FONETAG LAUNCH, FONEPAY AND NIPL ENABLING CROSS BORDER PAYMENTS BETWEEN INDIA & NEPAL, AND MORE!

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eSewa Mero Share 100% Cashback Offer: Winners **Announced**

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news from the world of FISoft and its subsidiaries. In this issue, we look at a variety of news across our verticals, ranging from launch of FoneTAG, to Fonepay and NIPL enabling cross border payments between India & Nepal, and more. New and exciting campaign launches for Fonepay and eSewa are in stock in

Welcome to the latest edition of Pitstop, where we bring you exciting updates and

'FITechscape', followed by the winners for eSewa Mero Share 100% Cashback Offer. Stay tuned for the new program launch inside FISoft as well: FISoft Group's Whistleblower Program and keep your eyes peeled for another special

announcement for all our employees. Also not to miss out on the wonderful

'Employees Insights' by Miss. Barsha Dahal, Senior Product designer at F1Soft

International. Additionally, we present an interesting outlook on the relaunch of Twitter as 'X', followed by our Pitstop staple 'Living the Values' featuring our trustworthy Mr. Aslam Ali and our ever delightful 'Life@F1Soft' section.

As always, we welcome your contributions to this newsletter. Any writings, poems,

anecdotes, or even photos that you wish for us to share, please email us at MarketingCommunication@flsoft.com, and we will take care of the rest.

Happy reading! Pitstop Team

FITechscape

Introducing FoneTAG - TAP & GO

FonePlaylist

Pitstop Recommends

Living the Values: Building a Nexus of Trust

The 'X' situation

Life @F1Soft

Winners Announced eSewa recently launched Mero Share 100% Cashback Offer where 100 Lucky Winners were chosen every day winning a 100% cashback when they renewed their Mero Share Account via eSewa. The campaign

spanned from Shrawan 5, 2080 until

have now been announced!

Shrawan 32, 2080. The full lists of winners

eSewa Mero Share

100% Cashback Offer:

©Sewa

Check it out at: https://blog.esewa.com. np/winners-meroshare-100-cashback/

During the month-long campaign in Bhadra, participants had the chance to win an iPhone 14, with weekly prizes

for others who use the Fonepay Direct

feature for transfers. The campaign's

goal was to educate customers on this

convenient method and increase brand

awareness through various marketing activities, including activations at banks.

eSewa's Rakhi Rewards: Win Big on

©Sewa^{*}

Raksha Bandhan!

सजिलै गरौँ 🖳

OR Scan गरी इसेवाबाट pay गर्दा

Use Remarks [RAKHI]

१ जनाले जित्नुहुनेख 2 Smartwatc

Smartwatch 3UE

market. FoneTAG is a cutting-edge offline digital payment solution

option.

developed by Fonepay. It empowers customers to make secure merchant payments using either an NFC tag or a CPQR code (customer-presented QR code) from their mobile banking app, even in areas with limited or no internet connectivity. This revolutionary service allows for offline transactions up to Rs. 5000 per transaction and is accessible to all Everest Bank customers through their mobile banking app. Currently, FoneTAG is available on NFC-enabled Android

smartphones, while those without NFC

capabilities can utilize the CPQR code

FoneTAG is the first of its kind fully offline digital payment solution, a move

set to drive the adoption of digital

payments, not only in smaller towns

and rural areas with unreliable network

In collaboration with Fonepay, Nepal's

leading payment network, Everest Bank,

a partner of Punjab National Bank India,

has launched - "FoneTAG" in the Nepali

Milestone: Fonepay and NIPL Enabling Cross Border Payments Between **India and Nepal** fone pay INTERNATIONAL

Bridging Borders through Digital Payment Services

connectivity but also in urban centers.

