

IFC hails Suvidhaa's Inclusive Business Model



International Finance Corporation (IFC, World Bank Group) hails Suvidhaa's Inclusive Business Model and honours Mr. Paresh Rajde, Founder MD & CEO with the prestigious "Inclusive Business Leader Award" for the year 2011 at the World Inclusive Business Leaders Forum, Washington DC, USA held on 21-22 Sept. 2011



Mr. Paresh Rajde receiving the "Inclusive Business Leader Award 2011" from Mr. Lars H Thunell, Executive Vice President & CEO, IFC

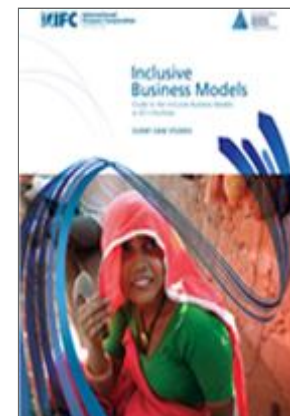


Mr. Rajde speaks on "Inclusive Technology Solutions" at the World Inclusive Business Leaders Forum, Washington, DC, USA

IFC held its **2nd Annual Inclusive Business Leaders Forum** on 21-22 September 2011. Business Leaders, IFC's Client Companies, Donors, Global Experts across the world congregated to share their experiences, best practices and innovative business models. During the 2-Day Forum, IFC acknowledged the efforts of select Companies with Inclusive Business models, across the world that expand access to goods, services and livelihood opportunities for those at the base of the pyramid (BOP) in commercially viable & scalable ways.

Recognizing the leadership role of Mr. Paresh Rajde, Founder MD & CEO, Suvidhaa, "IFC honoured Mr Rajde with the " **Inclusive Business Leader Award 2011**". Mr. Rajde was invited as a Speaker at this Global Forum on the topic "**Inclusive Technology Solutions**" and the insightful session was well received as was evident from the extended Q & A Session wherein Business Leaders & Experts across the world interacted with Mr. Rajde to understand how Suvidhaa's model brings about Social Inclusion, Rural Inclusion, Urban Inclusion, Financial Inclusion & Digital Inclusion in its endeavour to bring utmost convenience to the common man.

IFC report identifies seven inclusive business models that make a difference



[Download IFC Case Study on Suvidhaa](#)

Suvidhaa's socio-economic model was one such business model from India that was identified. IFC also published a Case Study on Suvidhaa's inclusive model during the 2-Day Forum, under the title "Accelerating Inclusive Business Opportunities: Business Models that Make a Difference".

About Suvidhaa

Suvidhaa Infoserve is India's largest Service Commerce (S-Commerce)® organisation engaged in the e-distribution of the widest & the largest bouquet of G2C/B2C Services through a simple, ready-to-use, fully integrated Service Application, built on a single platform with the flexibility to integrate any number of Services and/or Service Providers at any point of time and offers these through multiple delivery platforms viz., PC, Mobile & moving forward Television, in the utmost convenient manner... to the common man, in his neighbourhood. Suvidhaa today offers livelihood promotion to over 45,000 small retailers in over 1700 Cities/Towns across 28 States servicing over 5mn unique Customers annually. Suvidhaa's robust technology platform has the capability to process over 45mn Transactions per month and over 300 Brands/Service Providers across 20 industry categories use Suvidhaa's platform to reach their target customers. Suvidhaa also is mandated to empower over 68,000 Common Service Centres (CSCs) thereby reaching across to citizens living in over 410,000 villages across India. The company was founded & seed funded by its Founder MD & CEO, Mr. Paresh Rajde in 2007 and was angel funded by Mr. Shapoorji Pallonji Mistry, Chairman of one of India's leading Business Group. Suvidhaa was further-on venture funded by Northwest Venture Partners (NVP, USA), Reliance Venture Asset Management Ltd. (ADAG Group) and the International Finance Corporation (World Bank Group).

Suvidhaa Infoserve Private Limited

Hitech Plaza, 2nd Floor, Mahakali Caves Road, Opp. Shanti Nagar Bus Stop, Near Onida House, MIDC, Andheri (East)
Mumbai 400 093 | **Tel:** 022 6776 5300 | **Fax:** 022 6776 5200 | Email: corpcomm@suvidhaa.net | www.mysuvidhaa.com