

Press Release

InditradeCapital ramps up its distribution business

- **Team of Sistema Business Scalerator joins InditradeAugmentor Ltd.**
- **Company will focus on distribution of third party products**

Mumbai, Aug 4, 2020: InditradeCapital Group today said the entire team of Sistema Business Scalerator, a subsidiary of Sistema Asia Fund, Singapore, would join InditradeAugmentor Ltd. as the company's third party distribution arm to boost its growth aspirations.

This was announced by **Mr. SudipBandyopadhyay, Group Chairman of Inditrade Group of Companies.**

The team of Sistema Business Scalerator, led by Mr. Suresh Kumar, would focus on the distribution of third party products, as part of the ramp-up and growth strategy of InditradeCapital Group.

Speaking about the expansion of its distribution business, Mr. SudipBandyopadhyay said, "At Inditrade, we always explore business opportunities that help us expand our portfolio while integrating within our overall eco-system of inclusive growth. We examined this opportunity carefully and decided to acquire the entire business along with its distribution team for scaling up of our businesses and also nurturing a large distribution network through which third party financial products will be distributed."

InditradeCapital aims at creating a Financial Super Market through a fully integrated Digital and Phygital Model for all financial products. The company will work towards the massification of FinTech products through the retail route for wider reach.

"Suresh and his colleagues bring in decades of retail distribution and financial services experience along with an unparalleled reach in 306 towns and cities across Southern India. We would continue to leverage human capital and technology to serve the financially underserved and marginalized," Mr. Bandyopadhyay added.

InditradeCapital plans to work towards becoming the 'preferred choice' of their customers for all their financial needs.

About Inditrade

Inditrade Capital (erstwhile JRG) (BSE: 532745), is a digitally-driven lender that seeks to leverage technology to serve the financially underserved and marginalized. With a mission to 'Finance Progress' at the individual, community and national level, it lends through its four verticals which comprise Agri-commodity Finance (2016), Micro Finance (2017), MSME Finance (2018), and Micro Lending (2018). The year 2019 saw the Group re-launch its retail insurance distribution business.

Through a combination of digital reach and brick & mortar outlets, the Group has a fast growing presence across the country, present across 25 states at present. It is spearheaded by a team of industry frontrunners, with sound technological experience in the BFSI and lending space and a proven track record of launching businesses.

For more information, please contact:

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