It enables cashless payments at large

public events, fairs, exhibitions, and even

caters to customers who are hesitant to activate data or connect to public Wi-Fi

services. This innovation promises to

making transactions smoother and

New Campaign Launch: Fonepay

Direct: Paisa Pathau Thau ko Thau

more accessible for everyone.

transform the way we make payments,

"Fonepay Direct: Paisa Pathau Thau ko Thau" is an exciting new campaign launched by Fonepay. This campaign promotes easy money transfers

between banks using just a mobile

number and bank name, with the

tagline "Mobile Number Bhaye Pugcha." It emphasizes that this method is instant, secure, and convenient for all users. **Empowering Digital Economies**

On the occasion of Raksha Bandhan, eSewa launched a festive campaign where consumers had a chance to win big! The exclusive Rakhi Rewards offer was designed to make Raksha Bandhan memorable for users and to show the appreciation for the trust they place in eSewa. With a Grand Prize of two Smartwatches (Redmi Watch 2 Lite), all users had to do

to participate was use eSewa Scan & Pay during the offer period of Bhadra 13

and 14, 2080, with "Rakhi" written in the

win not one, but two Redmi Watch 2 Lite!

remarks. This gave them a chance to

Fonepay Nepal's Largest Payment Network and NPCI International Payments Ltd (NIPL), the international arm of the National Payments Corporation of India have announced an exciting collaboration to introduce the first QR code-based payment solution connecting Nepal and India. This groundbreaking development was unveiled at the Global Fintech Fest 2023, a gathering of fintech leaders and innovators. The partnership between Fonepay and NIPL will empower millions of citizens from both countries to make secure and convenient instant payments using QR codes through certified mobile applications provided by Fonepay and NPCI. Both companies have completed operational preparations, and technological integration is in its final stages, paving

the way for the launch of this service for their members, consumers, and

Ensuring Workplace Accountability & Transparency: Introducing eSewa **Introducing F1Soft Group Whistleblower Program Home Insurance Promo**



Ensuring Workplace Accountability & Transparency:

Introducing F1Soft Group Whistleblower

Program

In FISoft's ongoing commitment to workplace integrity, we proudly present FISoft Group

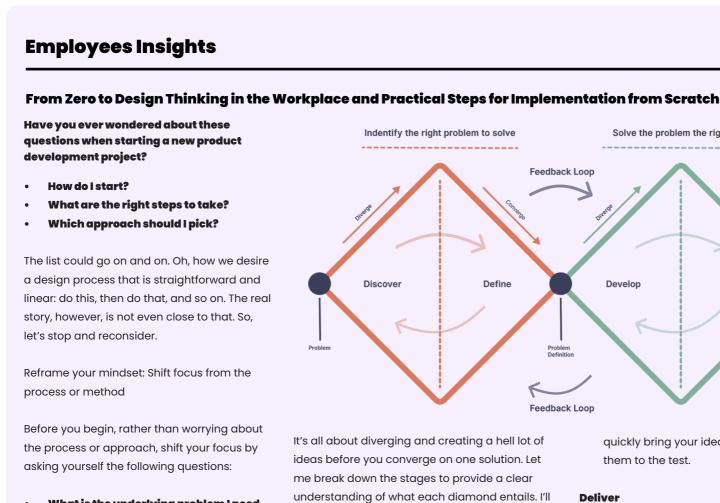
The introduction of this Whistleblower Program is a pivotal step towards bolstering

voice your concerns without the fear of reprisal.

a positive environment for all.

Whistleblower Program—a confidential, secure platform for reporting any workplace concerns, policy violations, or inappropriate behavior. This program offers a secure haven where you can

accountability and transparency within our workplace. People who take the courage to speak up against injustice will play an indispensable role in preserving our group's integrity and nurturing

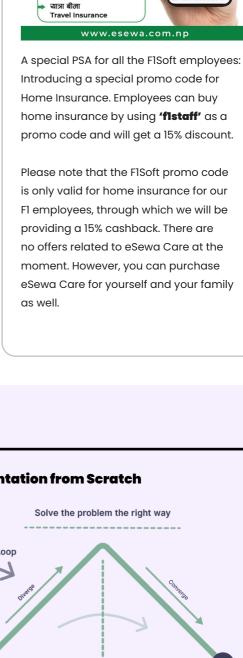


मात्र रु. ३६० मा आजे आफ्नो घरको सुरक्षा गरौ। अन्य सेवाहरू ਤੀਰਰ बੀਗ (Life Insurance) तेस्रो पक्षीय

> वैदेशिक रोजगारी - क्यादी जीवन बीमा (Foreign Employement Term Life Insurance, DOFE

eSewa Care प्याकेज

©Sewa™



Deliver

quickly bring your ideas to life and put

After coming up with possible ideas or

solutions, the next step is to compare them

and pick the best one. It involves figuring out

if the idea can work and how it will be put into

action. Here are some tools that can help you

Verbal description: Allow customers

to utilize the product and provide their

verbal description tool. Designers may

is an efficient client feedback method.

