

## Srinivas Nidugondi

Head, Mobile Financial Solutions, Mahindra Comviva

Srinivas Nidugondi, head, mobile financial solutions, Mahindra Comviva, believes that m-commerce has the potential to revolutionise the way people discover, research, choose and purchase products and services. "Mobile operators are uniquely positioned to play an important role in the expansion of m-commerce. Going forward, the industry will witness greater collaboration across the value chain, between telecommunication companies and banks," he says.

At Mahindra Comviva, Nidugondi is responsible for promoting the company's business including mobile banking, mobile payments and mobile money products and recharge solutions. These offerings are targeted at mobile network operators, banks and financial service providers. Of course, the responsibility comes with its own set of challenges. "The challenge lies in coming up with the right mix of products that address the needs of each sector," he says. "Moreover, to gain a competitive edge, the solutions have to be innovative and ahead of the industry."

According to Nidugondi, the expansion of mobile ser-

vices in rural areas, 3G service roll-out, and the growing adoption of smartphones will drive future telecom growth.

With experience of more than 16 years across the financial services industry, Nidugondi has expertise in product and business development. Prior to joining Mahindra Comviva, he was responsible for establishing the online banking platform and mobile payments at ICICI Bank.

Talking about his most memorable assignment so far, Nidugondi says, "I had the opportunity to head the country's first direct banking initiative. The assignment was interesting as we launched an innovative product that addressed the needs of a large consumer segment. While the initiative did not scale up, it was the first time that I got a 360 degree view of the business. Had the product become successful, it could have revolutionised the online banking and payments space."

Nidugondi feels that his ability to get along with people is his biggest asset. He is detail oriented, rational and objective in his approach. Describing his management style, he says, "I am a firm believer that it is the team that makes a difference and as a leader, I offer my team direction, empower it to take its own decisions and step in only when required."

Nidugondi likes to spend his spare time with his family. He is also a passionate Formula 1 follower and an avid reader – he enjoys reading travelogues, Indian philosophy and fantasy for children. ▲

