FALGUN ISSUE, 2081

PITSTOP

Building on Momentum of Our Year of Collaboration, eSewa Celebrates 16 Years of Innovation, Fonepay Townhall Meeting, Latest Trending in Tech, Design Jam and many more.

F1SOFT SPORTS

Sports Week

WELCOME BACK TO PITSTOP!

Welcome to this month's edition of Pitstop! We're back once again, bringing you the latest buzz. As we wrap up the F1Soft Sports Meet, we hope you have the chance to participate—whether by competing, cheering from the stands, or simply soaking in the energy of the event. More than just competition, F1Soft Sports Meet was about collaboration, pushing limits, and celebrating the spirit of teamwork—values that define our Culture Pillars. A huge congratulations to all the champions who claimed victory! Now, take a moment to unwind as we dive into another exciting edition of Pitstop! Take a cozy break and let's jump straight into this month's buzzing edition of Pitstop!

Kicking things off, we have some exciting updates on new partnerships and collaborations within our group companies. Then, we'll take a deep dive into F1 Techscape, bringing you the latest tech trends and innovations from around the world. And finally, we wrap up with a glimpse into #LifeAtF1Soft.

As usual, you are always welcome to contribute to this newsletter in any part, whether you want to share a message, photos, or even recommend some songs and books. We would love to see your participation. Please email us at **MarketingCommunication@f1soft.com,** and we will take care of the rest.

IN THIS ISSUE

- Building Momentum in a Year of Collaboration Through Exciting Partnership Between Group Companies
- eSewa Celebrates 16 Years of Innovation
- Fonepay's Second Townhall: A Gathering of Teamwork and Transparency
- Introducing JumJum's "Price cha Nice": More Rides, More Savings!
- HONOR Showroom activates Buy Now, Pay Later at CTC Mall with HamroBNPL
- F1Techscape
- Living the Values
- Offers
- #LifeatF1Soft

Building Momentum in the **Year of Collaboration Through Exciting Partnership Between Group Companies**

JumJum and eSewa Unite **for a Powerful Growth Partnership**

As part of F1Soft Group's Year of Collaboration, two of its key verticals, JumJum and eSewa, have joined forces to create a dynamic partnership that benefits both businesses and customers. This collaboration is set to enhance JumJum's market presence while leveraging eSewa's vast digital and physical network.

JumJum will gain increased visibility through eSewa's Advertising Technology Framework (ATF) banner, ensuring its services reach a broader audience. Additionally, targeted push notifications via eSewa's Firebase Cloud Messaging (FCM) will directly engage potential users, keeping them informed about JumJum's latest offers and promotions.

Beyond digital marketing, eSewa's extensive agent network will play a crucial role in onboarding new riders for JumJum. With thousands of trusted agents across Nepal, eSewa's presence will help attract more users to the platform, strengthening JumJum's position in the market. This collaboration exemplifies the power of strategic partnerships in fostering innovation and expanding opportunities.

JumJum and Fonepoints **Join Hands to Create More Value for Users**

Building on the momentum of our Year of Collaboration, JumJum and Fonepoints have come together to enhance user engagement and expand market reach. This strategic partnership brings exciting opportunities for the users of both platforms. Fonepoints users can now access special promotional vouchers for JumJum.

Additionally, JumJum will now be promoted across various featured offers listings within the Fonepoints platform, tapping into a fresh and diverse audience. Whether users are exploring properties or earning rewards, JumJum will be right there. As these two platforms work together, users can look forward to more rewards, better accessibility, and a seamless digital experience. As F1Soft Group continues to foster synergies across its ecosystem, this partnership sets a strong example of how working together can accelerate growth and enhance customer experience.

Design Jam: **Breaking the Myth of 'I Can't Design'**

The much-anticipated Design Jam by Why PPT Sucks wrapped up successfully, leaving participants with a fresh perspective on designing slides that actually work. Hosted by Biz Club, this session wasn't just about learning tools—it was about changing mindsets and making design feel effortless.

The session kicked off with Sujeet Shrestha, Senior Marketing Officer at F1Soft, who challenged the common belief that "design is hard." Through hands-on practice, attendees quickly realized that with the right approach—learning the tools, imitating good design, and practicing with intent—anyone can craft visually compelling slides.