Survey: Frequently, designers and

It is a beneficial tool for learning how

people think and implementing their

sometimes, the best solution isn't the first idea

that pops into your head. That's why having

an ongoing feedback loop is so important.

It allows you to gather insights, learn from

the optimal outcome.

process.

mistakes.

mistakes, and keep improving until you find

Test and iterate: By trying out different

approaches and considering various

assumptions and gain unexpected

insights, sparking new ideas in the

Seek feedback: Embrace feedback to

foster innovation and avoid repeating

perspectives, you can test your

it's about finding the best solution. And

listen, take notes, and make changes this

marketers use surveys with rating scales

and simple questions to obtain feedback.

opinions and experiences using the

Develop

them to the test.

Deliver

with this step:

In your design thinking journey, you'll encounter various frameworks like the

What is the underlying problem I need

How can I effectively solve the actual

Today, I'll provide useful tips and practical

your workplace.

get overwhelmed

and constraints.

guidance for introducing design thinking into

Understanding design thinking — Oh, don't

design thinking interpretations. Keep in mind mainly with users, to discover valuable suggestions. that design is flexible, not one-size-fits-all. information about the product, service, or Prioritize fundamental principles over specific process. Don't overlook feedback loops processes as each team, organization, Design Thinking isn't about perfection,

Define

hidden opportunities.

explain its potential and the magic it can create

First diamond: Finding the right problem to

In the initial design thinking phase, we investigate,

Brainstorming and reverse brainstorming:

brainstorm, you try to come up with ideas

problems themselves, which helps uncover

research, empathize, and generate hypotheses

This is one of my favorites. When you

and answers to a problem. In reverse

brainstorming, the focus shifts to the

In-depth interviews: Have deep talks,

In this stage, we define the problem clearly

and use it as a guide for creating and testing

solutions, iterating between stages if needed.

5 Whys: The 5 Whys technique is an excellent

tool. Simply keep asking "Why" about the

again. Repeat this process five times, and

Affinity diagrams: The goal is to organize

dependence, or proximity. These groups

showcasing the main topics, subdivisions,

are represented visually in a diagram,

similar ideas together using affinity, similarity,

problem, get an answer, and ask "Why"

Useful tools for this phase include:

you'll discover the root cause.

and connections.

when used correctly.

using helpful tools.

Discover

Second diamond: Solve the problem the right way The design team develops prototypes to

innovative ideas! **Low-fidelity design:** Let your creativity take shape! Use sketches, wireframes, paper prototypes, and other simple methods to

enabling you to create innovative and So, Are you excited to unleash the power of design thinking in your products and By Barsha Dahal Senior Product Designer F1Soft International

Rebranding can make or break, and taking something as recognizable and loved as Twitter and changing it into something else with an

unknown variable seems like a risky move done

without keeping the consumers in mind. Or,

online.

that seems to be the most popular consensus

As Drew Benvive, Social Media Commentator,

building a brand around Elon Musk's current

where the 'X' brand really does connect most

trying to familiarize with the re-brand with an

When I open my phone and see a huge "X," as a

marketer and beloved Twitter user myself, I feel

conflicted. I think about all the social journey

brand equity it had built, and like most other

users, I'm not sure where the company is going

Pitstop Recommends

Top 4 Kimbap places to try in Kathmandu

Cafe Hessed, Pulchowk

Gimbap 김밥

Gimbap Go, Jhamsikhel

2BhaiKimbap, Bhaisepati

Hessed

and attachment I've had with the app, the

unsteady vision.

with this change.

tola rirstpost: "I actually tnink tnis is about reinventing Twitter and more about

empire, which is, for example, SpaceX,

5-Stage Design Thinking Process, Head, Heart, and Hand, DeepDive™ Methodology, Double Diamond Design Process Model, and more. These frameworks offer different

industry, and project has unique procedures

My journey to adopt design thinking hasn't

from being an expert. After doing thorough

thinking to my project, I've finally discovered

an approach that works well for both me and

research, reading, and applying design

been smooth sailing. I'm still learning and far

Discovering a suitable approach

my team. I'm excited to share the visual that I personally liked the most, having added my own touch to make it even more fun.

