**Mohit Kapoor’s views on Bangladesh Digital Ecosystem, Strategy of SuperApps and importance of creating local strategies basis First Principles:**

New article Heading: 'Bangladesh on brink of an eruption in digital services'

Mohit Kapoor, digital business director at Banglalink, speaks on driving digital transformation, while speaking to Dhaka Tribune's Wafiur Rahman, he also talked about challenges of implementing digital products, their MYBL Super App, and more

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'Bangladesh on brink of an eruption in digital services'

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**Mohit what led you to introduce digital business in Banglalink?**

Veon, our parent company, is driving digital transformation through its award winning DO1440 strategy, aimed at turning its subsidiary companies into full-fledged digital operators to remain relevant to their customers every minute of the day.

As part of this strategy, Banglalink uniquely engages Bangladesh consumers across all 1440 daily minutes.

Through our 6C model -- connect (telco offers), content (music, video, games), commerce (shopping, travel, bills, etc.), care (health), courses (education), and community gamification -- Banglalink offers a comprehensive experience that goes beyond traditional telecom services, enriching every moment of a customer’s life.

**Are there any challenges regarding the integration of digital products in the Bangladeshi context?**

Incorporating numerous digital products within a unified all-in-one app presents no technical hurdles.

Particularly in the Bangladeshi landscape, smartphone users predominantly rely on devices with limited memory, necessitating constant app installations and removals.

A singular super app, endorsed by a trusted entity such as Banglalink, introduces remarkable advantages for consumers.

**How has this set Banglalink apart from other telcos and super-apps in the country?**

Amidst a myriad of claims about super apps, the differentiating factor lies in the comprehensive coverage of a wide-ranging digital spectrum. MyBL Super doesn't merely dabble, it excels by encompassing the aforementioned 6C Model.

What sets it leaps ahead is the integration of these services into seamless, native journeys across all these domains.

In the dynamic landscape of Bangladesh's digital scene, MyBL SuperApp stands as an unparalleled vanguard, exemplifying the essence of a true Super App.

In an era where safeguarding data and financial information is paramount, MyBL’s innovative approach obviates the need for users to scatter their personal data across countless apps.

It establishes a fortified digital ecosystem that's both secure and effortlessly accessible.

**Mohit you are building and scaling MyBL. How has the first-principles approach benefited you?**

In every market, a unique tapestry of challenges and opportunities unfurls, underscoring the necessity of a nuanced approach.

It's not just about adapting products and offers to match market conditions; it's about delving deep into the fabric of consumer behaviors, both digital and physical, to grasp their essence.

This understanding forms the bedrock of our strategy.

Applying First Principles, we decipher the evolving needs of Bangladeshi consumers across all demographics -- youth, middle-age, and seniors.

This holistic insight drives us to craft product offerings across various price tiers.

This journey led us to conceive the First Principles-based 6C Strategy.

This strategy isn't a borrowed blueprint; it's a homegrown marvel, specifically tailored to Bangladesh's dynamic landscape.

Hence, it stands as an emblem of our Bangladeshi identity, transcending boundaries and beckoning replication in telecom realms worldwide.

**When it comes to scaling digital services, how would you differentiate the Bangladeshi ecosystem and adaptation in this regard?**

The digital landscape in Bangladesh is currently in its fledgling phase, with many services having either recently launched or encountered scalability challenges.

As is often the case, the evolution of a digital ecosystem begins with content consumption -- encompassing social interactions (Facebook/Instagram), storytelling platforms (YouTube), and search engines (Google).

Following this foundation, digital payments, utility services, online shopping, and travel services take root.

This marks the initial phase, a precursor to the floodgates of possibilities that open, largely propelled by a thriving startup ecosystem.

In Bangladesh, we stand at the brink of an impending explosion in digital services.

This surge is propelled by the government's steadfast focus on nurturing the startup ecosystem and the burgeoning pool of local engineering and digital design talent.

These homegrown talents are on par with their global counterparts, poised to strike it big amidst the Digital Gold Rush.

In this exhilarating journey, telecom operators hold a pivotal role. They act as catalysts, propelling access and affordability of digital services in the nation.

Banglalink, in particular, is at the forefront, diligently ushering the country into a digital future that aligns seamlessly with the Smart Bangladesh Vision championed by our prime minister.

Together, we're scripting a story of digital transformation that will resonate for generations to come.