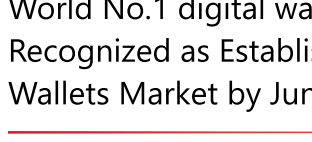


Impact Experience Newsletter

July 2026



Thomas Wilson,
Senior Research Analyst, Juniper Research



World No.1 digital wallet **mobiquity® Pay**
Recognized as Established Leader in Digital Wallets Market by Juniper Research

“ Comviva's digital wallet capabilities are impressive, combining a broad feature set with the scale and reliability expected of a market-leading platform. Its strong positioning across payments, transfers, bill pay, loyalty and merchant services reflects a mature offering that we at Juniper Research are proud to recognise as an Established Leader in this space. ”

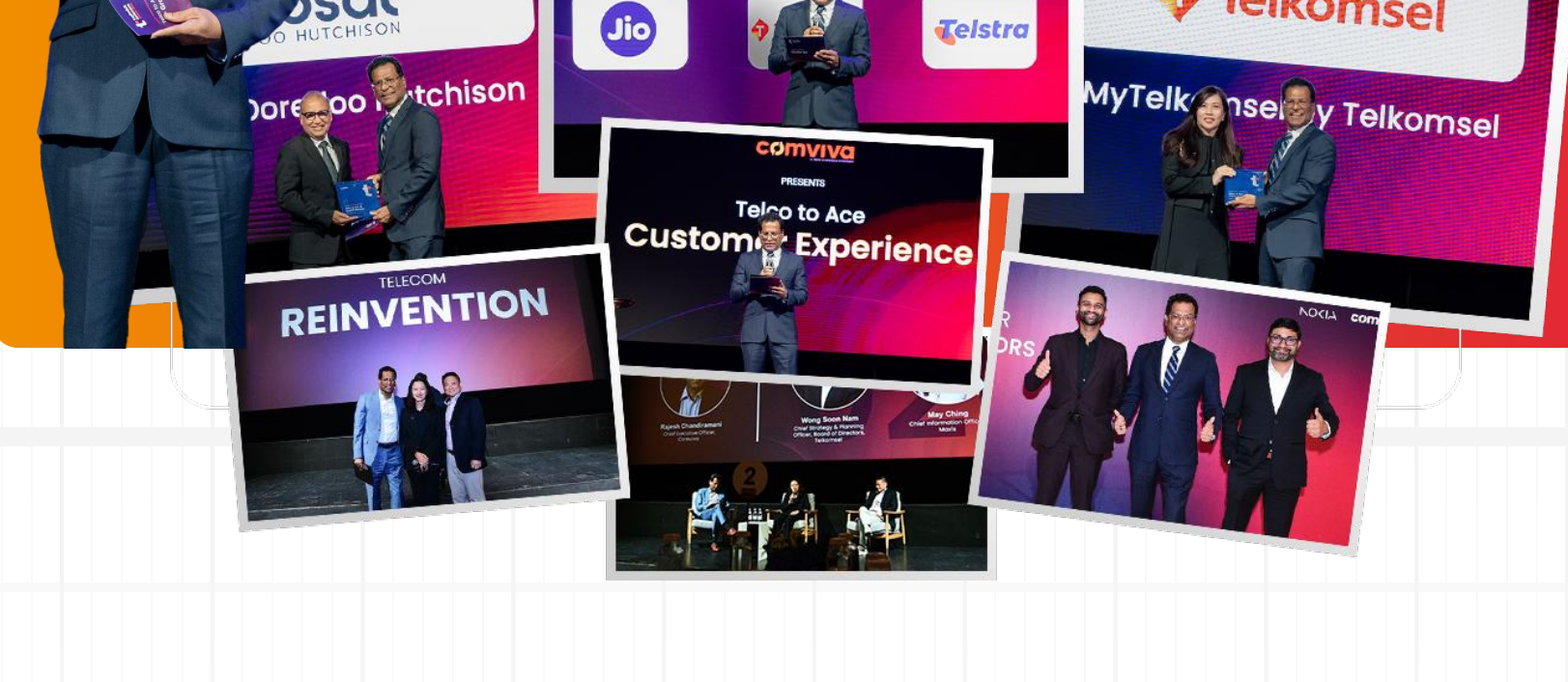


BlueMarble BSS

Recognized in the **exclusive top global list among 8 top vendors in Best Practice Report for Real-world Use Cases For AI Agents in CRM**

Comviva takes the stage at the Twimbit Telcom Summit & Awards 2026

Our CEO **Rajesh Chandiramani** moderated the panel Beyond the Pilot: Embedding Intelligence into the Telco P&L, presented the awards, and interviewed the industry's winners.



