, Mashhad 10, Isfahan 8, Shiraz 7 and Karaj 7.

Source: Snapp Group FY1404 performance report, held document · <https://snapp.ir/1404-annual-report> · retrieved 2026-09-15

Operating resilience

Financial year 1404

[Company disclosed](#)

The FY2025-26 report prints year-on-year account growth of 10.71 percent, from 81,537,368 to 90,265,313 super-app accounts, in a year the report itself frames around a December internet shutdown and two extended conflicts. The growth figure is given as printed, and no causal claim about resilience is inferred from it.

Source: Snapp Group FY1404 performance report, held document · <https://snapp.ir/1404-annual-report> · retrieved 2026-09-15

Active users (super-app)

Financial year 1404, report published in the month from 23 July to 22 August 2026

[Company disclosed](#)

Snapp Group's FY2025-26 performance report states that total super-app accounts reached 90,265,313 at year end against 81,537,368 the year before, a rise the report itself puts at 10.71 percent, with 8,727,945 accounts added and 47,999,098 accounts active in the year. The report prints its own caveat on the same page: an account is not a person, and one person may hold several accounts.

Source: Snapp Group FY1404 performance report ("Masir-e Hamrahi"), seventh edition, held document · <https://snapp.ir/1404-annual-report> · retrieved 2026-09-15

Note: Read directly on snapp.ir 2026-08-06. The figure is first-party, from the FY2025-26 report, with the accounts-not-people caveat printed beneath it. A DMBord-carried report corroborates it.

Driver accounts (ride-hailing)

FY2025-26

[Company disclosed](#)

Snapp Group's FY2025-26 announcement states 8,592,169 registered driver accounts since the service began, of which 3,919,000 were active during the year. These are accounts, not people.

Source: Snapp Group FY1404 annual report · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Note: Read directly on snapp.ir 2026-08-06. For comparison, Careem reported ~1M registered captains at its 2019 sale.

Operating and financial metrics, period-stamped

Series are as disclosed; where a definition changed between years the note says so and the series is not continuous.

Super-app user requests during the internet shutdown, change

During the internet shutdown, which the report dates only to the month from 22 December 2025 to 20 January 2026

[Company disclosed](#)

80 per cent fall

Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06

Note: The report does not state the baseline the fall is measured against or how long it lasted. The same panel puts the loss in daily sales of businesses active in the super-app at 500,000,000,000 toman.

Motorbike ride service, growth in successful orders

Year to 20 March 2026

[Company disclosed](#)

43 per cent

Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06

Note: Growth in the number of successful orders over the year, as printed in the report's chart of the five fastest-growing services. It is not growth in revenue or users.

Shop service in the Snapp super-app, growth in successful orders

Year to 20 March 2026

[Company disclosed](#)

34 per cent

Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06

Note: Growth in successful orders of the shop service, from the super-app chapter of the report.

Super-app opens, year-on-year change

Year to 20 March 2026

[Company disclosed](#)

About 3 per cent fall

Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06

Note: Opens of the super-app across Android, iOS and the web app fell about 3 per cent on the prior year even as accounts grew.

Visits to the ride-hailing service in the super-app

Year to 20 March 2026

[Company disclosed](#)

3,401,707,856

Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06

Note: Visits to the ride-hailing service inside the super-app, not trips. It is more than six times the next most visited service, food, at 540,601,429.

Active super-app users aged 36 to 45, share Year to 20 March 2026 Company disclosed	36 per cent Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06 Note: The largest age band among active super-app accounts. The other bands as printed: under 18, 2 per cent; 18 to 25, 13; 26 to 35, 25; 46 to 55, 18; 56 to 65, 5; over 65, 1.
Ride-hailing trips in Tehran Year to 20 March 2026 Company disclosed	331,933,925, about 21.76 per cent of Snapp's intra-city trips Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06 Note: Tehran is the largest city by trips, followed by Mashhad (129,475,566) and Shiraz (81,666,077).
Active passenger accounts (ride-hailing) Year to 20 March 2026 Company disclosed	37,874,564 Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06 Note: Accounts with at least one ride-hailing trip in the year, as the report's glossary defines active. An account is not a person; one person can hold several.
Women among driver users registered since launch Since the service began, to 20 March 2026 Company disclosed	424,298, 4.9 per cent of driver users Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06 Note: Counted across all driver users registered since the service began, not drivers active in the year. The report prints the counts in people, but they sum to the total of driver user accounts.
Distance travelled in ride-hailing trips Year to 20 March 2026 Company disclosed	13,481,140,063 km Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06
Passenger hours in ride-hailing trips, from boarding to destination Year to 20 March 2026 Company disclosed	407,554,545 hours Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06 Note: The report's glossary says that from this year the figure runs from the moment the driver records the start of the trip, after the passenger boards, to arrival at the destination. It is not comparable with the larger figures for the three years to 20 March 2025, which the reports did not define.
Average time for a driver to accept a ride request Year to 20 March 2026 Company disclosed	23 seconds Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06
Snapp Shop, active customer accounts Year to 20 March 2026 Company disclosed	1,568,255 Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06 Note: Snapp Shop is the group's online store. It had 2,573,726 customer accounts in total; an account is not a person.
Snapp Shop, active seller accounts Year to 20 March 2026 Company disclosed	13,338 Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06 Note: Out of 52,977 seller accounts in total.
Snapp Shop, seller accounts, growth Year to 20 March 2026 Company disclosed	36 per cent Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06 Note: The report does not name the base of the growth.
Snapp Shop, items sold, growth Year to 20 March 2026 Company disclosed	28 per cent Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06
Snapp Shop, busiest order day of the year On 28 November 2025 Company disclosed	More than 145,000 orders and more than 378,000,000,000 toman in sales Source: Snapp Group annual performance report, year to 20 March 2026 · retrieved 2026-10-06 Note: The peak day of the group's annual sale, known in Iran as Harajomeh. Sales are in toman as printed.
Active super-app user accounts Year to 20 March 2025 Company disclosed	More than 39,200,000 Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: Accounts with at least one trip or order during the year, as the report's glossary defines an active user. The report states that an account is not a person: one person can hold several accounts.