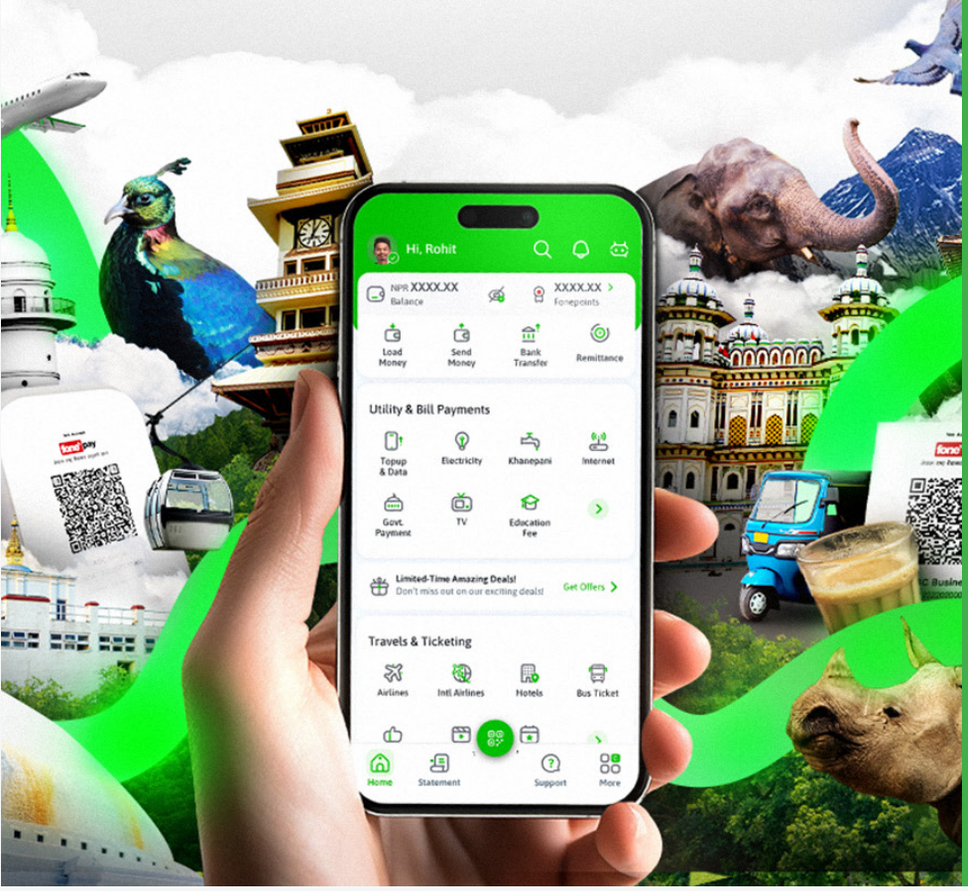
A highlight of the session was the "Imitation Challenge," where participants recreated well-structured slides to sharpen their design knowledge and instincts. By the end of the jam, what started as hesitant clicks transformed into amazing designs.

The session was an exciting mix of learning, unlearning, and hands-on design, proving that mastering design is about following the learning process. A big shoutout to everyone who joined, learned, and most importantly, had fun while breaking the myth of "I can't design."

eSewa Celebrates 16 Years of Innovation

Nepal's first and leading digital wallet, eSewa, proudly marks 16 years of transforming digital payments. Launched in 2009 with a vision to digitize financial transactions, eSewa has grown into a household name, becoming the first digital wallet in Nepal to surpass 10 million downloads on Play Store.

The past year has been a milestone for eSewa, bringing new features to enhance user experience. The Easy Loan for eSewa Agents introduced a 100% digital loan service, allowing agents to access financial support instantly without paperwork. Another key development was the Merchant Link feature, enabling users to seamlessly switch between personal and merchant accounts, making transactions more efficient. Additionally, eSewa launched an AI-enabled Chatbot, available 24/7 to assist users, resolve queries, and ensure smoother transactions.



New Features for Smarter Financial Management
On the occasion of its 16th Anniversary, eSewa launched a **Personal Finance Manager**, which will enable users to track their budgets and expenses. Users can set a category to spend their monthly budgets and set a budget goal, each time a user spends money, it is recorded in the particular category.

In addition to that, a **Personalized Payment Calendar** has been introduced to ensure you never miss a payment. From utility bills to subscriptions, this calendar will organize all your due dates in one place, offering timely reminders for a stress-free financial life.

