

Cholamandalam Finance partners with Mavin

MUMBAI: Cholamandalam Investment and Finance Company Limited (Chola), the financial services arm of Murugappa Group, partners with Mavin to drive app adoption and engagement. 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 this integration, Chola can strategically reward 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. NT