Shop service in the Snapp super-app, growth in successful orders Year to 20 March 2025 Company disclosed	117.65 per cent Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: Growth in the number of successful orders over the prior year. It does not measure order value.
Super-app opens, year-on-year change Year to 20 March 2025 Company disclosed	About 60 per cent rise Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: Change in the number of times users opened the super-app, against the year to 19 March 2024.
Super-app user accounts, prior year At 19 March 2024 Company disclosed	72,364,343 Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: Total user accounts created since the service began, as the report's glossary defines total users. Accounts, not people.
Visits to the ride-hailing service in the super-app Year to 20 March 2025 Company disclosed	4,063,853,006 Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06
Record daily trips (ride-hailing only) On 26 February 2025 Company disclosed	5,414,526 trips Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: The single busiest day of the year for car trips.
Record monthly trips (ride-hailing) In the month from 19 February to 20 March 2025 Company disclosed	140,255,279 trips Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06
Ride-hailing trips, prior year Year to 19 March 2024 Company disclosed	1,376,011,494 Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: Trips through the Snapp Khodro car service, which the report's glossary says includes the Snapp Box services offered inside it and excludes fraudulent trips.
Ride-hailing trips in Tehran Year to 20 March 2025 Company disclosed	337,301,332, about 22 per cent of Snapp's intra-city trips Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06
Active passenger accounts (ride-hailing) Year to 20 March 2025 Company disclosed	35,657,967 Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: Accounts with at least one trip or order during the year. Accounts, not people.
Driver accounts registered since launch (ride-hailing) Since the service began, to 20 March 2025 Company disclosed	7,417,231 Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: All driver accounts created since the service began, as the report's glossary defines total users. Accounts, not people.
Active driver users (ride-hailing) Year to 20 March 2025 Company disclosed	3,692,657 Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: Drivers with at least one trip on the car service during the year, as the report's glossary defines an active driver.
Women among driver users registered since launch Since the service began, to 20 March 2025 Company disclosed	323,202, 4.3 per cent of driver users Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06
Distance travelled in ride-hailing trips Year to 20 March 2025 Company disclosed	12,974,874,959 km Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06

Hours passengers spent in Snapp ride-hailing, earlier basis Year to 20 March 2025 Company disclosed	614,080,723 hours Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: The report does not define this figure. From the next year Snapp counted only time from boarding to destination, so this figure is not comparable with the 407,554,545 hours reported for the year to 20 March 2026. Read against the year's trips it works out at about 24 minutes a trip, against about 16 the following year.
Average monthly earnings of full-time drivers Year to 20 March 2025 Company disclosed	41,579,509 toman Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: A full-time driver, in the report's glossary, completes more than 40 successful trips a month. Earnings as the company reports them, in toman.
Average monthly earnings of part-time drivers Year to 20 March 2025 Company disclosed	14,667,185 toman Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: A part-time driver, in the report's glossary, completes fewer than 40 successful trips a month. Earnings as the company reports them, in toman.
Average monthly earnings of full-time drivers, year-on-year change Year to 20 March 2025 Company disclosed	More than 116 per cent rise Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: Change in the toman figure as the company reports it.
Average time for a driver to accept a ride request Year to 20 March 2025 Company disclosed	24 seconds Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06
Inbound user calls to ride-hailing support Year to 20 March 2025 Company disclosed	25,574,414 Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06
Snapp Shop, active customer accounts Year to 20 March 2025 Company disclosed	1,268,556 Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: Accounts with at least one order during the year. Accounts, not people.
Snapp Shop, active seller users Year to 20 March 2025 Company disclosed	9,836 Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06
Snapp Shop, growth in sales across all items Year to 20 March 2025 Company disclosed	132 per cent Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: The report does not say whether this counts items or measures value.
Snapp Shop, busiest order day of the year On 29 November 2024 Company disclosed	More than 80,000 orders and more than 140,000,000,000 toman in sales Source: Snapp Group annual performance report, sixth edition, year to 20 March 2025 · retrieved 2026-10-06 Note: The day of the company's Harajomeh (Friday sale) campaign.
CSR spend Year to 19 March 2024 Company disclosed	143,053,561,200 toman Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Total value the group allocated to social responsibility programmes, in toman as printed. The report groups them as exemptions and discounts, charity and accessibility.
Group headcount, year-on-year change Year to 19 March 2024 Company disclosed	11 per cent rise, a net 767 more employees Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Change in the number of people working across the group's companies, which the report puts at 7,526 at year end.
Women among group employees, share Year to 19 March 2024 Company disclosed	47.3 per cent Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Share of women among the people working in the group's companies. The same page prints 41.62 per cent for the year before.