The 'X' situation

Jokes aside, anyone that is remotely on the

internet probably heard about the whole

'Twitter' turning into 'X' situation. Since Elon

Musk became CEO in 2022, Twitter has been in

decline, sparking concern due to plummeting

US ad revenue. The New York Times reports

five weeks from April to May. This drop has

led to debates about Twitter's future. After

active on Twitter in April, down from 1,000 in

September. A new CEO, Linda Yaccarino was

also appointed after Musk's famous poll asking

if he should step down as Twitter's CEO, which

"Twitter was acquired by X Corp both

to ensure freedom of speech and as an accelerant for X, the everything app," the

recently said.(Source CBS News)

company's owner, billionaire Elon Musk,

"The Twitter name made sense when it was

and forth – like birds tweeting – but now you

can post almost anything, including several

hours of video. In the months to come, we will

According to Firstpost, Twitter is currently worth

bought it at: \$45 billion. Many speculation claim

\$15 billion, that is almost 1/3 of what Elon Musk

the rebranding can further push the decline.

Apparently Musk also has a fixation with the

letter 'X', with his first startup being X.com,

Trust is the foundational value needed to

the process, and the methods if you ever

achieve success. You have to trust yourself,

want to make progress in anything. Lacking

trust and being wary will lead to a paranoid

life, so it is important to incorporate this value not just in work but in life itself. Looking

at how F1Soft incorporates our value of

trust, what correlates with trust the most

intricately? Is it not security? And so, here

ever-reliable pillars of trust itself, Aslam Ali,

of cybersecurity within the company. They

conduct daily monitoring of cyber security

department's key role is to mitigate any cyber

security incident in F1Soft Group of Companies and in addition they also provide training to

our staff to improve employee cyber hygiene.

This establishes a foundation for our entire

procedures with trust in the cyber security of

group, allowing us to carry out everyday

which includes internal threats, external threats, vulnerability assessment, dark web

the Head of Security Operations. The Security

we are, in conversation with one of our

add comprehensive communications and

the ability to conduct your entire financial

world," he added. (Source CBS News)

just 140 character messages going back

most people voted 'yes'.

And now the name change.

Musk's tenure, only 43% of top advertisers were

a 59% year-over-year ad revenue drop over

XXXX XX XXXXX, X XXXX XXXXXXX. My thoughts on this whole fiasco. his space venture SpaceX, and even his youngest son's name being X Æ A-XII Musk. See the pattern? From various media sources it's gathered that Musk plans on Twitter (I mean X), to turn into something like Tencent's WeChat in China, a multi-purpose messaging, social media, and mobile payment app. Musk probably wanted Twitter(I'm just gonna say Twitter) to turn into a super app that could fund

itself through subscription without relying on

All this speculation came to a head in

Living the Values: Building a nexus of Trust

including our process. This way, when anyone

happening in various facets of cybersecurity,

Can you share how your commitment to

has a question or inquiry about what is

we will be able to clearly provide the

information.

