



# CreditEnable

**Confederation of All India Traders (CAIT), Enters into a Strategic Partnership with CreditEnable™ to help traders access affordable finance.**

**Mumbai/London July 25, 2018**

**CAIT an Apex Body of Trading Community of India at a National Level and CreditEnable™, a global credit insights and technology company, announced today that they have entered into a strategic partnership to help traders access affordable finance from banks and non-bank finance companies.**

The partnership will focus on providing education and digital tools that help traders improve their creditworthiness and ability to access affordable business loans from banks and other lenders.

Small and medium sized companies often are not aware of simple steps they can take to access the relatively low interest rates offered by banks and other non-bank financial companies. This regularly leads to businesses seeking finance from alternative or informal lenders who can often charge high rates, impacting the viability of the business.

CAIT and CreditEnable™ have come together to address this problem by equipping traders with knowledge the lending market and processes, and how to successfully meet the lending criteria and financial reporting requirements of banks and other formal lenders. Businesses are provided with practical and easy-to-use tools that support them in obtaining lower cost finance to support their investment needs.

Speaking on the occasion, Ms. Nadia Sood, Global CEO CreditEnable said, “We are delighted to partner with CAIT on this important initiative. We believe there is an enormous opportunity for 70 million Indian traders to access cheaper finance to invest in, and grow, their businesses, and we are delighted to be able to support them, along with CAIT, with this goal.”

Mr. Akbar Khan, India CEO CreditEnable added “ While there is a considerable supply of credit available to the trading community there is an expectation gap between what financial information lenders require and what the trading community is able to provide. The partnership between CAIT and CreditEnable will work towards bridging this gap.”

Mr. B.C Bhartia, President CAIT and Praveen Khandelwal, General Secretary, CAIT added, “It is imperative that small businesses and traders move away from a reliance on informal



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finance which comes at very high cost. Correct financial reporting and digitization are critical changes that need to be embraced by traders. Our partnership with CreditEnable will provide traders with the tools to improve their creditworthiness and access to better terms on financing.”

About CAIT

**CAIT is an Apex Body of Trading Community of India at a National Level. CAIT’s vision is to empower the 70 million traders within its association and bring glory of Indian Traders in main stream of economy and the nation. CAIT also wants to create a business-friendly environment in the Country by upgrading and modernising the existing format of retail trade and development of skills of the traders in India.**

About CreditEnable

**CreditEnable is a global credit insights and technology company that enables intelligent lending to small and medium sized enterprises (SMEs).**

**The firm provides origination and credit analytics solutions to help SME lenders grow efficiently. It also supports SMEs to prepare for and access affordable debt from formal credit institutions. [www.creditenable.com](http://www.creditenable.com)**

Contact details;

**Institution : Confederation of all India Traders (CAIT)**

**Contact Name : Mr. Praveen Khandelwal**

**Address : Vyapar Bhawan, 925/, Gali Number 1, Pocket B 1, Nai Walan, Karol Bagh, New Delhi, Delhi 110005**

**Email : praveendel@gmail.com**

**Institution : CreditEnable**

**Contact Name : Mr. Akbar Khan**

**Address : 1902, 19th floor - Tower B, Peninsula Business Park, Ganpatrao Kadam Marg, Lower Parel, Mumbai, Maharashtra 400013**

**Email : akbar.khan@creditenable.com**