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# SimpliFin

## Company Overview

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| --- | --- |
| **Company Name** | SimpliFin |
| **Sector** | Financial analytics / cashflow management |
| **Product** | AI-powered Financial Analytics and Cashflow Management Solution |

## Investment Summary

|  |  |
| --- | --- |
| **Date of First Investment** | 01-02-2020 |
| **Aggregate Investment** | Rs 4,853,310.48 (net amount Rs 3,131,234.28) |
| **Investment Type** | CCPS |

## Financial Summary (Rs million)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metrics** | **Jan-Mar '22 (Quarter)** | **Jan-Mar '21 (Quarter)** | **FY 22-23 (Annual)** | **FY 21-22 (Annual)** |
| No. of Orders | 122.6 | 120.5 | 512.0 | 397.4 |
| Revenue | 5,684.0 | 5,211.5 | 30,230.0 | 17,818.3 |
| Contribution | 4,322.1 | 3,926.3 | 23,796 | 13,557.9 |
| EBITDA | -79.2 | -33.7 | 1,350 | -2,409.2 |

## Recent Highlights

* Raised $100K ARR with a $500K+ sales pipeline in India.
* Formed 4 key partnerships, including with revenue-based financing companies.
* Aims to reduce 80% of finance team's manual work and identify over 75% leakage.

## Key Points From Investor Presentation:

* AI-powered solution to manage complex payment methods and multiple revenue channels for digital-heavy businesses.
* Focuses on cashflow visibility and optimizing financial operations using AI and ML for improved accuracy and reduced errors.
* Expansion plan includes targeting D2C, FinTech, and e-Commerce sectors with geographical and sectoral reach.[Learn More About SimpliFin](www.getsimplifin.com)```