



# EPIKInDiFi in Microsoft & GA Partner?s Curated Startup Event

EPIKINDIFI Software & Solutions Pvt Ltd, June 09, 2019

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*With a focused crowd of more than 100 participants including CXOs from over 25 leading financial institutions besides regulators, stock exchange, industry experts and media personnel attending, Microsoft & GA Partner's Curated Enterprise Software Startup Event in Mumbai was a great place for fintech stakeholders to meet*

PR9.NET June 09, 2019 - MUMBAI, INDIA - Microsoft for Startup, APAC and GA Partners organised this premier curated event which provided a unique opportunity and launchpad for the enterprise software startups like EPIKInDiFi to address and showcase their products and solutions to solve the challenges the BFSI industry face today.

The keynote address by Mr R Gandhi, former Deputy Governor of Reserve Bank of India, provided deep insights on the way regulators are looking to support fintech. A panel discussion between 4 top CXOs from leading tier-1 banks highlighted corner office view on fintech and how they perceive them.

The Lending Industry across the world is undergoing a major transformation primarily driven by Data, Digital and Automation (D2A). A recent report by BCG indicates that over the next five years, digital lending is an unmissable 1 trillion-dollar opportunity. Customer service is going to become prime differentiator where customer will expect speed, better terms and cheaper rates. Unique solutions like EPIKInDiFi's "Vanguard" will help the banks and financial institutions to tap this potential.

EPIKInDiFi's leading product ?Vanguard? is an end-to-end Flexible, Modular, Integrated and Intelligent digital lending platform ? both for Retail and SME lending. The platform is built on the core principles of ?Zero Code?, ?Visual Designing? which is path breaking for the bankers. The platform offers pre-build templates which are a combination of data forms with minimal data entry, automated checks and calculations, credit decisioning engine, pre-integrated industry connectors and Robotics Process Automation framework. These templates can be used to launch a new product in hours and days rather than months and years.

?We are thrilled to be collaborating with Microsoft to help startups scale. GA Partners have been supporting startups with customer acquisition, tie up with relevant partners, and assisting in sales strategy and implementing them with our deep knowledge from the industry. We are happy to be providing a platform for startups to showcase their capabilities in terms of their solutions, apart from presenting their examples on addressing the challenges of BFSI sector?, said Kannan Ramaswamy, Founder & Managing Partner, GA Partners.

Microsoft is enabling startups to identify the risks, challenges and opportunities in the BFSI landscape and helping them to device a framework to assess the readiness of a startup to work with a large enterprise. The FinTech industry is also seeing the growing trend of unicorn startups ? valuing more than \$1 billion.

The event provided an opportunity to network with industry leaders, hear their views on challenges faced by startups in scaling up and what startups need to do to prevail and penetrate in large banks and financial institutions.

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## About EPIKINDIFI Software & Solutions Pvt Ltd

EPIKInDiFi is a technology the company started by Bankers and Industry experts with sole objective to build and provide products and platforms, services and solutions which will help the banks & financial institutions in improving their customer engagement, gaining operational efficiency, reducing implementation costs and achieve delivery certainty. The company?s product suites are intended to solve some of the core issues faced by the financial services Industry such as new client acquisition, improved customer experience, financial inclusion, reduced operational cost and regulatory compliance.

The company specialises in end-to-end Digital Lending Solutions for Retail and SME business. Company also offers Robotics Process Automation and Tablet Banking for field force of Financial Institutions. EPIKInDiFi is the choice of banks across 4 continents and is growing from strength to strength.

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