Super-app user accounts added in the year Year to 19 March 2024 Company disclosed	9,969,372 Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: New accounts registered in the year. Accounts, not people.
Super-app user accounts, growth Year to 19 March 2024 Company disclosed	16 per cent Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Growth in total super-app accounts registered since the service began, from 62,394,971 to 72,364,343.
Super-app user accounts, prior year At 20 March 2023 Company disclosed	62,394,971 Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Total user accounts created since the service began, as the report's glossary defines total users. Accounts, not people.
Super-app opens Year to 19 March 2024 Company disclosed	5,354,419,349 times Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Across Android (4,273,679,484), iOS (428,019,601) and the web app (652,720,264).
Super-app opens, daily average Year to 19 March 2024 Company disclosed	14,669,642 times Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06
Visits to the ride-hailing service in the super-app Year to 19 March 2024 Company disclosed	3,257,413,700 Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Visits to the ride-hailing service inside the super-app, not trips. The next most visited service, food, had 348,571,927.
Shop service in the Snapp super-app, growth in successful orders Year to 19 March 2024 Company disclosed	188 per cent Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Growth in the number of successful orders over the prior year. It does not measure order value.
Active passenger accounts (ride-hailing) Year to 19 March 2024 Company disclosed	31,929,588 Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Accounts with at least one trip or order during the year, as the report's glossary defines an active user. Accounts, not people.
Record daily trips (ride-hailing only) On 6 March 2024 Company disclosed	5,053,604 trips Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: The single busiest day of the year for car trips.
Record monthly trips (ride-hailing) In the month from 22 December 2023 to 20 January 2024 Company disclosed	127,785,588 trips Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06
Ride-hailing trips, increase on prior year Year to 19 March 2024 Company disclosed	280,895,144 more trips Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Increase in the number of trips over the year to 20 March 2023. The year's total was 1,376,011,494 trips.
Ride-hailing trips, cumulative since 2018 From 21 March 2018 to 19 March 2024 Company disclosed	4,920,441,624 trips Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Running total of trips over the six years to 19 March 2024, as the report's chart prints it.
Cities where the ride-hailing service operates Year to 19 March 2024 Company disclosed	323 cities and towns Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Tehran had the most trips, followed by Mashhad and Shiraz, in the report's chart.

Driver users registered since launch (ride-hailing) Since the service began, to 19 March 2024 Company disclosed	6,152,509 Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: All driver users on the service since it began, not only drivers active in the year.
Active driver users (ride-hailing) Year to 19 March 2024 Company disclosed	3,305,147 Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Drivers with at least one trip on the car service during the year, as the report's glossary defines an active driver.
Women among driver users registered since launch Since the service began, to 19 March 2024 Company disclosed	233,214 Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Counted across all driver accounts, not drivers active in the year.
Hours passengers spent in Snapp ride-hailing, earlier basis Year to 19 March 2024 Company disclosed	523,584,658 hours Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: The report does not define this figure. From the year to 20 March 2026 Snapp counted only time from boarding to destination, so this figure is not comparable with the 407,554,545 hours reported for that year. Read against the year's trips it works out at about 23 minutes a trip.
Distance travelled in ride-hailing trips Year to 19 March 2024 Company disclosed	11,871,598,194 km Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06
Average time for a driver to accept a ride request Year to 19 March 2024 Company disclosed	22 seconds Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06
Calls and tickets to ride-hailing support Year to 19 March 2024 Company disclosed	49,040,392 Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Calls and written tickets together; the page puts tickets at 21,300,000 and the share of calls answered at 95.5 per cent.
Snapp Shop, items sold, growth Year to 19 March 2024 Company disclosed	220 per cent Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Growth in the number of items sold over the prior year, as the report's glossary defines an item. It does not measure sales value.
Snapp Shop, suppliers, growth Year to 19 March 2024 Company disclosed	245 per cent Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Growth in the number of suppliers over the prior year.
Snapp Shop, active customer accounts, growth Year to 19 March 2024 Company disclosed	212 per cent Source: Snapp Group annual performance report, fifth edition, year to 19 March 2024 · retrieved 2026-10-06 Note: Growth in accounts with at least one order during the year, against the prior year.
Snapp Group employees, net increase in the year Year to 20 March 2023 Company disclosed	846 people Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: A net change across all Snapp Group companies, hires less departures, not the number of people hired. The same page prints 14 per cent growth on the year before, and staff of 3,744 in operations, 1,712 outside operations and 1,105 in technology, but no total; the next report implies 6,759 for this year end.
Women among Snapp Group employees, share Year to 20 March 2023 Company disclosed	41.62 per cent Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: Covers employees of all Snapp Group companies, not drivers or couriers.

Super-app user accounts added in the year Year to 20 March 2023 Company disclosed	10,257,336 Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: New accounts registered in the year, not active users.
Super-app user accounts, prior year At 20 March 2022 Company disclosed	52,137,635 Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: Total registered accounts at the end of the earlier year, shown for comparison; not active users.
Super-app opens, daily average Year to 20 March 2023 Company disclosed	11,594,005 times Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: Counts app opens, not users or orders.
Ride-hailing service users in the super-app Year to 20 March 2023 Company disclosed	27,675,587 Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: Users of the car ride service inside the super-app during the year; the report does not say whether this counts passengers only.
Record daily trips (ride-hailing) On 6 March 2023 Company disclosed	4,132,512 trips Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06
Record monthly trips (ride-hailing) In the month from 21 January to 19 February 2023 Company disclosed	105,573,738 trips Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06
Ride-hailing trips, increase on prior year Year to 20 March 2023 Company disclosed	275,015,711 more trips Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: A count of additional trips, not a percentage; the report puts the rise at 33 per cent.
Ride-hailing trips Year to 20 March 2023 Company disclosed	1,095,116,350 Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: Completed trips on the ride-hailing service in the year.
Ride-hailing trips, cumulative To 20 March 2023 Company disclosed	3,544,430,130 trips Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: A running total of trips over several years, not trips in a single year.
Cities where the ride-hailing service operates Year to 20 March 2023 Company disclosed	278 cities Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06
Hours passengers spent in Snapp ride-hailing, earlier basis Year to 20 March 2023 Company disclosed	425,164,192 hours Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: The report does not define this figure. From the year to 20 March 2026 Snapp counted only time from boarding to destination, so this figure is not comparable with the 407,554,545 hours reported for that year. Read against the year's trips it works out at about 23 minutes a trip.
Average time for a driver to accept a ride request Year to 20 March 2023 Company disclosed	23 seconds Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06
Distance travelled in ride-hailing trips Year to 20 March 2023 Company disclosed	9,694,498,369 km Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06
Cancelled ride-hailing trips Year to 20 March 2023 Company disclosed	626,529,758 Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: Trips cancelled by either passengers or drivers in the year, not trips completed.

