

# Chola aims to charge app engagement with Mavin

**CHENNAI:** Cholamandalam Investment and Finance Company Limited (Chola), the financial services arm of Murugappa Group, has partnered with Mavin to drive app adoption and engagement. Mavin is a Palo Alto-based firm that offers a loyalty marketplace and an enterprise-level mobile data wallet solution.

The agreement marks the launch of Mavin's SDK level integration with Chola app to widen its reach using the reward program powered by Mavin wallet solution. With the integration, Chola rewards users for engaging with the app and performing high value actions like regular EMI payment, checking account statement, updating KYC documents, applying for Chola's products and services through the app, for referring Chola services to friends and family and using new app features such as UPI based transfer.

Mavin aids businesses in creating long-term engagement with their mobile app and web custom-

ers. It simplifies the process of creating a program that rewards loyal and active customers. Customer's rewards include shopping vouchers, restaurant coupons, movie tickets, popular e-wallet cash and more. It will enable Chola to segment app users on the basis of various parameters such as demographics, geographic location and app usage behaviour, to create targeted offers to engage different segments of users.

Shailesh Nalawadi, CEO of Mavin, said, "Since we launched Mavin, we have received a great response from consumers and app publishers alike. Activity-based app rewards not only delight first time users and increase download, but also boost brand loyalty, increase user retention, and solve app usage issues tremendously."

"Partnering with Mavin is one such initiative to help our customers in tier I-VI towns to move to digital and be rewarded. Transactions for existing and new customers will become seamless and they will receive reward points for every action on the app," said Vellayan Subbiah, MD, Chola.