Looking Ahead: Expanding Beyond Payments
eSewa is set to introduce Savings Options, helping users set aside money effortlessly to reach financial goals. Additionally, it is exploring investment opportunities in mutual funds, offering users a platform to grow their savings within the app. With 16 years of leadership in digital finance, eSewa continues to innovate and expand, ensuring a seamless and accessible financial experience for all.

Fonepay's Second Townhall: **A Gathering of Teamwork & Transparency**

Fonepay hosted its second Townhall Meeting on Magh 3, 2081, at Alice Conference in Bakhundole, reinforcing its commitment to transparency and team engagement. The event brought everyone together, fostering open discussions and collaboration.

CEO Diwas Dai led the session, answering employee questions, gathering feedback, and sharing key updates from the first two quarters of the fiscal year. CFO Basanta Dai provided important financial insights, highlighting performance metrics and key figures.

Babul Shrestha
Product Development
Quarterly Impact Award Q1/Q2 (Tech)

Subeksha Shrestha
Marketing
Quarterly Impact Award Q1 (Non-Tech)

The event also recognized the hard work and dedication of team members, celebrating their achievements with the Quarterly Impact Awards for Q1 and Q2 of FY 2081/82. Fonepay's Townhall continues to be a platform for open conversations, appreciation, and alignment toward shared goals.

Anil Lama
Operations
Quarterly Impact Award Q1 (Non-Tech)

Salina Kadel
Business Development
Quarterly Impact Award Q2 (Non-Tech)

Cervical Cancer Awareness **Session at Fonepay**

On Magh 21, 2081, Fonepay organized a Cervical Cancer Awareness Session to educate employees on important health topics. The session covered recognizing symptoms, prevention strategies, early detection, and the importance of regular screenings. In addition to cervical cancer awareness, the discussion also highlighted the growing concerns around infertility among young people, focusing on prevention and treatment options.

The session was led by Dr. Sabina Simkhada, Chief Fertility Specialist (MD, OB/GYN) at Vardhan Fertility Center, who shared valuable insights and medical expertise on these crucial health issues. Fonepay remains committed to promoting health awareness and well-being among its team members.

HONOR Showroom activates **Buy Now, Pay Later at CTC Mall with HamroBNPL**

In an exciting move to make smartphones more affordable and accessible, the HONOR Showroom at CTC Mall has partnered with HamroBNPL by Foneloan to introduce the 'Buy Now, Pay Later' (BNPL) payment option. This collaboration allows customers to purchase the latest HONOR smartphones with 0% down payment and interest-free EMIs, making it easier than ever.

But that's not all—Huawei and Lenovo products are also part of this BNPL scheme, offering interest-free EMIs on a wider range of tech gadgets. Whether you're eyeing a sleek HONOR device or exploring other top brands, this initiative ensures affordability for everyone.

With HONOR smartphones available at monthly installments ranging from Rs. 2,166.50 to Rs. 39,999.83 over six months, customers have plenty of options to choose from. The in-store activation of HamroBNPL means shoppers can walk out with premium HONOR devices like the HONOR Magic Series and HONOR X Series without paying a convenience, allowing customers to split their payments into manageable monthly instalments.Ready to upgrade? Explore HONOR's smartphone collection and enjoy hassle-free payments with HamroBNPL here:

https://foneloan.hamrobazaar.com/merchant/H0020

You can also check out Huawei and Lenovo's BNPL offerings here:

https://foneloan.hamrobazaar.com/merchant/CM0013

Introducing JumJum's "Price cha Nice": **More Rides, More Savings!**

JumJum has rolled out its exciting new campaign, "Price cha Nice," designed to make rides more affordable and enjoyable for everyone. This campaign promises bigger savings, better fares, and happier journeys. New users can enjoy up to 60% off on their first two rides, with fares now starting as low as Rs. 40.

With its competitive pricing strategy, JumJum has become more budget-friendly than ever. Whether commuting to work or heading out to meet friends, JumJum ensures affordability, reliability, and safety on every trip.

For F1 employees, the "Price cha Nice" campaign gets even better with exclusive offers, making it "Jhan Nice"! To take advantage of these attractive discounts, users can register and download the JumJum app today. JumJum is all about making rides convenient, cost-effective, and enjoyable for everyone. Don't miss out on this opportunity to save more while traveling smarter!

To register, visit: https://forms.gle/6oG3HaRAXVaZLjsz5

single rupee upfront.

