



Announcement

SSA Finserv raises \$3 million from Blue Ashva Capital to expand its MSME lending operations

Mumbai, 12 January 2021

SSA Finserv Pvt. Ltd., an NBFC that addresses the capital needs of MSMEs has raised \$3 million from Blue Ashva Sampada Fund to expand its lending operations. The company will use the funds in a phased manner to expand its presence in tier I and tier II cities and enhance its existing network that will help MSMEs to gain access for their working capital needs.

“The MSME segment forms the mainstay of the economy. The exclusion of a sizeable number of MSMEs from formal lending ecosystems and the credit crunch in the sector has impacted their growth. The investment from Blue Ashva Capital will further reaffirm our commitment to become the preferred financial partner for MSMEs.” said Vikas Agarwal, MD & CEO, SSA Finserv Private Limited.

“The MSME sector in the country is instrumental in generating large-scale employment. We are proud to be associated with SSA Finserv in their mission to help MSMEs scale up their business.” said Satya Bansal, Founder, Blue Ashva Capital.

SSA Finserv was founded in June 2019 by Vikas Agarwal. The NBFC specialises in providing financial solutions through lending programs customized to meet business cash-flow needs of MSMEs. The company offers an array of cash-flow based loan products to MSMEs like Collateral Free Business Loan, Collateral Backed Business Loan, Finance Against Work Order, Sales Bill Discounting to plug the credit gap for businesses. The NBFC lends Rs. 10 lakhs to Rs. 1 crore to businesses across manufacturing, service and trading segments with a turnover of Rs. 1 crore to Rs. 50 crores.

About SSA Finserv Private Limited:

SSA Finserv a "Small Scale Accessible Finance" NBFC was founded by Vikas Agarwal with a clear mandate to equip micro, small & medium enterprises with short to medium term finance. Headquartered in Mumbai, the NBFC aims to simplify the finance process, making funds timely accessible to support the under-served MSME entrepreneurs who could become tomorrow's potential business leaders. The company leverages technology and innovation to drive sustainable growth.

Website: <https://www.ssafinserv.com/>

About Blue Ashva Capital:

Blue Ashva Capital is an investment firm based out of Singapore and India, backing sustainable and profitable businesses which are solving real challenges in core sectors such as agri, decarbonization, circular economy and SMEs. It aims to nurture businesses by bringing capital, technology and market linkages together.

Website: <https://www.blueashvacapital.com/>