

## Indifi partners with Retailio for strengthening pharma presence

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Following its successful foray into the pharma segment, Indifi is strengthening its presence in this space further. As part of this initiative, the leading MSME lending platform has partnered with Retailio, India's largest B2B pharma marketplace.

Through this association, Indifi will be pre-approving and providing pharma retailers with its curated credit options to meet small working capital requirements throughout India.

Retailio, a platform used by retailers to order products from distributors and make payments to them, will now have a lending option as well. Retailers can now take small loans from Indifi's tech-driven lending platform, and ensure smooth working capital management. The partnership allows Indifi to cater to around 100,000 retailers already present on the Retailio platform.

Indifi's CEO & Founder, Alok Mittal said, "By collaborating with Retailio, we aim to equip retailers with credit facilities to buy inventory from suppliers and ensure timely and seamless procurement in the process."

Rupesh Pathak, Director - Retailio said "We are committed to driving growth & sales within the pharma ecosystem by providing the best in class services on our platform."