Complaints registered with ride-hailing support Year to 20 March 2023 Company disclosed	1,106,799 Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06
Average monthly earnings of full-time drivers Year to 20 March 2023 Company disclosed	16,000,000 toman Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: A reported average for drivers the company classes as full-time; the report gives no definition of full-time.
Average monthly earnings of part-time drivers Year to 20 March 2023 Company disclosed	4,500,000 toman Source: Snapp Group annual performance report, year to 20 March 2023 · retrieved 2026-10-06 Note: A reported average for drivers the company classes as part-time.
Services offered in the Snapp super-app Year to 20 March 2022 Company disclosed	22 services Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: The report says three were added during the year: a credit service, a ticket office and a pharmacy.
Super-app users using two or more services, share Year to 20 March 2022 Company disclosed	33 per cent, up from 18 per cent the year before Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Share of users who used at least two services in the super-app during the year.
Super-app user accounts added in the year Year to 20 March 2022 Company disclosed	10,939,425 Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: New user accounts created in the year. The same page gives 52,137,635 accounts in total.
Super-app user accounts, growth Year to 20 March 2022 Company disclosed	25.9 per cent Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Growth in users on the year before.
Super-app opens, Android app Year to 20 March 2022 Company disclosed	2,740,779,487 times, 86 per cent of opens Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Times the Android app was opened in the year. The page puts average Android opens at about 10 million a day.
Super-app opens, iOS app Year to 20 March 2022 Company disclosed	74,246,421 times, 2 per cent of opens Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Times the iOS app was opened in the year.
Super-app opens, web app Year to 20 March 2022 Company disclosed	368,141,112 times, 12 per cent of opens Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Times the web version was opened in the year.
Record daily trips (ride-hailing) On 13 March 2022 Company disclosed	3,276,655 trips Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: The busiest single day of the year for ride-hailing trips.
Hours users spent in Snapp (ride-hailing) Year to 20 March 2022 Company disclosed	218,588,669 hours Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: The report's words are total hours users spent in Snapp in the year; at 820,089,647 trips of 958 seconds on average this matches time in ride-hailing trips.
Average distance per ride-hailing trip Year to 20 March 2022 Company disclosed	9 km Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06
Average time for a driver to accept a ride request Year to 20 March 2022 Company disclosed	42 seconds Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Average wait between a ride request and its acceptance.
Average duration of a ride-hailing trip Year to 20 March 2022 Company disclosed	958 seconds Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: About 16 minutes.

Distance travelled in ride-hailing trips Year to 20 March 2022 Company disclosed	7,406,688,533 km Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06
Average rating of ride-hailing trips Year to 20 March 2022 Company disclosed	4.7 out of 5 Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Average of the ratings given; most trips are not rated.
Ride-hailing trips that receive a rating, share Year to 20 March 2022 Company disclosed	31.73 per cent Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06
Ride-hailing trips Year to 20 March 2022 Company disclosed	820,089,647 Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Completed ride-hailing trips in the year. The following year's report gives 820,100,639 for the same year.
Ride-hailing trips, cumulative To 20 March 2022 Company disclosed	2,449,313,780 trips Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Running total on the report's chart of trip growth, which starts with the half-year from 20 March 2016.
Calls and tickets handled by customer service (ride-hailing) Year to 20 March 2022 Company disclosed	25,550,000 Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Requests, made up of calls and tickets, that Snapp's customer service centre reviewed and answered in the year.
Successful inbound calls to ride-hailing support Year to 20 March 2022 Company disclosed	14,315,356 Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06
Ride-hailing support staff Year to 20 March 2022 Company disclosed	621 people, 34 per cent more than the 463 of the year before Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06
Snapp Group employees, all subsidiaries Year to 20 March 2022 Company disclosed	5,755 Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06 Note: Total staff of the companies in Snapp Group, including the group's own team and the sister companies.
Ride-hailing employees Year to 20 March 2022 Company disclosed	1,863 people Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06
Women among ride-hailing employees, share Year to 20 March 2022 Company disclosed	37 per cent Source: Snapp Group performance report, year to 20 March 2022 · retrieved 2026-10-06
Super-app opens, daily average Year to 20 March 2021 Company disclosed	8,536,477 times a day Source: Snapp performance report for the Iranian year to 20 March 2021 · retrieved 2026-10-06 Note: The year's total app opens divided across the days of the year, as the report prints it; not a count of distinct daily users.
Cost of commission exemptions for drivers Year to 20 March 2021 Company disclosed	about 20 billion toman Source: Snapp performance report for the Iranian year to 20 March 2021 · retrieved 2026-10-06 Note: Commission waived for drivers with disabilities, veterans, families of those killed in war, women heads of household and haemophilia patients. The report gives it as an approximate cost.
Fee-free support loans granted to drivers Year to 20 March 2021 Company disclosed	more than 5,000 loans Source: Snapp performance report for the Iranian year to 20 March 2021 · retrieved 2026-10-06 Note: Loans of 2 million and 5 million toman, without fees, to drivers temporarily deactivated after a coronavirus infection.
Support calls answered, car, Box and van services Year to 20 March 2021 Company disclosed	21,965,360 calls Source: Snapp performance report for the Iranian year to 20 March 2021 · retrieved 2026-10-06 Note: Covers the support team for ride-hailing and for the Box and van delivery services together; the report does not split them.

