The purpose of this article is to examine the fierce fight for China’s payment market. 21st century is the period of digital payments which are in control of internet giants like Tencent and Alibaba. In 2014 Alipay controlled 80% of the digital payment-market which decreased to 54.3% in 2017. WeChat’s edge in payment due to their effective strategy of balancing social and commerce helped them to acquire 38.2% of the market. This fight for monopoly power has led to proxy wars and the next potential war could be in China’s countryside due to its untapped 407m rural users. Even though Alipay has a lead in the E-commerce market share, WeChat’s social function has shown a rising trend which may put Alipay at a higher risk. Both the company’s may tussle over the years, matching their rival’s feature and tapping the unexplored rural market by moving beyond their own urban ecosystems.