Comviva in News



WION Business Masters – LIVE Interview

[▶ Watch Video](#)

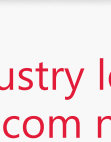
Comviva CEO, Rajesh Chandiramani, live in conversation on WION Business Masters shares a compelling perspective on Comviva's next phase of growth and transformation—covering our strategic direction, Vision 2.0, and how we are 'SaaSifying' and 'Allying' our offerings.



AI is driving shift to autonomous, zero-touch operations

Comviva CEO Rajesh Chandiramani says AI systems now predict, detect, and resolve issues in real time without manual involvement, reducing operational costs while improving reliability and scalability. The Tech Mahindra unit aims to double revenue to roughly ₹4,000 crore over three years by shifting from individual products to integrated platforms spanning telecom, retail, and logistics.

[▶ Read Full Article](#)



Industry leaders call for resilient telecom networks powered by satellite, AI and fiber to drive India's digital future

CEO, Rajesh Chandiramani, joined prominent voices from the telecom, satellite, digital services, and network infrastructure sectors to discuss how the next phase of India's digital transformation will be driven by secure, scalable, and resilient communications networks.

[▶ Read Full Article](#)

Awards

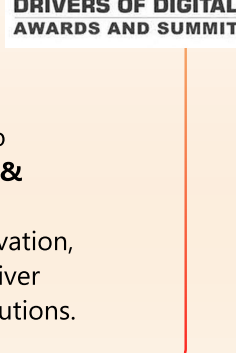
WINNER – Golden Peacock Award

Comviva wins the prestigious award for **Excellence in Artificial Intelligence** for our strong commitment to sustainability-driven excellence.

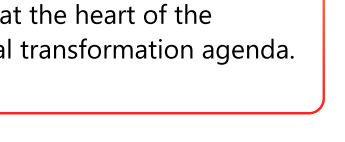


WINNER – Digital Payment Facilitator

for transforming digital payments at Claro Argentina, powered by **mobiquity® Pay & mobiquity® One**. This achievement is testament to our relentless focus on innovation, customer-centricity, and our ability to deliver scalable, future-ready digital payment solutions.

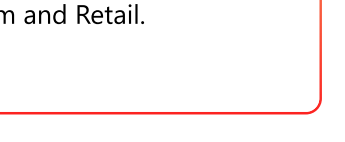


Recognitions



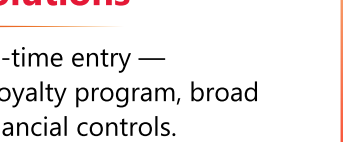
Hype Cycle™ for Autonomous Operations 2026

Gartner identifies Comviva for 'AI in CSP Customer Operations' and 'Service & Resource Orchestration' capabilities - placing Comviva at the heart of the telecom industry 's most crucial transformation agenda.



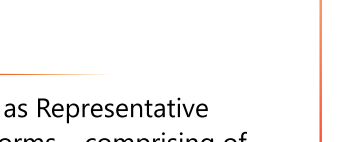
Market Guide for Loyalty Program Vendors

Comviva has been recognized as a **"Pure-Play Loyalty Vendor"** – comprising of Mobilytix™ Rewards for Telecom and Retail.



SPARK Matrix for Customer Loyalty Solutions

Comviva is **featured** on a first-time entry — recognised for our AI-driven loyalty program, broad model support, and robust financial controls.



Market Guide for Digital Commerce Payment Platforms

Comviva has been recognized as Representative Vendor, with its payment platforms – comprising of mobiquity® Pay and mobiquity® One.

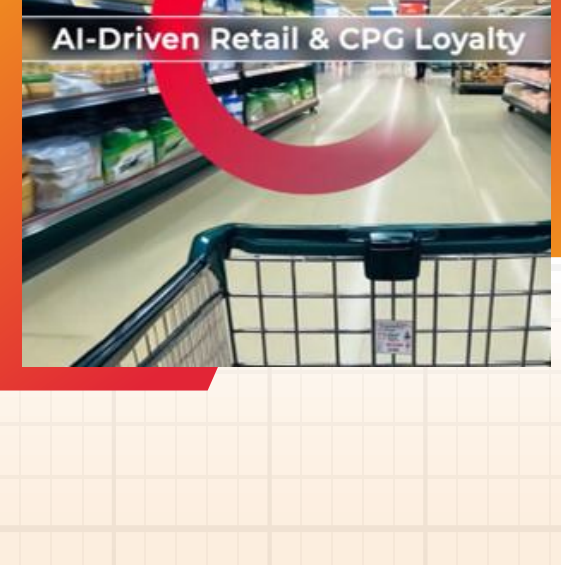


NGAGE CPaaS

Recognized as Leading Challenger in Conversational AI Market by Juniper Research. This recognition highlights Comviva's first-ever recognition in this category – validating our expanding capabilities beyond traditional messaging.