Staff in the ride-hailing and Box divisions Year to 20 March 2021 Company disclosed	1,755 people Source: Snapp performance report for the Iranian year to 20 March 2021 · retrieved 2026-10-06 Note: Staff of the ride-hailing and Box divisions only, not of the whole group, which the same report puts at about 4,000.
Women among staff in the ride-hailing and Box divisions Year to 20 March 2021 Company disclosed	613 people, 35 per cent Source: Snapp performance report for the Iranian year to 20 March 2021 · retrieved 2026-10-06
Drivers who used the drivers' club Year to 20 March 2021 Company disclosed	more than 400,000 people Source: Snapp performance report for the Iranian year to 20 March 2021 · retrieved 2026-10-06 Note: The drivers' club offers car parts and accessories, clinic services, and clothing, household goods and mobile phones to drivers on the platform.
Group headcount by company Year to 20 March 2025 Company disclosed	The Snapp Group report for the year to 20 March 2025 puts total colleagues across the group's companies at 8,784, up 16.7 per cent on the year before, and breaks them down as Snapp Khodro 2,581, Snapp Food 2,271, Snapp Market 1,640, Snapp Box 504, Snapp Pay 435, Snapp Shop 409, Snapp Kitchen 331, Snapp Trip 300, the group central team 123, Snapp Doctor 86, Snapp Supply 79 and Snapp Store 25. Women were 50.2 per cent of colleagues and men 49.8 per cent; the year before, women were 47.3 per cent. Source: Snapp Group annual report, 2025 edition, held document · https://snapp.ir/blog/category/annual-report/ · retrieved 2026-09-15 Note: The report says the number of women rose about 6.1 per cent; that matches the rise in their share (47.3 to 50.2 per cent), not in their number. A year later the group reported 8,728.
Snapp Pro subscribers FY2024-25 Company disclosed	Snapp Group's FY2024-25 announcement states that Snapp Pro, the super-app's professional subscription, reached 29 cities in its first year with 710,000 subscribers. Source: Snapp Annual Report FY1403 · https://snapp.ir/blog/annual-report-1403-blog/ · retrieved 2026-09-15
CSR spend FY2024-25 Company disclosed	CSR value of 200,087,489,446 toman in FY2024-25 (about 200 billion toman), of which 182,938,426,946 toman were driver commission exemptions; about \$2.9M at the 2024-25 average of ~70,000 toman/\$. Source: Snapp Annual Report FY1403 · https://snapp.ir/blog/annual-report-1403-blog/ · retrieved 2026-09-15
Ride-hailing trips (Snapp Car) FY2024-25 Company disclosed	Snapp's ride-hailing service (Snapp Car) carried 1,513,844,390 trips in FY2024-25 across 424 cities and towns, 10.01 percent more than the year before, as the group's announcement and its annual report state. Source: Snapp FY1403 annual report · https://snapp.ir/blog/annual-report-1403-blog/ · retrieved 2026-09-15 Note: FY2023-24 comparable not stated directly in the blog summary (only the growth rate); the prior-year absolute is not back-calculated from it.
Accounts & engagement FY2024-25 Company disclosed	Snapp Group's FY2024-25 annual report announcement states 81,537,368 super-app accounts at the end of the year, after 9,173,025 new accounts, a growth rate of 12.67 percent, and 8,571,331,626 super-app opens during the year. Source: Snapp FY1403 annual report · https://snapp.ir/blog/annual-report-1403-blog/ · retrieved 2026-09-15 Note: Cumulative accounts, not active users, definition matters.
Ride-hailing market share (company-stated) FY2025-26 Company disclosed	Snapp Group's FY2025-26 announcement states that Snapp Khodro held an average 89.9 percent share of the ride-hailing market by trip count over the year, reaching 92.4 percent in the year's final month (20 February to 20 March 2026), attributing the figures to the company's managing director. Source: Snapp Group FY1404 annual report announcement, quoting managing director Mohammad Khalaj · https://snapp.ir/blog/snapp-annual-report-1404/ · retrieved 2026-09-15 Note: Company-stated shares; the mid-2025 datapoint is Snapp data via Zoomit (third-party carried).
Group headcount, as stated in the founders' foreword Year to 19 March 2024 Company disclosed	The Snapp Group report for the year to 19 March 2024 states, in a foreword signed by founders Eyad Al-Qassar and Mahmoud Fouz, that Snapp was born in the Iranian year 1393 (2014-15) and refers to the 7,526-person Snapp Group team. The same report's HR page gives 7,526 as the total across the group's companies. Source: Snapp Group annual report, 2024 edition, held document · https://snapp.ir/blog/category/annual-report/ · retrieved 2026-09-15 Note: The total is printed on page 59 with a company breakdown, and page 60 gives a net rise of 767 people, 11 per cent. The next year's report puts the group at 8,784.

Record daily trips (ride-hailing only)

FY2025-26

Company disclosed

Snapp Group's FY2025-26 announcement states a single-day ride record of 5,393,042 trips on 19 November 2025.

Source: Snapp Group FY1404 annual report · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Note: Not directly comparable to the ride+delivery combined FY2024-25 figure above; this is the ride-hailing service line item alone.

Record monthly trips (ride-hailing)

FY2025-26

Company disclosed

Snapp Group's FY2025-26 announcement states a monthly ride record of 143,873,707 trips in the month from 21 April to 21 May 2025.

Source: Snapp Group FY1404 annual report · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Snapp Pay wallet adoption

Financial year 1404

Company disclosed

The FY2025-26 report states that Snapp Pay reached 13,548,854 registered accounts and 3,527,485 monthly active accounts across 22,165 stores, and prints growth of 2,609 percent in the number of users who used the Snapp Pay wallet.

Source: Snapp Group FY1404 performance report, held document · <https://snapp.ir/1404-annual-report> · retrieved 2026-09-15

Note: Vertical-integration signal: Snapp states its own services (transport, food, etc.), not third-party retail, take the largest share of Snapp Pay's 4-instalment credit orders, 62%+ of organisational credit usage is transport alone.

Measured impact of the twelve-day conflict on ride-hailing

The twelve-day conflict, within financial year 1404

Company disclosed

The FY2025-26 report prints the twelve-day conflict's effect on Snapp's ride-hailing business as a 42 percent fall in intra-city trips, a 35 percent fall in active driver users, and a 28 percent fall in completed inter-city trips, against growth of up to 116 percent in inter-city trip requests. It names Tehran, Kish, Karaj, Qeshm and Kermanshah as having the largest intra-city falls, and lists the support measures taken, including 10,000,000,000 toman in non-repayable assistance to 2,500 high-trip drivers and a commission exemption.