Looking at this from a company's perception, this leaves to question; what about the

brand equity Twitter has built up since its

establishment in 2006? What about all the

and the brand to be replaced by "X", the

symbol for a value that is not yet known.

users? All the promotion and effort spent into

creating attachment between the consumers

Our internal culture is directly associated with my life. Anywhere we go people inquire about our company even when we're off work, so I do my best to maintain discretion. Dealing with external inquiries and sensitive questions I strictly maintain a stance of not conveying our sensitive information. With outsiders my stance to any question that breaches security is simply, "I don't know." From a leadership perspective, how do you personally emphasize the value of trust in your interactions with your team and in guiding the security strategy of F1Soft? A department is built on trust, and so it is in ours too. What I do is delegate responsibility to everyone in our department and let them do their job, but I make sure they're never alone and can always reach out to coworkers. I try to maintain a stance of, "You go ahead, I'm right behind you, I've got your back", this way everyone in my department will always have support and trust to move forward. Lastly, what advice would you give on incorporating trust into everyday lives, living the values to the rest of us here at F1Soft?

information and know that it will be securely

Operations Department in collaboration with

many other departments that provides this

have the value deeply connected with us.

reliable network to trust and so we personally

In the realm of cybersecurity, transparency

team ensure transparency in its operations

often correlates with trust. How does your

On the transparency side, what we do is

checkups. You've probably seen the emails

thoroughly with management as well. With the

beneficial to our employees we communicate

introduction of new security tools which are

thoroughly and try to take feedback from

the employee. This correlates with trust. All

the previous work we've done and security

we've provided proves to management our

reports to key people to ensure everyone is

reliability, and so everything with cybersecurity

is left to us. We also send weekly cybersecurity

diligently follow through on our regular

sent when we check for any threats. We

make sure we communicate about this

and communications?

managed. On that aspect it's our Security

Does employee training and awareness play a role in fostering trust within the organization and with external partners? Yes. If we talk about daily activities with the bank itself, we're dealing with customer accounts and sensitive information. Our employees are trained to advise discretion and never expose sensitive information outside the organizations except the related parties . By keeping up the work while maintaining their daily activities, we foster trust with our external partners. In the training section, as part of our cybersecurity training, every 3-6 months, we aim to manage cyber hygiene for all the employees through cyber security training. This training happens all throughout our verticals, in every department, to make sure we're on the same page and aware of cybersecurity threats. Are there any innovative technologies or strategies that F1Soft is implementing to enhance security and, by extension, trust in the fintech space? Innovation we are trying to incorporate is

our product and company. Now, let's hear from Aslam dai himself about how trust is further woven into his life. In your words can you share how F1Soft International incorporates the value of trust into its security operations? If we talk about trust and FISoft everything runs on trust. All our verticals run on trust because we're dealing with financial transactions with access to key information about the customer. Lakhs of transactions happen through us; these all carry heavy weights so without trust we'd not be able to move forward. F1Soft has built a nexus of trust with its customers where they can leave their critical

transparent and informed about what our department is doing.

internalized transparency. We aim to make everything clear within our internal ecosystem, Life@F1Soft

Ideal state: Achieving the perfect fit investigate different possibilities at the beginning of the solution stage. It's an exciting time when we come up with a lot of ideas. We carefully evaluate and sort through these ideas. Your teams can employ a variety of tools and methods, such as: Perfect Fit!! **Brainstorming and brainwriting:** Let's get those creative juices flowing! We individually put down our thoughts on paper during brainwriting and brainstorming sessions without exposing our names. We then gather The goal is to perfectly align the problem and for an exciting discussion solution diamonds. Although it can be difficult to further explore and talk at first, this alignment can be achieved with about these ideas. We mix effort and practice. It is at this stage that the and shuffle the concepts to magic of design thinking truly comes to life, create even more choices. It's a fun and cooperative impactful solutions. method to come up with workplace?

June, 2023 when the Twitter app officially closely. So, I think it's more about ditching rebranded as 'X'. what Twitter has become and trying to build something bigger around connectivity, According to Forbes, David Wilding, former around the SpaceX platform." Director or Planning at Twitter UK said he was confused by it, "We are asked to believe Linda The outrage, if you would call it, by Twitter Yaccarino is CEO of Twitter and that Musk users makes it clear that they are losing is focused on product so why is he getting the familiarity acquired with attachment to involved with something that would clearly be a the brand and receiving nothing of value in brand or marketing decision?" Wilding referred return. Interesting updates may be waiting to it as a worrying distraction "the case for in the future but at this point it seems like an Musk owning Twitter was that he is some sort afterthought. Overall, it seems like the power of product genius who could quickly sort out of brand building and re-branding is being whatever it was he believed needed to be fixed. underestimated. Twitter has since its creation Nine months on and the product he bought become a verb, the impact its made as a brand shows no signs of improvement (quite the is huge but now with the 'x situation' we're left

> Dhobighat-4, Jawalakhel **FoneReads** Here are a few book recommendations that you might find interesting from Ayush Sthapit (People and Culture Department, eSewa) Beartown-Fredeik **Backman** Noted as "hockey literature",the novel centers

> > on a declining youth hockey team in a small

town. The novel unites a

unravels its secrets, and

revealing a world within.

