



## Empowering Nepal's Digital Payments Landscape: Comviva's Super App

In 2021, Nepal's burgeoning digital payments sector faced a significant transformation when a prominent telecom company recognized its potential and collaborated with Comviva, a renowned technology provider. Their goal was to launch a Super App, a comprehensive platform designed for seamless payments and services. Despite challenges posed by established competitors, the Super App, powered by Comviva's expertise, emerged in September 2021.

Offering essential services like P2P transfers and bill payments, the app's unique features included an E-Marketplace, Micro Loans, Loyalty Rewards, Insurance, Government Payments, and Ticketing Services. This innovation skyrocketed the app's popularity, with over 650,000 transactions annually and a 30% growth in customer base. The platform facilitated transactions worth over **\$200,000** yearly, establishing itself as a cornerstone in Nepal's digital payment landscape. Through this collaboration, Comviva's Super App not only thrived but also reshaped Nepal's digital transaction future.

### INTRODUCTION

Nepal's digital and mobile payments industry experienced significant growth over the years, with a plethora of commercial banks and mobile wallet companies catering to the market's demands. In 2021, one of Nepal's leading telecom recognized the potential in this thriving sector and embarked on a mission to launch its mobile wallet and compete effectively. To achieve this goal, they partnered with Comviva, a renowned technology provider, to develop a Super App, an all-inclusive platform with enhanced payment capabilities and seamless services.

### CHALLENGES

Entering a mature market with established players posed a considerable challenge for telecom giant. They needed a unique proposition that could attract customers and provide an edge over the competition. Additionally, **ensuring a secure, user-friendly, and reliable mobile wallet** was vital to building trust among users.

### SOLUTION

Comviva's expertise and experience in the digital payments domain made them a perfect technology partner. Leveraging Comviva's flagship payments platform, **mobiquity® Pay**, the Super App was launched in September 2021, available on Android, iOS, and web platforms, catering to a wide range of customers.

## KEY FEATURES AND SERVICES

The mobile app offered basic wallet services such as P2P transfers, mobile top-ups, bill payments, and international remittances. However, what set it apart were the super-app capabilities, including:

**Insurance:** Facilitating easy access to insurance services, providing security and peace of mind to users.

**E-Marketplace:** Enabling users to explore and purchase a variety of products and services through the app.

**Government Payments:** Streamlining payment processes for various government services, ensuring efficiency and convenience.

**Micro Loans (Yabx):** Providing accessible micro-loans to customers in need of financial assistance.

**Ticketing Service:** Seamless browsing, selection, and purchase of air tickets, making travel arrangements hassle-free.

**Loyalty and Rewards (CVS):** Offering incentives and rewards to users for frequent usage, encouraging customer retention.



## IMPACT

The launch of **the best-in-class Super App** had a profound impact on the digital payments landscape in Nepal:



### TRANSACTION VOLUME

The newly launched Super App recorded an impressive transaction volume of over **650,000 per year**, showcasing its popularity among users.



### CUSTOMER BASE GROWTH

The mobile wallet witnessed a remarkable **30% increase** in registered customers year-on-year, reflecting its ability to attract and retain users.



### TRANSACTION VALUE

The platform facilitated transactions worth over **\$200,000 per year**, highlighting its significance in the country's payment ecosystem.



### RATING ON APP STORE

**3.8**

Conclusion: With the support of **Comviva's** robust technology, Nepal's telecom leader successfully penetrated the highly competitive digital payments market. The super-app capabilities, paired with its user-friendly interface and secure transactions, cemented its position as a leading mobile wallet in Nepal. As the mobile payments industry continues to evolve, **Comviva's Super App** is well-positioned to shape the future of digital transactions in the country.



Comviva simplifies business complexity. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered the benefits of digital and mobility to billions of people around the world. Comviva is a completely owned subsidiary of Tech Mahindra and a part of the Mahindra Group.

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