Source: Snapp Group FY1404 performance report, held document · <https://snapp.ir/1404-annual-report> · retrieved 2026-09-15

Note: Reported by Snapp as operational and business-continuity data across all nine subsidiaries; framed neutrally in the source report.

Support & service quality (ride-hailing)

Financial year 1404

Company disclosed

The FY2025-26 report states that Snapp's ride-hailing customer service centre took 28,066,568 inbound calls, 72 percent from passengers and 28 percent from drivers, and made 7,278,965 outbound calls, which it puts at about 6.2 percent more than the prior year, for 35,345,533 calls in total; it records 23,030,000 tickets received, 68 percent from drivers, 805,899 hours of support conversation and an average call of 1 minute 42 seconds. On the following page it prints registered complaints as 0.5 percent of trips and user satisfaction with support as 4.5 out of 5.

Source: Snapp Group FY1404 performance report, held document · <https://snapp.ir/1404-annual-report> · retrieved 2026-09-15

Note: The passage spans two source pages, both named in the source details.

CSR spend (FY2025-26)

FY2025-26

Company disclosed

More than 164 billion toman allocated to social-responsibility programmes in FY2025-26 (about \$0.9M at the 2025-26 filings rate of ~178,000 toman/\$), most of it driver commission exemptions worth more than 150 billion toman, taken up by 22,921 drivers. Snapp Club charity campaigns totalled 2.4 billion toman across 1.2 million user participations; Snapp Market distributed more than 8.5 billion toman of groceries to low-income families.

Source: Snapp Group FY1404 annual report, as announced on the company blog (25 July 2026) · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Note: Read from the announcement page on 15 September 2026. The company's FY2024-25 figure in this profile is 200,087,489,446 toman, so the announced FY2025-26 total is lower; both are the company's own figures and are not reconciled here.

Snapptrip average airfares

FY2025-26 against FY2024-25

Company disclosed

Average domestic flight ticket sold on Snapptrip rose from about 2 million toman in FY2024-25 to more than 3.7 million toman in FY2025-26 (up 79 percent); average international fare above 10 million toman (up 43 percent). Sales volume up 7 percent on the year, more than 5.814 million active users, daily order record 28,751.

Source: Snapp Group FY1404 annual report, as announced on the company blog (25 July 2026) · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Note: Read from the announcement page on 15 September 2026. Averages are the company's; the basis (per ticket, per booking) is not stated by the source. No dollar conversion: figures below 1 billion toman carry none.

Snapp Bime (insurance)

FY2025-26

Company disclosed

Snapp Group's FY2025-26 announcement states that Snapp Bime grew 115 percent in the year, without saying whether by policies, orders or premium, that the largest mobile-insurance claim it paid reached 120 million toman, and that motor policies were delivered to 872 cities.

Source: Snapp Group FY1404 annual report, as announced on the company blog (25 July 2026) · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Note: Read from the announcement page on 15 September 2026. No dollar conversion: below 1 billion toman.

Ride-hailing market share, FY2024-25 (company-stated)

FY2024-25

Company disclosed

Snapp Group's FY2024-25 announcement states that Snapp Khodro held an average 88.7 percent of the national ride-hailing market over the year, and that company revenue fell about 7 percent against the pre-war level despite share growth, which it attributes to disruption of GPS systems.

Source: Snapp Group FY1403 annual report announcement · <https://snapp.ir/blog/annual-report-1403-blog/> · retrieved 2026-09-15

Note: Separated from the FY2025-26 share claim so each year carries its own passage.

Ride-hailing market share, the month from 23 July to 22 August 2025 (press, from the company report)

FY2024-25 average and in the month from 23 July to 22 August 2025

Third-party reported

Zoomit, reporting Snapp Group's FY2024-25 performance report on 2 August 2025, states that Snapp Khodro held an average 88.7 percent of the national ride-hailing market in 1403 and raised its share to more than 90 percent in the month from 23 July to 22 August 2025 despite the disruption of the twelve-day war, while company revenue fell about 7 percent against the pre-war level.

Source: Zoomit, reporting the Snapp Group FY1403 performance report · <https://www.zoomit.ir/tech-iran/445264-snapp-market-share-increase/> · retrieved 2026-09-15

Note: The figure is the company's, carried by the press, and is not presented as measured.

Business and group structure

Services in the group, as the company lists them

Financial year 1404

Company disclosed

Snapp Group's FY2025-26 report covers, as the group's services, Snapp Khodro (ride-hailing), Snapp Box (delivery), Snapp Food, Snapp Pay (credit), Snapp Market (supermarket), Snapp Trip (travel), Snapp Shop (retail) and Snapp Doctor (health), each with its own chapter. The super-app carries the slogan "an application for every need".

Source: Snapp Group FY1404 report · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Note: The group is counted differently in its own two reports: nine consumer-facing service lines here, against twelve legal and operating units in the HR report (which separates Snapp Kitchen, Snapp Supply, Snapp Store and the group central team). Both countings are stated rather than reconciled.

Group structure changes, as the report's own timeline prints them

Timeline as printed in the FY2025-26 report, covering 1398 to 1403

Company disclosed

The FY2025-26 report carries a timeline of the group's own structural changes: in 1398 Snapp Fintech began operating, Zoodroom was renamed Snapp Room, and Telyar and Hospital merged, joined Snapp and began operating as Snapp Doctor; in 1399 Snapp Shop began operating; in 1400 Snapp Express was separated from Snapp Food and Snapp Fintech was renamed Snapp Pay; in 1401 Snapp Express and Snapp Market merged to form the supermarket service, and Snapp Room merged into Snapp Trip; in 1403 the supermarket services were brought under Snapp Market. Only the transitions the report itself lists are given here.