In this life changing book

Blake Bauer reveals hidden

emotional causes behind

illness, and offers lasting solutions for happiness and

showcases individual

"From Strings to Shreds" Buckle up for an electrifying journey! This playlist sweeps you from serene acoustic vibes to high-energy rock anthems and climaxes with intense heavy metal tracks. Get ready to rock your senses with great music! If you want your playlist featured here, send the songs URLs to MarketingCommunication@flsoft.com

1984-George Orwell Orwell's '1984' depicts a dystopian world under the totalitarian rule of an entity called 'Big Brother' control, where our protagonist Winston rebels through a forbidden love, highlighting totalitarianism's dangers **You Were Not Born to Suffer** -Blake D Bauer



को चर्चा परिचर्चा ? अब फोन-फोनमै पैसाक



trust has had a significant impact on you? Looking at trust and commitment, I started as an Intern 7 years back, and now I'm leading a department looking over the cybersecurity of 14 verticals. It's been 2 years since we've been running the Security Operations Centre, we've Operations Department deals with all aspects improved cyber hygiene by a lot. We ensure our employees are aware about the latest cyber security threats and also how to prevent activities which can hamper our organizations targeted phishing attacks. So work wise the impact is tangible with the monitoring and deals with compliance related development of the Security Operations to ISO 27001 standards, PCI-DSS standards. The Department itself, so can we also know how

you carry over trust into normal everyday

industry employees are often searching for job security and worried about their positions, but I say you need a level of trust in the company too. Don't feel like the company is not there, trust the process, you have a chance, because it's F1Soft where you equally get your chance to get recognized & appreciated.

For this I don't think we need to give any

advice because every employee in F1Soft is

trusted and let into our ecosystem, being a

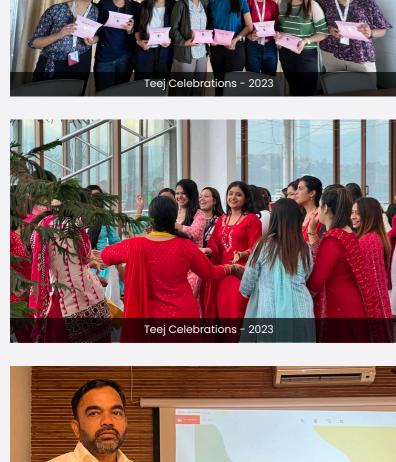
on you, and I think everyone incorporates

this value into their lives here. It's all about

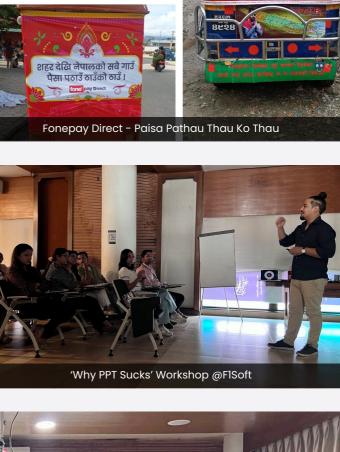
how you trust your company, in this volatile

part of F1Soft itself is a symbol of trust placed

FonePlaylist



बादल पछाडि हिमाल लुक्छ पैसा पठाउन मोबाईल नम्बर भए पुग्छ। भन्या Slowly चलाउने हो भन्या Quickly पठाउने हो



DB Standardization #F1ARL #LifeatF1Soft DB Standardization across F1Soft Group

हिमाल देखि तराई कोहि छैन पराई पैसा पठाउँ नडराई

First Milestone of F1ARL, Establishment of Product Club