

What is a SuperApp?

**Presenter: Sauvik Banerjee
Founding CTO
Tata Digital & TataNeu**

The Key questions

Why does it exist?

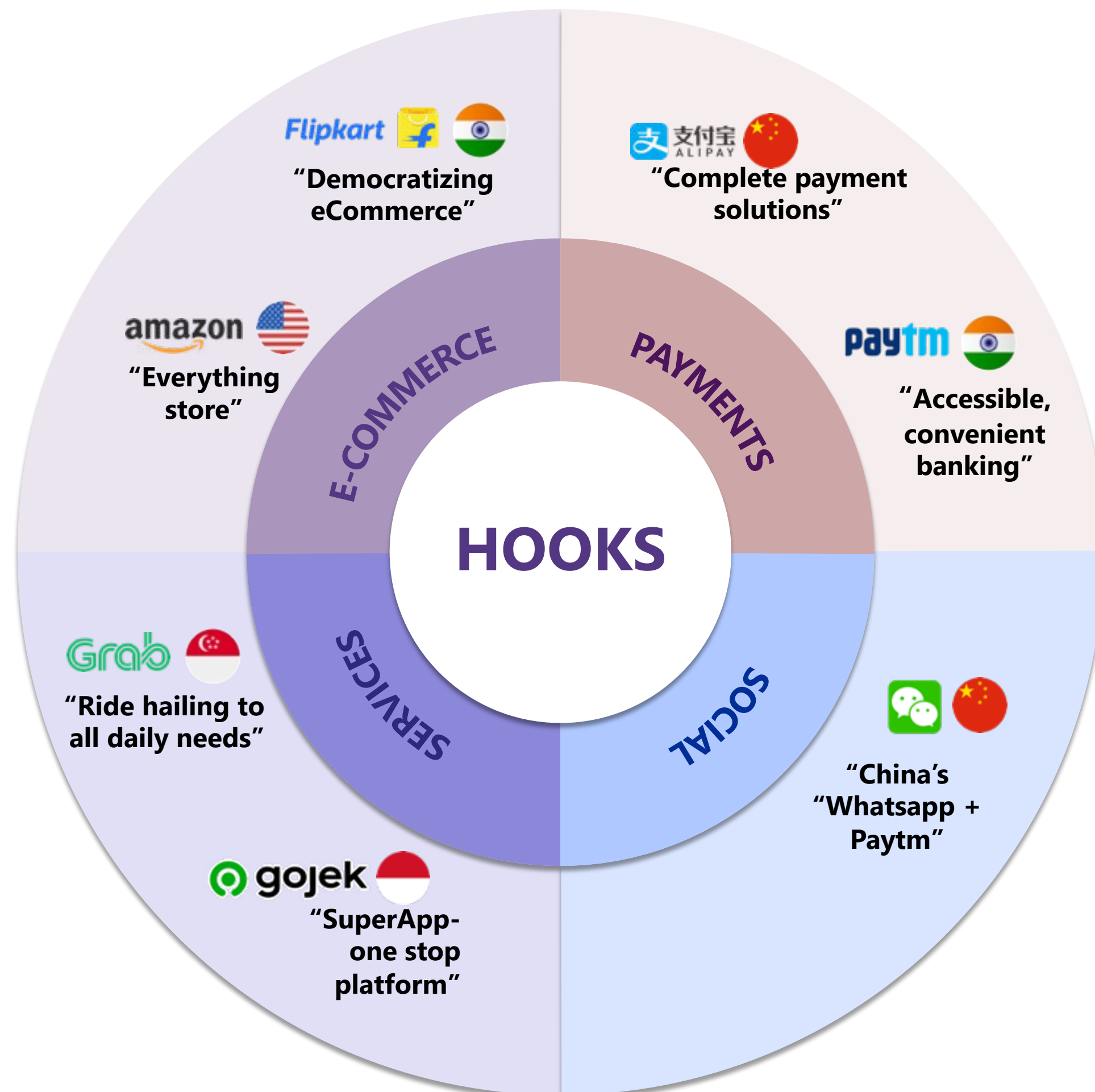
What was the need?