Source: Snapp Group FY1404 performance report, held document · <https://snapp.ir/1404-annual-report> · retrieved 2026-09-15

Snapp Food scale

FY2025-26

Company disclosed

Snapp Group's FY2025-26 announcement states that Snapp Food operated in 262 cities with more than 37,703,000 registered accounts, and that food accounted for 67.5 percent of its orders.

Source: Snapp Group FY1404 annual report · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Snapp Market scale

Financial year 1404

Company disclosed

The FY2025-26 report states that Snapp Market reached 34,945,686 total accounts and 5,498,276 active accounts, with 4,447 active partner stores of which 1,384 were added in the year.

Source: Snapp Group FY1404 performance report, held document · <https://snapp.ir/1404-annual-report> · retrieved 2026-09-15

Snapp Box scale (logistics)

FY2025-26

Company disclosed

Snapp Group's FY2025-26 announcement states that Snapp Box recorded 174,116,035 trips in the year, 16.4 percent more than the year before, and that its drivers covered 868,709,891 kilometres.

Source: Snapp Group FY1404 annual report · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Snapp Pay scale (fintech/BNPL)

FY2025-26
Company disclosed

Snapp Group's FY2025-26 announcement states that Snapp Pay reached 13,548,854 registered accounts, of which 10,526,982 held credit, across 22,165 merchant stores, and that four-installment order value grew 103 percent with order count up 48 percent.

Source: Snapp Group FY1404 annual report · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Where Snapp Pay corporate credit is spent, inside the group

Financial year 1404
Company disclosed

The FY2025-26 report prints the distribution of Snapp Pay corporate credit usage across the group's own services as: transport 62.1 percent, Snapp Food 24.2, Snapp Pay network stores 5, Snapp Market 4.9, Snapp Shop 1.7, Snapp Pro 1.3, Snapp Doctor 0.5 and other 0.3. The figure measures corporate credit, not the consumer installment product.

Source: Snapp Group FY1404 performance report, held document · <https://snapp.ir/1404-annual-report> · retrieved 2026-09-15

Snapp Trip scale (OTA/travel)

FY2025-26
Company disclosed

Snapp Group's FY2025-26 announcement states that Snapp Trip's sales volume grew 7 percent on the year, that its active users passed 5,814,000, and that its daily order record reached 28,751.

Source: Snapp Group FY1404 annual report · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Snapp Doctor scale (telehealth)

FY2025-26
Company disclosed

Snapp Group's FY2025-26 announcement states that Snapp Doctor grew online medical and psychological consultation requests by more than 111 percent, and that the platform has more than 19,832,000 users and more than 7,500 doctors and psychologists.

Source: Snapp Group FY1404 annual report · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Leadership and boards

Co-founders

As printed in the FY2025-26 report foreword
Company disclosed

Snapp Group's FY2025-26 report names Eyad Al-Qassar and Mahmoud Fouz as the founders of Snapp Group, in a foreword signed by both. This spelling corrects an earlier internal record which had rendered the first name as "Eyad Alghafarri".

Source: Snapp Group FY1404 report foreword · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Chief executive of the ride-hailing company

As at the FY2025-26 report publication, the month from 23 July to 22 August 2026
Company disclosed

Snapp's FY2025-26 report publication names Mohammad Khalaj as chief executive of Snapp and quotes him on the year's market share and on growth in use of the service. The appointment date and the succession from Zhoubin Alaghband are given separately, from press sources.

Source: Snapp Group, statement by the chief executive published with the FY1404 report · <https://snapp.ir/blog/snapp-annual-report-1404/> · retrieved 2026-09-15

Ownership, capital and listing status

Brand to operator, stated by the company itself

Company disclosed

Snapp's own terms and conditions define "the Company" as Ide Gozin Ertebatat Romak, a limited liability company, and state that it is the company which provides the Snapp services. The same clause defines "Snapp" as the software service the Company provides to users. This is the company's own statement tying the consumer brand to the legal person, and it is carried here because a gazette notice proves only that a company of that name exists and is registered: it does not, on its own, say that the company operates the brand.

Source: Snapp terms and conditions (snapp.ir/terms), article 1, definitions · <https://snapp.ir/terms> · retrieved 2026-09-16

Note: The gazette notice names the entity but does not establish the brand relationship; the operator's own published terms do. The cited source ties the brand to this legal person in its own words.

Legal operator (Official Gazette notice)

Notice published in gazette 23697, 6 August 2026
Official record

The Official Gazette notice published on 6 August 2026 names the ride-hailing operating company as Ide Gozin Ertebatat Romak, a limited liability company, and prints its national identifier and registration number, which are the ones shown in this profile. Snapp is the brand; that company is the legal operator.

Source: Official Gazette of the Islamic Republic of Iran, legal-notices portal, notice detail · https://rrk.ir/ords/r/rrs/rrs-front/f-detail-ad?p28_code=130174059 · retrieved 2026-09-15

Note: This notice names the company and never mentions the consumer brand. It proves a company of this name is registered; it does not say that company operates the brand.

Capital reduction at the operating company, 2026-27

Extraordinary general meeting 17 June 2026, notice published 6 August 2026
Official record

The same notice records a decision of the extraordinary general meeting of 17 June 2026 under which the partner Ideh Negaran Atlas Romak took back 12,097,000,000,000 rial of its partnership share, reducing that share to 381,989,290 rial, and the company's capital fell from 12,097,381,999,290 rial to 381,999,290 rial, with the article of association amended accordingly. After the reduction the notice lists two partners: Almas Ideh Gostaran Pars holding 10,000 rial and Ideh Negaran Atlas Romak holding 381,989,290 rial. The figures are reproduced as the notice prints them, and nothing is asserted about the purpose of the reduction, which the notice does not state.

