

Rupifi partners with Retailio to enable credit for pharma retailers

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SME Retailers on Retailio's platform can now avail of 45-days instant credit for purchases



Lending fintech Rupifi, based in New Delhi, has partnered with Pune-based B2B Pharma Marketplace Retailio to enable credit for its pharma retailers. Aimed at helping small and medium sized (SME) retailers on the Retailio platform to get instant and easy access to credit, the partnership will aid retailers to get up to 45-days instant credit for their purchases.

The partnership will aid in enabling and strengthening the supply chain through Rupifi's BNPL offering. Rupifi continues to work with the ecosystem to ensure that SME Retailers not just in metros, but even in Tier-I/II and III cities and towns get access to credit which they can use in a completely digital and real-time manner.

"With Retailio, we aim to help SMEs in the pharma domain get easy credit for their short-term purchases with the distributors on the Retailio network. We are committed supporting them with our multi-lender platform, which helps us deliver the best rates, maximum coverage and standardised experience", said Ankit Singh, Co-founder, Rupifi.

"The partnership will now look at deploying innovative solutions and structures for our partners," said Rohit Anand, Head-Fintech, Retailio.