Veefin Solutions Ltd. Announces Parag Ekbote as CEO of GlobeTF & CBO of Veefin Group

- Parag Brings Nearly 30 Years of Expertise in Leading Digital Transformation and Business Development

Mumbai, 30th July 2024: Veefin Solutions Ltd., a global leader in Supply Chain Finance, today announced the appointment of Mr. Parag Ekbote as the Chief Executive Officer of GlobeTF, a Veefin subsidiary focused on providing solutions in the Transaction Banking industry. Mr. Ekbote, an accomplished business leader with nearly 30 years of experience in the banking technology sector, will also serve as the Chief Business Officer of the Veefin Group of Companies.GlobeTF

Mr. Ekbote brings a wealth of strategic expertise in enterprise software and financial technology. His visionary approach and extensive experience in transforming and scaling businesses have been instrumental in driving global growth and innovation for global software product companies. Throughout his career, his leadership has consistently delivered significant business outcomes across diverse markets globally.

As a seasoned executive, Parag has demonstrated excellence in cultivating high-performance teams, overseeing complex business operations, and implementing successful market expansion strategies. His deep understanding of the Corporate ba nking sector has enabled him to spearhead digital transformation initiatives for leading financial institutions across geographies. Notably, he has a proven track record of revitalizing business units, exceeding performance targets, and fostering sustainable, long-term growth.

Raja Debnath, Managing Director of Veefin Solutions Ltd., commented, "We are delighted to welcome Parag as the CEO of our subsidiary GlobeTF and the CBO of Veefin Group of Companies. His strategic acumen and extensive industry experience will be invaluable as we continue to innovate and expand our financial technology solutions. Parag's vision and leadership will significantly strengthen GlobeTF's market position and contribute to our group's overarching objectives, particularly in developing our comprehensive Transaction Banking platform."

Parag Ekbote expressed his enthusiasm about the new responsibility, stating, "I am honored to join Veefin Solutions and lead GlobeTF into its next phase of growth. This opportunity aligns perfectly with my passion for driving technological innovation in the financial sector. I look forward to collaborating with the talented team at Veefin to enhance our product offerings, deepen client relationships, and propel the organization to new heights. Our focus will be on expanding our SCF and lending solutions globally while developing a cutting-edge Transaction Banking platform that will set new industry standards."

About Veefin Solutions Limited:

Veefin Solutions Limited (Veefin) is a global leader in Digital Supply Chain Finance. Listed on BSE SME, the company is reimagining Supply Chain Finance & Digital Lending through innovative, agile & scalable technology. Veefin builds white-labelled Supply Chain Finance and Lending solutions including end-to-end Lending Stack, Smart Credit Decisioning, Business Intelligence, Analytics and Omni-channel Onboarding for Banks, Financial Institutions, Fintechs, B2B marketplaces, and Corporates.

Incorporated in 2020, Veefin is headquartered in Mumbai with offices in Dhaka (Bangladesh), Ahmedabad & Dubai.

For more details visit:

About GlobeTF Private Limited

GlobeTF is a subsidiary of Veefin Solutions Limited (Veefin), a global leader in Digital Supply Chain Finance. GlobeTF is reimagining Trade Finance and Cash Management for the global financial institution market. At its core, GlobeTF offers an integrated platform that enables businesses to optimize their working capital through services such as payables and receivables management, corporate liquidity management, virtual account management, and trade finance.

Incorporated in 2024, is headquartered in Mumbai.