**How did Mohit Kapoor’s conceived Banglalink’s MyBL SuperApp redefined digital convenience? How do SuperApps work?**

The super app from Banglalink house has emerged as a one-stop digital solution catering to diverse needs of all user groups

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Banglalink’s MyBL SuperApp redefines digital convenience

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Consumers are veering away from the clutter of multiple apps and favoring a consolidated approach by embracing super apps that cater to multiple needs on a single platform. According to an Insider Intelligence report titled “Super App Trends and Statistics,” prevailing trends suggest that in terms of mobile apps, customers are opting for favorites across different categories such as entertainment content, healthcare, gaming, education, ticket booking, and even bill payments.

In 2023, an average smartphone user is expected to install 17 applications in one year, a decrease of 2.5 apps from 2020, according to customer's mobile installation data recently published by eMarketer.

In such a landscape, super apps represent a digital ecosystem that seamlessly integrates various products and services within a single application. Notably, the global telecom industry has excelled in this transformative wave, with Banglalink’s MyBL SuperApp standing out as a prominent example in Bangladesh with more than 8.3 million monthly users as the country’s first telco super app.

Like Bangladesh, for its user-friendly nature, super apps have already gained significant traction in many parts of the world. The global Super App market size was estimated at $61.30 billion by the end of 2022 and is expected to reach a staggering $426.01 billion by 2030.

Launched in 2010, WeChat is the first Super app in the world. Although it was introduced as a messaging app, multiple new features and services like money transfer, location tracking, and instant voice translation were added later to upgrade it into a Super app. In India, super apps have also been launched with the introduction of MyJio and Paytm, familiarizing India’s vast consumer base with this modern service.

Bangladesh has also stepped into the Super app era with Brac Bank and Banglalink officially launching their respective super apps – Astha and MyBL. The MyBL SuperApp is currently at the forefront of the super app race in Bangladesh with a wide array of digital services all under the convenience of a single digital umbrella.

The super app from Banglalink house has emerged as a one-stop digital solution catering to diverse needs of all user groups. With this innovative app, users no longer need to hover between multiple apps or worry about credential management as they do not need to undergo different verification procedures.

Driven by insights into the varied demands of the Bangladeshi populace, Banglalink’s Super App caters to customers on a First Principles-based 6C Strategy – a bespoke solution designed specifically for the unique needs of Bangladesh through partnerships with renowned organizations such as 10-Minute School, DocTime, Shadhin, and PayStation.

This super app has already established its position as Bangladesh’s leading and fastest growing Tele-Health platform with over 1.5 million monthly active users and country’s No. 1 Music streaming platform, surpassing 2.5 million monthly active users.

In a landscape where smartphone users grapple with devices sporting limited memory, necessitating constant app installations and removals, the MyBL SuperApp emerges as a singular, unified solution. This app is a one stop digital solution that incorporates numerous digital products, offering a seamless experience that caters to the unique challenges of the Bangladeshi consumer; revolutionizing the way Bangladeshi consumers connect, consume content, receive care, engage in commerce, pursue courses, and build community.

Mohit Kapoor’s First Principles thinking stands as an oath to innovation and adaptability, designed to redefine the digital landscape in Bangladesh and beyond.