

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Can Tata Digital Transform its Super App Tata Neu to  
Meet the Super Expectations?**

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## **Can Tata Digital Transform its Super App Tata Neu to Meet the Super Expectations?**

### **Abstract:**

According to Gartner, “Super Apps can consolidate and replace multiple apps for customer or employee use and support a composable business ecosystem and expects that by 2027, more than 50% of the global population will be daily active users of multiple super Apps”. A Super App provides a set of core features to its end users. Also, it provides access several Mini Apps that are created independently. Tata Neu, a Super App developed by Tata Digital to become a trusted partner to Indian consumer for better life and to offer customers an extensive personalized shopping experience. India’s consumer base is huge and is increasing and they are highly aspirational, seek better life, access to good education and health care and also look for better environment. Tata Neu was launched in 2022 with an investment of \$2 billion but the Apps user engagement, stagnation in growth, retention of users and profitability are the key challenges. Some of the new measures for improvement includes a strategic partnership with Uber, reduction in marketing and advertising cost etc. India is expected to be the second largest e-commerce market in the world by 2034. How Tata Digital will be able to address the above challenges with Tata Neu and become a leader in this space?





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