

# ENABLING THE BUSINESS OF TOMORROW

Mahindra Comviva is aggressively focusing on extending its footprint across the region to achieve the next phase of growth, says **Kaustubh Kashyap**, VP, MENA, **Mahindra Comviva**

## What is the company's vision, and what differentiates it from your competition?

Mahindra Comviva is the global leader in mobility solutions, with deployments in 95 countries spread over six continents. Innovation is at the heart of our business strategy and we've positioned ourselves as a leader in digital solutions with the vision to impact 'the business of tomorrow'. In accordance with this vision, we make digital payments easier, digital entertainment richer, broadband faster and enhance customer experience through interactive customer engagement solutions. We are among the few solution providers that span the breadth of offerings with a ubiquitous reach across Middle-East, Africa, Latin America, Europe, Asia and Oceania.

Our recent acquisition of Emagine International in Australia has brought in new capabilities on real-time, contextual marketing solutions on the digital and online domains. As such, we have introduced our innovative offerings in big-data analytics to assist operators to increase revenues, achieve higher retention, and improve customer experience by promoting spends by extending subscribers' age on the network and providing unified and consistent experiences across the touchpoints of the subscribers.

We aim to help the operators in the region address OTT challenges by providing targeted campaign services under a single digital aggregation platform. Our comprehensive digital services management strategy helps in managing operator risks by managing the entire content life cycle from procurement to copyrights to monetisation and dissemination.

## Please give an overview of the innovative mobility solutions being offered in the MENA region.

Mahindra Comviva is offering a portfolio of solutions, spanning commerce, content, contextual marketing, and messaging and data to telecommunication companies and enterprises. The key solutions that



Kaustubh Kashyap,  
VP, MENA, Mahindra  
Comviva

**“Our recent acquisition of Emagine International in Australia has brought in new capabilities on real-time, contextual marketing solutions on the digital and online domains.”**

Mahindra Comviva offers are:

**Financial solutions:** eTopUp; voucher management; wallets and omni-channel payment acceptance solutions.

**Digital content and business aggregation:** Services management for digital content and traditional VAS by offering personalised offers and campaigns.

**Messaging:** Consolidated messaging platform for SMSC, USSD, MMSC, WAP and call management; grey route blocking and firewall solutions.

**Analytics and CVM:** Real-time marketing and campaign management suite; next best offer and retailer CVM solutions.

**IN and BSS:** Digital BSS and integrated CRM suite; digital care; telecom SLEE and IN.

**Enterprise solutions:** Omni-channel engagement platform for the enterprises, loyalty management; voucher management; charging and billing solutions.

In addition, Comviva is also looking into cloud-based offerings, assisting customers with faster time-to-market.

## Have there been recent deals around digital services and digital payments?

Comviva has been active in the market – signing up deals and forging partnerships in the region, to grow its business rapidly in digital services and payments domains. In the last six months, beyond the telcos, Comviva has expanded its presence to banks and large media houses, with solutions like wallet, charging solutions and payment gateways. Besides, Comviva has entered into mutually winning partnerships with the leading content partners, such as Sacom Mediaworks, ATechnos and Saregama to strengthen its footing in the region.

In the CommMEA Awards 2017, Comviva won an award for providing the digital aggregation services for a leading telco in MENA.

## What are the future plans for the region?

We are continuously evaluating and evolving our strategy to meet the new challenges in the market. Mahindra Comviva has grown significantly in the last couple of years in the region. This has emboldened us to invest and grow faster in the Middle East and North Africa (MENA) over the next three years.

As such, we are aggressively focusing on extending our footprint across the region to achieve the next phase of growth. The main focus of the company is to target large operator groups, banks and other enterprises in GCC countries, and key large markets like Saudi Arabia, Iran and Morocco. As a result, Mahindra Comviva is expanding its presence in the region to reach out to customers in these markets. Our commercial engagement models have evolved by using global business models customised to local requirements.