Analyst Firm	Report Title	Product
Forrester	The Marketplace Platforms Landscape, Q2 2026	Integrated BSS
Forrester	Customer Journey Orchestration Platforms Landscape 2026	Mobilytix™ Marketing Studio
Forrester	The Cross-Channel Marketing Hubs Landscape 2026	Mobilytix™ Marketing Studio

Product Updates



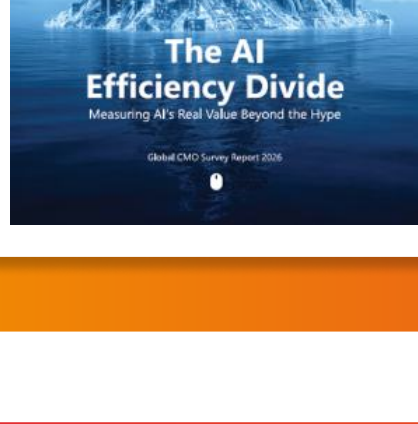
Mobilytix Rewards

Takes it to the Retail space with CPG and D2C segments

Discover how Mobilytix Rewards is transforming Retail & CPG loyalty with AI-driven personalized, omnichannel engagement and innovative use cases. From receipt uploads and product scanning to social sharing, our platform is redefining how brands connect with customers, turning everyday interactions into meaningful loyalty and measurable growth.

[▶ Watch Video](#)

Thought Leadership



Comviva released its *Global CMO Survey Report* titled **"The AI Efficiency Divide: Measuring AI's Real Value Beyond the Hype,"** examining how marketing leaders are scaling AI while facing pressure to demonstrate tangible outcomes.

According to this report, 90% of organisations increased their AI marketing investment over the past two years. Only 12% percent can prove it worked. This gap between expectation and actual delivery is the defining challenge of the next eighteen months of marketing leadership. Read on to know more.

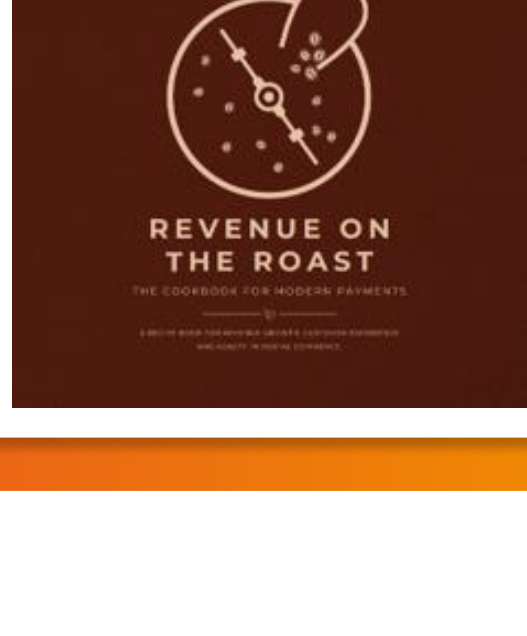
[↓ Download Report](#)

[▶ Read Full Article](#)

Revenue on the Roast: The Cookbook for Modern Payments,

distills what we've learned from helping high-growth and enterprise brands modernize their payment infrastructure. It's a practical guide to transforming payments from a backend process into a performance engine — one that compounds efficiency, agility, and customer trust. Read on to know more.

[↓ Download Report](#)



Comviva @ Industry Events



Comviva at TM Forum DTW Ignite 2026, Copenhagen

Comviva joined the **TM Forum Catalyst** Composable, Headless & AI-Agentic CRM, demonstrating how operators can move from rigid, monolithic CRM to an AI-native architecture on TM Forum's Open Digital Architecture and Open APIs — from a static system of record to a dynamic system of action.

DigiTech (BlueMarble) — Agentic Commerce & Care

Conversational commerce across B2B and B2C, AI-led ticketing and care agents, and a Universal Commerce Protocol that surfaces telecom products inside any LLM or chat experience.

MarTech (Mobilytix) — Agentic Engagement & Loyalty

Hyper-personalised marketing automation with agentic analytics and AI decisioning, plus NextGen Loyalty delivered as Loyalty-as-a-Service.

RevTech (NGAGE) — Agentic Monetisation & Network

Omnichannel engagement across SMS, Voice, WhatsApp, RCS and Network APIs, plus NGAGE NPaaS — turning network capabilities into monetisable, agent-accessible services.