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Piramal Capital, API Holdings to offer health finance solutions

25 November 2021 | News

Upto Rs 100 crores initially earmarked for disbursement by March 2022



Piramal Capital & Housing Finance Limited (PCHFL), the wholly-owned subsidiary of Piramal Enterprises, announced its strategic partnership with API Holdings through its digital platform Retailio - India's largest digital B2B healthcare platform.

The partnership aims at synergising respective capabilities to provide efficient and seamless financing solutions to consumers, retailers and merchants in the API Holdings' healthcare ecosystem.

Under this partnership, PCHFL Finance has earmarked an initial amount of Rs 100 crore for disbursement by March 2022, which will get upsized basis initial market response.

Further, PCHFL will provide solutions like Buy Now Pay Later (BNPL) for consumers and merchants, multi-collateral loans for retailers, supply chain financing, hospital financing, invoice discounting, among others. This alliance leverages the strengths of both companies, making this a winning proposition for all stakeholders, thereby expanding the reach and tapping new customers.