What is the future

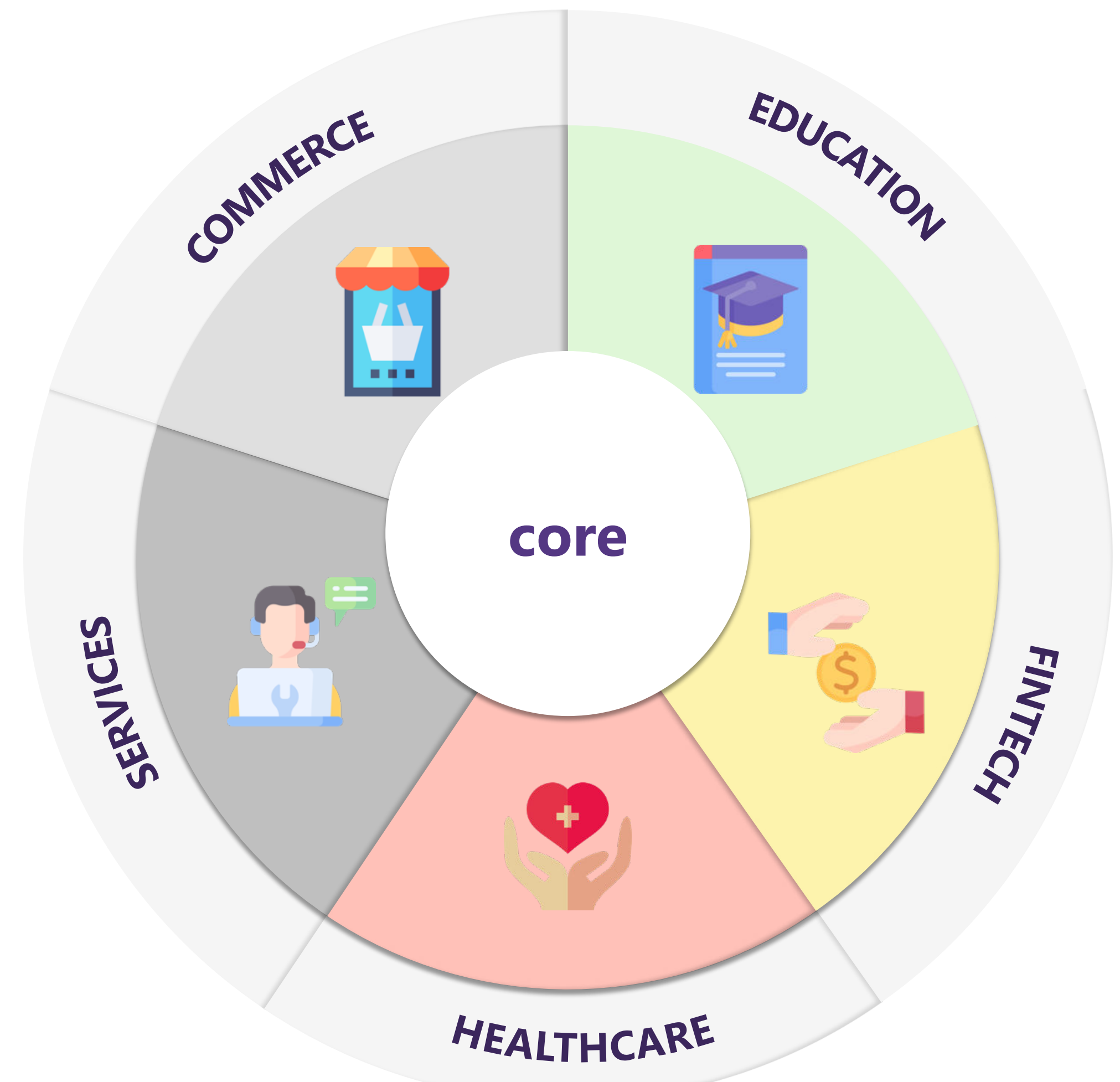
The Rise of Digital Ecosystems to tap this opportunity

