

How the Roshan Shrestha App Gained Public Trust in Nepal

Built by an independent journalist, the app crossed 100,000 downloads and 10,500 reviews in just 90 days—without ads or institutional backing.

Roshan Shrestha

Roshan-Shrestha

5.0★
10.6K reviews

1L+
Downloads

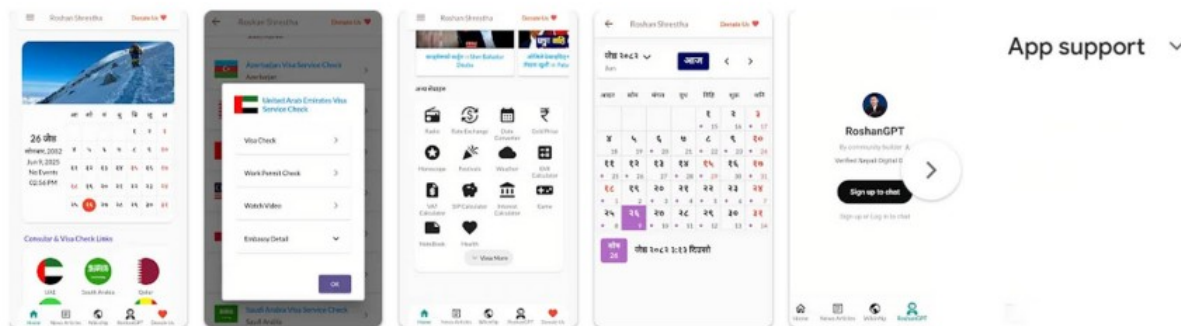
3+
Rated for 3+ ⓘ

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App support ▾

Kathmandu, Bagmati Jul 24, 2025 ([Issuewire.com](https://www.issuewire.com)) - When the **Roshan Shrestha App** first appeared a few months back, not many expected it to become such a common name among Nepali smartphone users. No big launch, no brand campaign — just a clean, useful app built with people in mind. Now, it has already crossed 100,000 downloads and over 10,500 five-star ratings on the Play Store.

Behind the app is Roshan Shrestha, a journalist who didn't start out in a newsroom. He began reporting with his phone during the earthquake days in Sindhupalchok. People started following his videos, mostly because they showed the real condition of remote areas. Later, he started Khoj Samachar, a small but active news platform on social media.

The mobile app he launched in 2025 includes more than just news. It has a Nepali calendar, tools to check visa updates for workers going abroad, and career info for students. All of this in the Nepali language — that's one reason why many use it every day.

Without spending money on ads, the app became popular through people sharing it. From Facebook to Viber groups, it slowly started appearing everywhere. Some migrant workers said it helped them check their document status easily. Others liked it for news that felt local and simple.

Even politicians like MP Gyanendra Shahi publicly appreciated the app. But Roshan says it was always meant for the public — especially those who often don't get attention in bigger news channels.

App ranking sites like Similarweb and AppFigures showed that the app was listed in Top 10 or Top 100 in more than 30 countries. These include places like South Korea, Qatar, Japan, Bahrain, and the UAE — mostly where Nepalis work and live.

Some experts say this reflects a change in what kind of news people now trust. Instead of polished studios, they want something closer to their daily life. In that way, Roshan's app fills a gap.

Challenges are there too. Managing a growing app with limited team and budget is not easy. But looking at how far it has come, many say it proves that useful ideas, even if small, can go far if they're honest and needed.

App Access and Store Listings :

- [Google Play:](#)
- [Apple App Store:](#)
- [Official website](#)

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