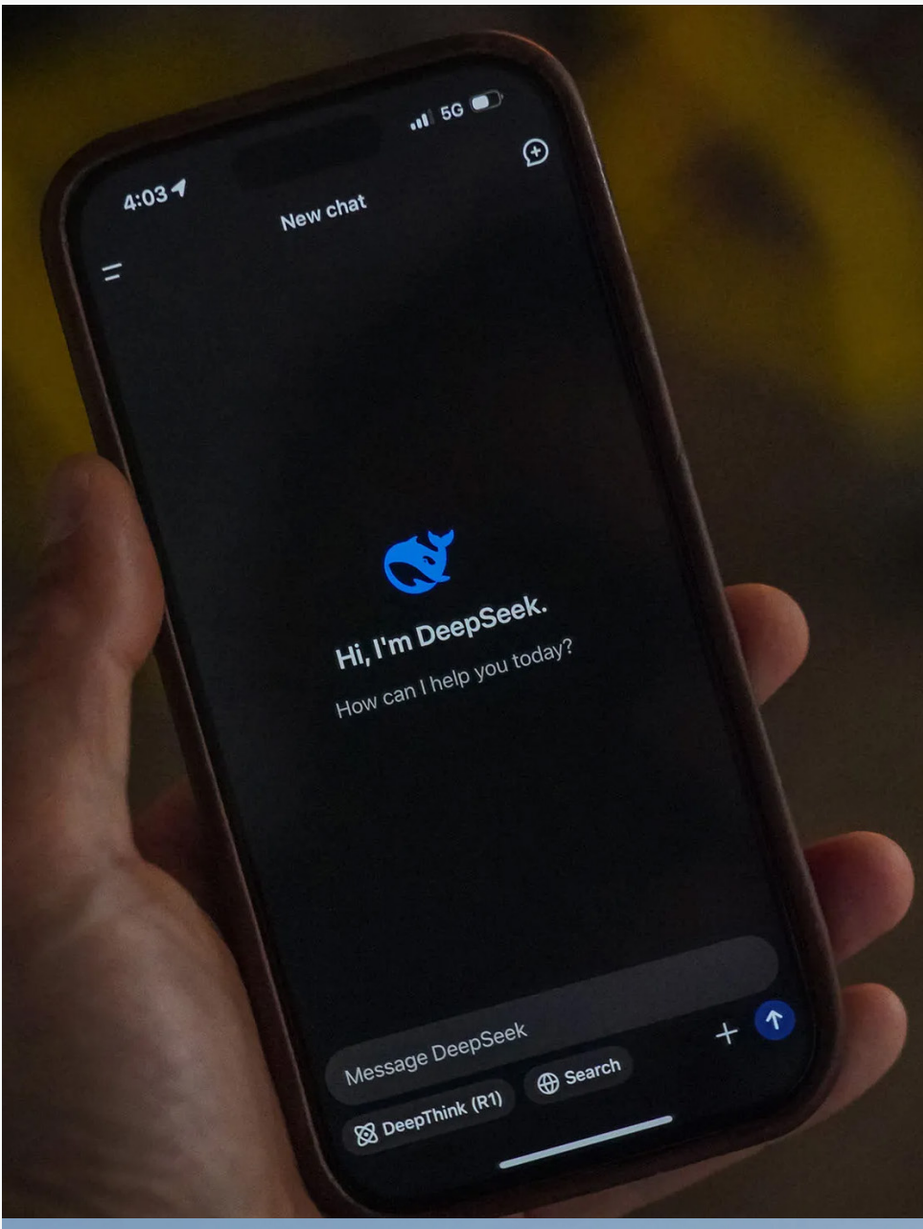
This partnership is all about flexibility and

Fonepoints
Exclusive Employee Campaign

Fonepoints Exclusive Employees Campaign is in full swing, and many have already saved cash while enjoying amazing rewards!

We love seeing happy employees making the most of their exclusive offers! Keep an eye out—you never know what exciting offer might be coming next to you!

- Redeem exclusive deals
- Claim your benefits
- Save more on every spend !



Chinese AI Startup **DeepSeek Made a Model that Rivals OpenAI**

Chinese AI startup DeepSeek, founded by hedge fund leader Liang Wenfeng, is making waves in the global AI space, proving that innovation thrives beyond Silicon Valley. While many believed that China's AI progress would be hindered by US chip export restrictions, DeepSeek has taken a different approach—optimizing resources and embracing open-source collaboration. Instead of relying on massive computational power, the company has developed efficient AI models that achieve impressive performance with fewer resources. This strategic focus allows DeepSeek to stay competitive despite hardware limitations, positioning it as a formidable rival to industry giants like OpenAI.