TATA DIGITAL

Key "Hooks" to Build a Large Digital Consumer Ecosystem

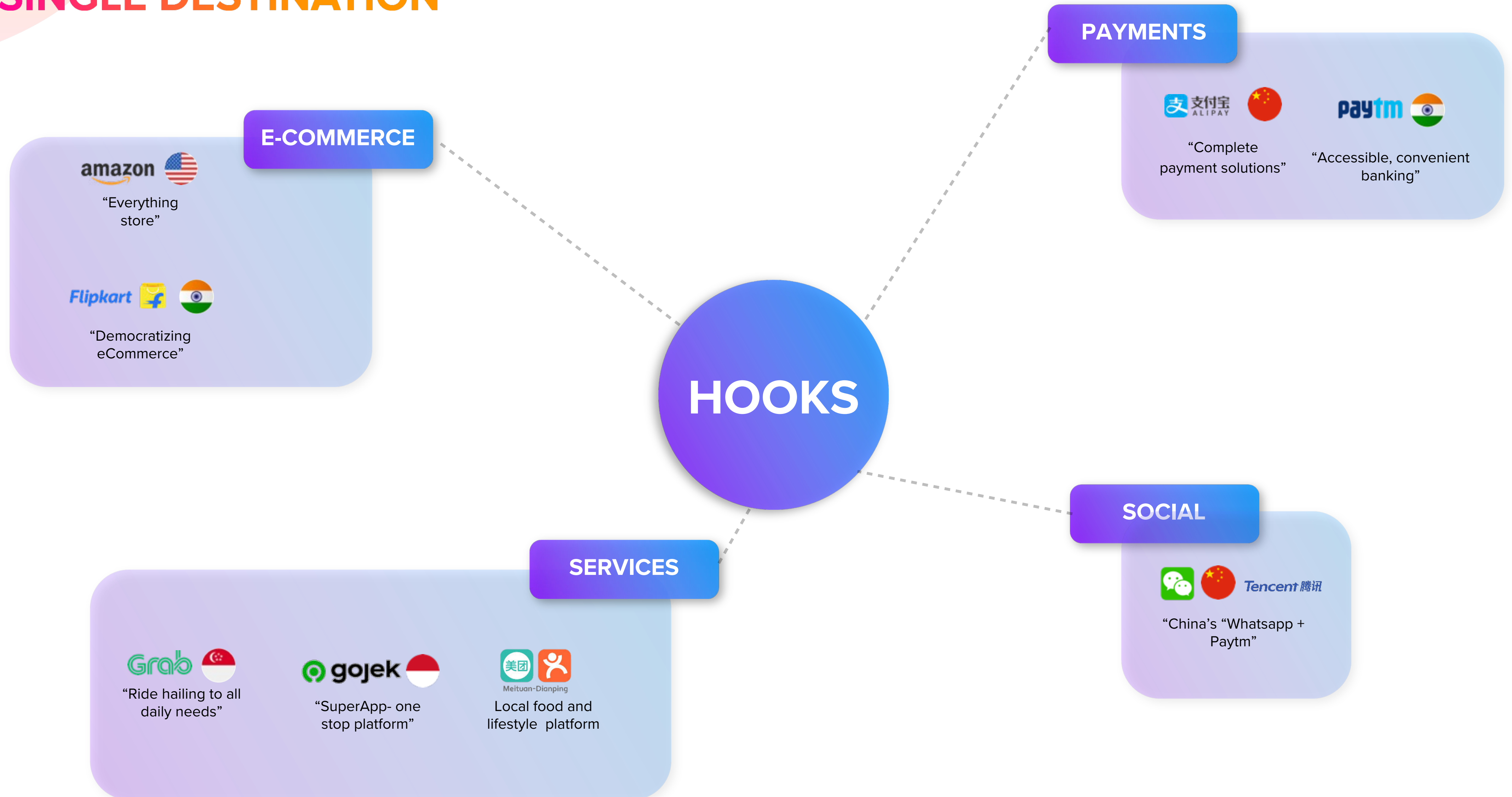


The Indian Opportunity for a unique Ecosystem



Several ecosystem players have captured >100M customers, especially in USA and Asia

OPPORTUNITY TO CREATE A SINGLE DESTINATION



Thank You