Source: Official Gazette of the Islamic Republic of Iran, legal-notices portal, notice detail · https://rrk.ir/ords/r/rrs/rrs-front/f-detail-ad?p28_code=130174059 · retrieved 2026-09-15

Capital increase at the operating company, 2025-26, reversed within ten months

Capital increase resolved 27 July 2025, notice published 2 November 2025
Official record

The Official Gazette notice published in gazette 23477 on 2 November 2025 records an extraordinary general meeting of 27 July 2025 at which the partner Ideh Negaran Atlas Romak paid in 6,000,000,000,000 rial, raising its partnership share to 12,097,381,989,290 rial and the company's capital from 6,097,381,999,290 rial to 12,097,381,999,290 rial, evidenced by three named bank certificates from Saderat, Khavarmianeh and Mellat. Read with the later notice in this profile, the same partner withdrew 12,097,000,000,000 rial at a meeting on 17 June 2026 and the capital fell to 381,999,290 rial. Both notices are given as printed, and nothing is asserted about the purpose of either, because neither notice states one.

Source: Official Gazette of the Islamic Republic of Iran, legal-notices portal, notice detail · https://rrk.ir/ords/r/rrs/rrs-front/f-detail-ad?p28_code=129724273 · retrieved 2026-09-15

Series A

2016-10
Third-party reported

€20M (~\$22M) via Iran Internet Group, MTN-backed

Source: Wamda · <https://www.wamda.com/2016/10/iran-startup-snapp-raises-22m-series-a> · retrieved 2026-09-15

MTN stake in Snapp, as stated by its chief financial officer in 2020

As stated August 2020
Third-party reported

Bloomberg reported in August 2020, from an interview with Ralph Mupita, then chief financial officer of MTN Group, that MTN owned 43 percent of Snapp, which he said generated two million fares a day and also provided courier, food and grocery deliveries. This is a 2020 statement by the counterparty's own officer and is not asserted as the present holding; no later confirmation has been found.

Source: Bloomberg, via Independent Online (IOL) Business Report · <https://iol.co.za/business-report/companies/2020-08-10-mtn-considers-sale-of-stake-in-iran-ride-hailing-app-snapp/> · retrieved 2026-09-15
Note: The figure stands on one executive interview and nothing else: MTN's FY2022, FY2023 and FY2024 annual reports were read, and the FY2025 annual financial statements (148 pages) and FY2024 results booklet (122 pages) were text-searched in full on 3 September 2026 for Iran Internet Group, IIG and Snapp; the booklet reports Snapp operating metrics (5.3 million daily rides in 2024) but no shareholding. The same Bloomberg text was also carried by TechCentral, 8 August 2020. It is a stated, not filed, percentage.

MTN's stated intention to exit, 2020

As stated August 2020
Third-party reported

The same report states that MTN Group was considering selling its Snapp stake as it trimmed its e-commerce portfolio and planned an exit from the Middle East, that it had identified Snapp as non-core while MTN Irancell remained key, and that disposals would be phased, with Yemen, Afghanistan and Syria first and the 49 percent stake in MTN Irancell at a later stage. It also reports about 3 billion rand, which it gives as 170 million dollars, trapped in loans and dividends in Iran. This is a 2020 statement of intention; nothing is asserted about what followed.

Source: Bloomberg, via Independent Online (IOL) Business Report · <https://iol.co.za/business-report/companies/2020-08-10-mtn-considers-sale-of-stake-in-iran-ride-hailing-app-snapp/> · retrieved 2026-09-15
Note: Source URL attached 3 September 2026; the article is Bloomberg text syndicated by IOL and quotes Mupita and chief executive Rob Shuter on a phased Middle East exit, Yemen, Afghanistan and Syria first, Irancell later.

Competitive set

Competitive set

Current
Tehran Index derived

Tapsi (ride-hailing) · AloPeyk (on-demand delivery) · Okala (grocery q-commerce) · Digikala Group / Digikala Shop (e-commerce, instalment retail, group rival) · Basalam (social marketplace)

Source: Tehran Index registry mapping · retrieved 2026-07-27

Note: Derived from the tracked-entity registry, not a market study.

What is not known

Stated gaps are part of the record. A blank is a finding, not an omission.

Audited financials

Not disclosed

Not published

Source: retrieved 2026-07-10

Note: Private; consolidated under IIG. Only exec-stated operating figures exist.

Ownership stakes

Not disclosed

Not disclosed

Source: retrieved 2026-07-10

Note: IIG/MTN percentages have never been published.

GMV / revenue

Not disclosed

Not disclosed

Source: retrieved 2026-07-10

Note: Bookings estimates exist only as labelled Tehran Index modeling in the Hidden Unicorns analysis.

Registered entity

From the corporate registry record held on the profile. Personal identifiers of individuals are never reproduced.

Legal name	Ide Gozin Ertebatat Romak · ایده‌گزین ارتباطات روماک
Entity	operating company · status active · group Snapp Group
Registration	1393/06/01 (2014-08-23) · registered capital n/a
Registered address	Plot 2, 12th Floor, Shahid Falahi St, Shahid Kaveh Parzin Baghdadi St, Zaferanieh, Tajrish, Shemiranat, Tehran Province, Iran
Web	https://snapp.ir/ · https://www.linkedin.com/company/snapp.ir

How this document was produced

Tehran Index holds one record per company in a structured database. Each fact carries a label, a value, the period it describes, an evidence state, the source it was read from, the date it was retrieved and a note that records caveats and every later correction. This file is a rendering of that record as it stood on 2026-10-07: scripts/export-company-record.mjs against the live database; facts checksum computed locally and by the database function company_facts_md5, both ffd0858de987b633aa4238324250c5e4. Because the record moves and this file does not, the file is superseded by the live record for anything dated after the snapshot; a regenerated version carries a new version string on every page. Methodology: tehranindex.com/methodology. Scope and standards: tehranindex.com/standards.