Operating independently and prioritizing long-term research, DeepSeek is redefining expectations for China's AI ecosystem. By leveraging cutting-edge techniques and fostering a research-driven culture, the startup is proving that China's AI capabilities extend beyond government-backed initiatives. DeepSeek's rise not only challenges the dominance of Western AI firms but also highlights the growing influence of alternative innovation models. As the AI race continues, DeepSeek stands as a powerful reminder that breakthroughs are driven by ingenuity, not just access to chips or funding.

BYD is Taking Over the **Global EV Market**

In the rapidly evolving EV market, BYD (Build Your Dreams) has emerged as a dominant force, leveraging its innovative technology, aggressive marketing, and strategic pricing to capture global market share. In 2023, BYD surpassed Tesla in global EV sales, selling over 1.86 million fully electric vehicles, a 73% year-on-year increase. This staggering growth is a testament to BYD's ability to cater to diverse markets, from China to Europe and beyond.

BYD's success is rooted in its vertical integration strategy. Unlike competitors, BYD manufactures its own batteries, including the revolutionary Blade Battery, which offers superior safety and performance. This control over the supply chain allows BYD to offer competitively priced EVs, such as the BYD Atto 3, which has become a bestseller in markets like Thailand and Australia. This cutting edge technology has helped BYD secure a 17% share of the global EV market, up from 9% in 2021.

With plans to expand into Latin America and Africa, BYD is poised to further disrupt the EV landscape. Backed by strong sales data and a clear marketing strategy, BYD is not just competing—it's leading the charge in the global EV revolution.

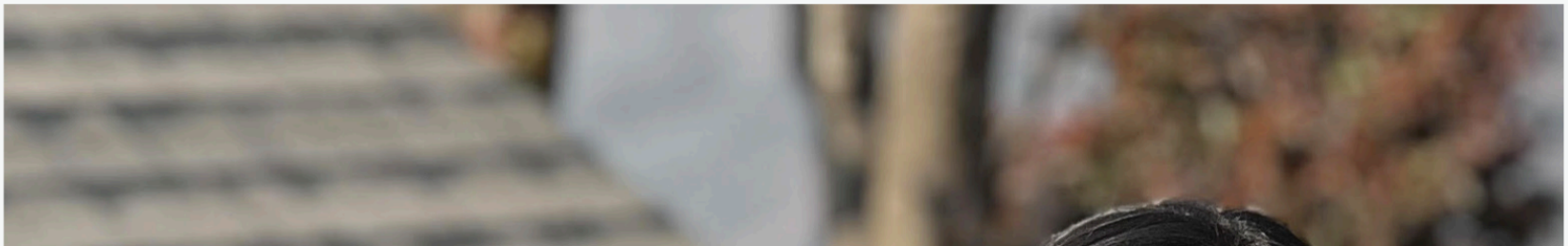
"This article is cited from the following source: https://cmr.berkeley.edu/."

Project COE's Ongoing Sessions:
Driving Excellence in Project Design & Formulation

Project COE's ongoing weekly sessions have become a valuable platform for open discussions on Project Design & Formulation at FISoft Group. These sessions provide a non-judgmental space to explore what's working—and what's not—when it comes to processes and best practices. Held every Sunday (5:00–6:00 PM) and Thursday (9:30–10:30 AM), the discussions are helping shape standardization and excellence in project management.

Over the past weeks, participants have engaged in insightful conversations on key topics such as, Stakeholder Identification in Project Design & Formulation, Technological Evolution in Fintech, Market Study & Customer Pain Points.

Looking ahead, upcoming sessions will dive into Proposed Solutions, Product Roadmap, Business Case and Project Charter. With more weekly sessions on the way, Project COE aims to strengthen project management practices across FISoft Group. By fostering collaboration and knowledge-sharing, these discussions are playing a key role in building a stronger project management community. Whether you're a project manager, a business analyst, or simply interested in improving project design and execution, this is the perfect platform to learn, contribute, and grow together!



