



Veefin Solutions Limited

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BSE Limited
P J Towers
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Mumbai - 400001.

Scrip Code: 543931
Subject: Press Release

Reference: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI LODR Regulations, 2015)

Dear Sir/ Ma'am,

In pursuance of Regulation 30 of the SEBI LODR Regulations, 2015, we are enclosing herewith Press Release titled '**PSB Xchange Connects with WOGOM to Expand Institutional Credit Access Across 7000+ MSMEs**'.

You are requested to kindly take the same on your records.

Thanking you,
For VEEFIN SOLUTIONS LIMITED

URJA THAKKAR
COMPANY SECRETARY & COMPLIANCE OFFICER
(A42925)

PSB Xchange Connects with WOGOM to Expand Institutional Credit Access Across 7000+ MSMEs



- Integration connects 7000+ MSMEs and 700+ distributors to institutional financing supported by 12 Public Sector Banks
- Real trade transactions digitised to enable faster credit access, reduced paperwork and competitive bank rates
- ₹5,000 crore pipeline aimed at strengthening formal credit penetration across India's MSME corporate and retail supply chain

PSB Xchange and WOGOM today announced the enablement of a ₹5,000 crore credit pipeline designed to strengthen supply chain financing access for SMEs and MSMEs across India's distribution ecosystem. The integration connects WOGOM's network of over 7000 retailers with PSB Xchange, a unified digital credit infrastructure platform supported by 12 Public Sector Banks in India and powered by Veefin Solutions' Technology.

Through this integration, real trade transactions generated on the WOGOM platform are connected to institutional, bank-backed financing available through PSB Xchange's multi-lender working capital ecosystem. The collaboration is intended to simplify and accelerate working capital access for MSME retailers and distributors by enabling structured financing linked directly to live commercial activity. As adoption expands, this partnership can potentially enable 2,000+ distributors across the ecosystem to transition to institutional, bank-backed credit over time, subject to onboarding and lender eligibility.



WOGOM is a digital B2B commerce platform connecting retailers and authorised distributors across India. By embedding institutional credit into trade, WOGOM helps solve **Money, Margin, and Discovery** challenges by improving access to working capital (Money), enabling better buying power (Margin), and helping partners source the right products reliably (Discovery).

PSB Xchange brings together participating Public Sector Banks and ecosystem partners on a common digital infrastructure to standardise onboarding and execution of supply chain finance and working capital programs. By leveraging institutional bank participation through a shared technology framework, the platform enables structured and transparent working capital financing aligned to real trade flows.

For end users, the integration enables faster access to institutional financing, competitive bank rates and reduced paperwork. By connecting live transaction data to bank-backed liquidity, the model seeks to improve credit flow and strengthen trust across the retail supply chain ecosystem.

Commenting on the development, **Sahil Sikka, Chief Business Officer & Chief Financial Officer, PSB Xchange**, said, “By connecting digital trade ecosystems such as WOGOM to Public Sector Bank liquidity through PSB Xchange, we are strengthening access to formal working capital for retailers and distributors. This initiative supports the broader objective of expanding structured credit access and improving transparency across India’s MSME supply chains.”

Ravi Patel, Co-founder, WOGOM said, “Access to timely and affordable working capital is critical for retailers and distributors. Through our integration with PSB Xchange, eligible partners can use their real business transactions to access institutional, bank-backed financing with competitive rates and reduced documentation. This will strengthen liquidity and build greater confidence across the trade ecosystem.”

About PSB Xchange

PSB Xchange is a unified comprehensive multi-lender embedded working capital ecosystem led by the PSB Alliance and developed by Veefin Solutions. The platform brings together banks, NBFCs, B2B Platforms, Fintechs, Corporates, MSMEs, and ecosystem partners to enable standardised onboarding, program discovery, and execution of supply chain finance and working capital programs through a shared, technology-driven infrastructure.



About WOGOM

WOGOM is a connected B2B commerce and fintech platform that brings retailers and authorised distributors into a single ecosystem. With a network of 7000+ MSMEs and 700+ distributors, WOGOM helps partners solve Money, Margin and Discovery. It enables MSMEs to buy better, access working capital faster, and run smoother trade transactions with digitised, connected workflows.