

Chola partners with Mavin

NT Bureau

Chennai, May 24:

Cholamandalam Investment and Finance Company Limited, the financial services arm of Murugappa Group, has partnered with Mavin to drive app adoption and engagement.

A press note said that 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 new integration, the company can strategically reward users for engaging with the app and performing high value actions like regular EMI pay-

ment, checking account statement, updating KYC documents and much more.

In the press note, Mavin, CEO, Shailesh Nalawadi, said, 'Since we officially launched Mavin, we have received a great response from consumers and app publishers alike. It is never easy to create an enduring customer relationship and brand loyalty in a world where choices are endless and competition is tough. We are proud to contribute to the app usage solution and with this partnership, we believe we can make the app ecosystem stronger and successful.'

'The vision for Digital India has

the potential to create a transformational change with rural India poised for being the biggest beneficiary of this change. 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.

These reward points can be redeemed for branded digital vouchers and popular coupons, driving our customers towards an enhanced two way digital user experience,' said Chola, managing director, Vellayan Subbiah.