Living the Values: **Building a Culture of Respect**

Meet Sandhya Pokhrel, an Engineering Manager whose daily routine revolves around working with her engineering team, primarily within the mobile banking team. Since joining F1, she has been an integral part of this team. As a functional lead of a project, she manages a team of software engineers who serve as her support system in ensuring projects stay on track and progress effectively. Her role involves problem-solving, resource management, ensuring deadlines are met, and guiding her team through challenges. Additionally, she collaborates with cross-functional teams, communicates with stakeholders, and fosters a positive team culture to drive success.

Let's hear from her about what living with respect means to her :

Living with respect means nurturing trust and valuing the efforts of those around you. In both personal and professional life, it involves acknowledging people's contributions, appreciating their time, and listening to their opinions. For me, the respect I have for my team stems from the deep trust we have built together, which encourages open communication and the embrace of diverse thoughts and approaches. This fosters a sense of unity and strengthens the bond within the team, creating an environment where everyone feels valued and connected. I believe respect is lacking in environments where arrogance, selfishness, and betrayal take precedence. To me, respect is built on trust and understanding, thriving in places where people support one another.

Sandhya Pokhrel
Engineering Manager
F1Soft International

F1Soft Toastmasters Club's **First Ever Club Contest Experience**

Imagine this: a club famously known for its fun and easy-going vibe hosting its first-ever club contest and it turns out to be formal and intense! That's exactly what happened on December 26, 2024, at F1Soft Toastmasters Club. The shift from our usual laid-back atmosphere to such a serious setup caught me completely off guard.

For the Table Topics speech contest, all participating speakers had to wait their turn outside to ensure everyone received the same topic without prior knowledge, kinda like a viva from our college days. I was the second last to go in, which was unusual for me. Back in school and college, during vivas, I was always the first to be called because of my name's position alphabetically. This time, however, the wait built so much anticipation it was downright nerve-wracking!

Thankfully, the participants waiting outside kept the mood lively with jokes, playful banter, and laughter, breaking the tension. But the moment you walked into that contest room, the vibe shifted—it was serious and daunting. Despite the nerves, it turned out to be an incredible experience. The feedback from the judges was insightful and constructive, adding great value to the speakers.

And of course, we ended the evening on a high note with mustang alu and pizza—a brilliant conclusion to a memorable day. The contest was nothing short of awesome!

- Aayush Sthapit, VP Education- F1Soft Toastmasters Club

What is toastmasters club contest?

A Toastmasters Club Contest is a competitive platform where members showcase their speaking skills in different categories. Our contest featured two key events:

International Speech Contest –

A prestigious competition that begins at the club level and advances through multiple stages, culminating at the Toastmasters International Convention. Participants deliver prepared speeches, competing at the Area, Division, District, quarterfinal, semifinal, and final levels.

Winners:

First: Bishwas K.C. (Foneinsure)

Second: Manisha Maharjan (F1Soft)

Third: Omkar Pandey (eSewa)

Table Topics Speech Contest –

A challenge where participants deliver impromptu speeches, testing their ability to think and speak on the spot.

Winners:

First: Anish Bhurtel (Fonepay)

Second: Shubhekshya Neupane (Extensodata)

Third: Nabin Ratna Bajracharya (EMT)

The first and second winners of each speech contest will compete in Area Level Speech Contest which will be held in February 2025.

Every offer on 15 Points
only for F1Soft Employees

Fonepoints has brought up exclusive deals for F1soft employees and the best part?

Redeem any offer just with 15 points and be eligible to win 2 Movie Tickets every week.

Don't miss out on this amazing opportunity!

Yes, you can now unlock a variety of high-value rewards with just 15 points and get a chance to win 2 Movie Tickets every week.

Here's how you can take advantage of these amazing offers:

Download the Fonepoints app:

If you haven't already, get it today and click on all the exclusive deals waiting for you.

Redeem any offer via Fonepoints app:

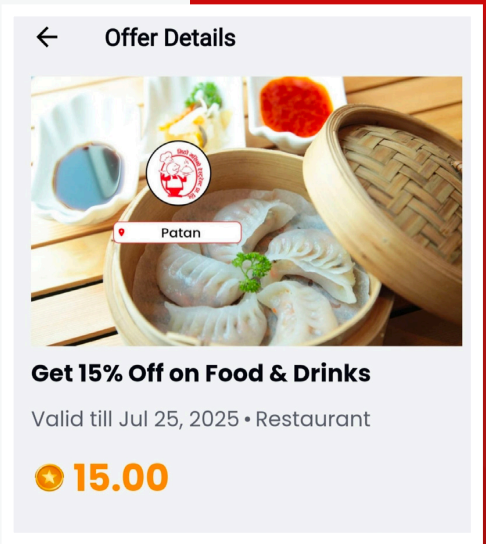
Choose any available offer and redeem it through the app just with 15 Points.

