

# Mahindra Comviva

Mahindra Comviva is a global leader of mobility solutions with an extensive portfolio of solutions that enables service providers to enhance customer experience, rationalise costs and accelerate revenue growth.

## Core offerings for telcos

Mahindra Comviva offers a portfolio of solutions, spanning commerce, content, messaging & data with extensive business and operations support solutions that telcos (mobile operators/Fixed-line operators/MVNOs/etc.) can deploy to provide better experience to their subscribers. The key solutions that Mahindra Comviva offers are:

- **Commerce:** eTopUp/eRecharge; mobile money/wallet and mPOS
- **Content:** Digital lifestyle and VAS solutions on mobile App, WAP, USSD and SMS
- **Messaging & Data:** Messaging nodes (SMSC, USSD, MMSC, WAP, Call Management); Broadband solutions (Policy Enforcement, Smart Policy Controller and Caching solutions)
- **Business Support solutions:** Customer Value Management (CVM) suite, VAS SDP, OCS and integrated CRM suite
- **Operations Support solutions:** Monitoring tools to improve and manage customer experience

Comviva's mobiquity money, with 50+ deployments in more than 35 countries in MEA, is its number one bestseller followed by PreTUPS (eTopUp/eRecharge).

**Headquarters:** New Delhi, India

**Across the globe:** over 90 countries, predominantly in the MEA, Asia, and the LATAM

**MEA HQ:** UAE

## Recent launches

Mahindra Comviva has launched many innovative and "first-of-its-kind" solutions in the market. A few of them are:

- Sponsored Data solution that provides flexibility to the operators to provide broadband plans to their enterprise customers.
- iEoCN is a CVM module that inserts real-time interactive contextual offers for specific



◉ Kaustubh Kashyap, vice president and head of MENA Region

“The drive for software-centric approach is beneficial to us, as traditionally being a software powerhouse for close to 2 decades, we are able to seamlessly adapt, innovate and deliver our portfolio of solution to meet the demands of tomorrows.”

network triggers like end of a call, airtime recharge, balance enquiry, etc.

- Mooditt Digital Store brings the entire ecosystem of content providers, application providers and distribution channels on a single marketplace.
- Smart Policy Controller helps telcos reduce Capex/Opex for managing data traffic and significantly increase the ROI.
- Digital Services Platform enables telcos to monetise their network for enterprise communications.
- RACE is an app-based tool for monitoring



◉ Comviva's Digital Services Platform enables Telcos to monetize their network for enterprise communications.

network performance and planning.

- Terrapay is an international mobile-based money remittance hub.

## Latest buzz

In MENA, Mahindra Comviva powered Asia-Hawala, Iraq's first mobile money service. It partnered with one of the leading UAE telcos for its VAS business transformation leading to growth of the telco business by more than 50% in the last 6 months.

## USP

It is among the few solution providers that span the breadth of offerings with a ubiquitous reach.

## Looking ahead

It is aggressively focusing on extending its footprint across the region to achieve the next phase of digital growth. It intends to further increase its engagement with large operator groups. It sees opportunities in the fintech domain, omnichannel experience, smart broadband management and digital services.

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