

actyv.ai partners with Mswipe to digitize and transform B2B ecosystem

Embedded offerings to empower small businesses

Bengaluru/Mumbai, November 10, 2022: actyv.ai, the category creator in the Enterprise SaaS with embedded B2B BNPL and insurance space, today announced its partnership with Mswipe, an omni-channel digital payments platform, providing a host of offline and online payment acceptance solutions to merchants across 800 cities and towns of India.

Through this alliance, Mswipe will leverage actyv.ai's technology stack, enabling its B2B merchant community with digitisation of business processes and also score for various business opportunities through the platform's embedded offerings, which include B2B BNPL and insurance.

*"At actyv.ai, it is our endeavour to aid large enterprises and their partners modernize their supply chain ecosystem and enable growth through our embedded offerings," said **Raghu Subramanian, Founder and Global CEO, actyv.ai**. "Mswipe, being one of the largest payment solution providers in India has a vast network, both online and offline. We hope to augment our enterprise base and strengthen their small businesses with Mswipe's payment solutions. Together, we hope to leverage each other's expertise and unlock new potential," he added.*

As part of the platform, actyv.ai will offer Mcapital a multidimensional score which consists of both financial and nonfinancial data to enhance their credit underwriting.

Ketan Patel, CEO, Mswipe Technologies said, *"We are delighted to partner with actyv.ai, category creators in the embedded offerings space. Merchants are the backbone of our business and by adopting actyv.ai's platform, they can digitise business processes. Mswipe is happy to enable offerings like merchant BNPL and payment solutions to distributors, dealers and retailers on actyv.ai's platform. We are confident that this partnership with actyv.ai will empower small businesses and further drive embedded financial offerings to the grassroots of the country."*

About actyv.ai

actyv.ai is an AI-powered enterprise SaaS platform with embedded B2B Buy Now Pay Later (BNPL) and insurance, transforming the global B2B supply chain by making business transactions faster and easier. Through its partnerships with financial institutions, actyv.ai enables enterprises, suppliers, distributors and retailers to grow. actyv Go, actyv Score, actyv PayLater, actyv Insure, actyv Invest and actyv Discover are the various product categories on the platform. For more information, please visit: <https://actyv.ai/>

About Mswipe

Mswipe Technologies is one of the largest omni-channel digital payments platforms providing a host of offline and online payment acceptance solutions to merchants across categories in 800 cities and towns of India. Digital lending is offered to merchants through the NBFC arm, Mcapital – a 100% subsidiary of Mswipe.

Headquartered in Mumbai, Mswipe began operations in 2011. Its key investors include B Capital, UC-RNT, Falcon Edge Capital, Matrix Capital Partners, DSG Partners and Epiq Capital.

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