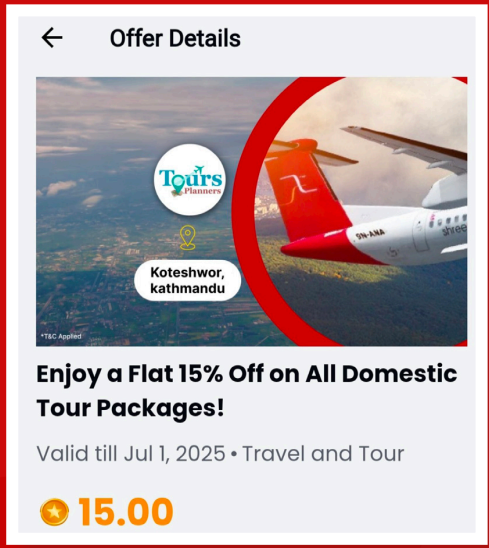
Merchant must claim the code:

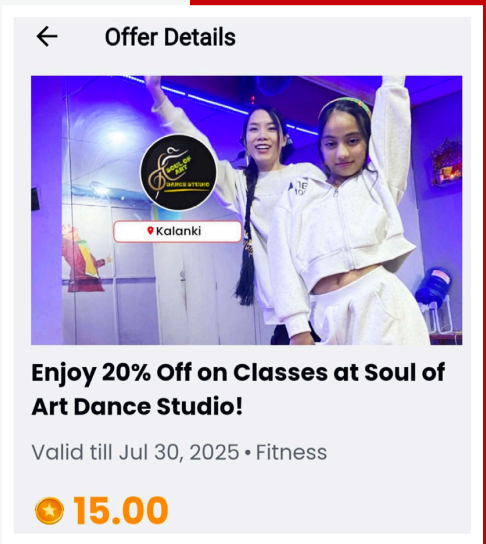
Ensure the merchant enters the code you provide into their system. This is crucial for tracking your entry and determining winners.

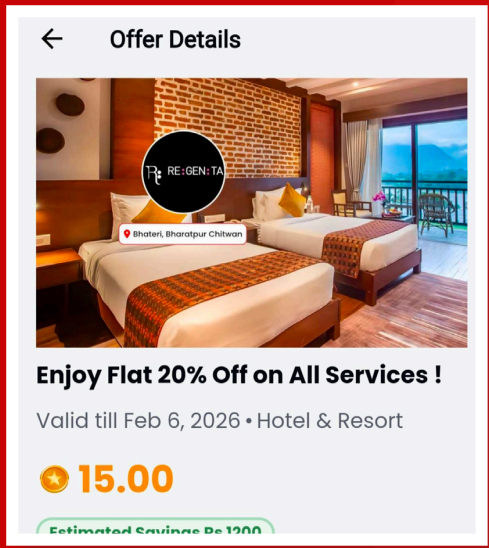
Weekly participation required:

To be eligible for 2 FREE Movie Tickets each week, you must repeat the process—redeem and claim an offer via Fonepoints app—each week. Note that participating in this week's offer does not make you eligible for next week's drawing.









Download the Fonepoints app now and start collecting your weekly gifts

#LifeatF1Soft

F1Soft Sports 2081- Some glimpses of Sports Week which was more than just a game.

Winner & Runnerup of Futsal 2081

Cricksal Tournament 2081

Cricksal Winner 2081

Futsal Tournament 2081

Cricksal Tournament 2081

Futsal Tournament 2081

Futsal Tournament 2081

Women's Futsal Winner 2081

Futsal Tournament 2081

Futsal Tournament 2081

Futsal Tournament 2081

Futsal Tournament 2081

Men's Basketball Winner 2081

Futsal Tournament 2081

Hello everyone! You've probably noticed the glass board at the reception area—it's now our new dedicated picture wall! If you have captured moments with your colleagues or any photos that represent collaboration & our journey together, we'd love to display them!

Mail your pictures or one drive link at **simran.gorkhali@f1soft.com** to get featured!