

# Veefin Group Strengthens Leadership with Two Senior Appointments to Drive Expansion

- Gitesh Karnik and Saurabh Kanwar Join as Chief Human Resources Officer and Chief Brand & Marketing Officer respectively, reinforcing Veefin Group's dedication to innovation and growth

**Mumbai, 4th December 2024:** Veefin Group, on its mission to become the Global No.1 Working Capital Technology Platform, has announced the appointments of **Gitesh Karnik** as 'Chief Human Resources Officer' (CHRO) and **Saurabh Kanwar** as 'Chief Brand & Marketing Officer' (CBMO). Both Gitesh and Saurabh will oversee their respective domains across the entire Veefin Group. In his new role, Gitesh will focus on optimizing HR strategies to enhance employee engagement and performance, while leveraging his extensive media and marketing experience of 25+ years, Saurabh will focus on elevating Veefin Group's brand presence and driving innovative marketing initiatives.

**Saurabh Kanwar** has held leadership roles at major media giants like Star, Viacom and Disney. Known for delivering pioneering content properties such as MTV Roadies, Channel [v] Get Gorgeous and more, Saurabh's skill for innovation in brand and content solutions positions him well to lead Veefin Group's brand strategy. His recent entrepreneurial endeavours include consulting for enterprise BFSI clients and co-founding Flarepath, a key independent content and digital marketing agency. At the Group, Saurabh will be responsible for amplifying its brand identity, creating powerful narratives and expanding its influence across markets.

**Gitesh Karnik**, an accomplished HR leader with over two decades of experience, will be responsible for driving human resources transformation and talent strategy across the Group. Gitesh has held important positions like Chief People Officer at leading fintech companies and senior HR roles with Tata Capital and Magma Fincorp. His expertise spans designing performance frameworks, building high-engagement workplaces, and leading strategic HR initiatives. At Veefin Group, Gitesh will develop a robust HR infrastructure, foster talent growth, and embed innovative HR practices to support its expansion.

**Raja Debnath, Chairman & Co-Founder of the Veefin Group of Companies** said, "We are glad to onboard Saurabh and Gitesh to our leadership team. Their extensive experience and proven track record in their respective fields will be imperative as we continue to innovate and expand our offerings across the ecosystem. With these appointments, we are further strengthening two key pillars of our growth – the brand, and talent."

**Speaking on his appointment, Saurabh Kanwar, CBMO at Veefin Group** commented, "To play a part in the journey of one of the fastest growing groups, at one of the most exciting times in the fintech space: what a thrill! Veefin, made in India and branded for the world, is poised to transform financial services across international markets. Innovative marketing and branding will help accelerate our mission."

Further, **Gitesh Karnik, CHRO at Veefin Group**, added, "Veefin Group's vision of growth is matched by its commitment to creating a work culture that attracts and nurtures top talent. I am excited to join a team that values innovation not only in business but also in the way we support and empower our people. Together, we'll work to build a dynamic, high-performing workforce prepared to take on the challenges and opportunities in the fintech space."

## 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.

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