BioSpectrum the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Indifi Technologies forays into pharma segment by joining forces with Marg ERPÂ

03 December 2020 | News

Through this association, Indifi will be extending its credit line solution to retailers



Gurugram based Indifi Technologies has recently forayed into the pharma segment by joining forces with Marg ERP, India's largest ERP solution provider with over 2.75 Lakh installations and over 1 Million users.

Through this association, Indifi will be extending its credit line solution to retailers - especially Pharma Distributors and local chemists - for managing their working capital needs and cash flows using the Margpay platform. The offering comes with easy repayment options and provides a wider access to retailers, including those hailing from Tier 2 and 3 cities.

With its new offering, Indifi is not only targeting retailers but also aiming to cater to distributors by offering them loans in the range of Rs 5-25 lakh for efficient working capital management. This makes it a holistic solution for every player within the pharma and FMCG supply chain, providing a boost to their businesses in terms of adequate capital and smooth flow of inventory.

The collaboration between the two domain leaders will also digitise the collection and payment journey for distributors and retailers present on Marg's platform. While distributors can notify retailers to clear their outstanding dues via a completely digital process, retailers can make payments via different modes, including UPI and credit, using the same platform as a one-stop solution. It will also enable both parties to track their receipts and payments, anywhere and anytime, thereby ensuring transparency in their operations.

Alok Mittal, CEO & Founder, Indifi said, "Thanks to our new partner, Marg ERP, we will extend our credit services to their huge customer base, accounting to over 2 lakh merchants and distributors, of which 75 per cent are from the pharma segment. Together, not only we will be providing them with adequate credit access to ensure seamless operations, but we will also be driving financial inclusion and encouraging retailers from Tier 2 and 3 cities to go digital in every aspect."

Krishnam Raju, CEO, Marg ERP said, "The platform offers payment solutions, credit, easy reconciliation and many more exciting features. Our 850+ partner network will not only help customers get informed, but also extract the benefits of this credit system further."