

PRESS RELEASE

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Media Contact:

Rajasa Nistane
+91 97302 19016
rajasa.nistane@adfactorspr.com

U GRO Capital appoints Pia Shome as Chief People Officer

U GRO Capital, a BSE listed, sector focused small business lending fintech platform, today announced the appointment of **Pia Shome** as **Chief People Officer**. In this role, Pia will be instrumental in building a quality talent pool across the nation as the company ramps up its geographical reach and expand physical presence to 100 GRO Micro Branches in the coming year. She will also augment the culture of high performance and meritocracy while setting up clear career progression programs for U GRO Capital employees.

Pia is an INSEAD alumnus and has over 16 years of experience in the BFSI sector. Prior to joining U GRO Capital, Pia was Head - Human Resources at SMEcorner. She brings extensive experience, having worked in organisations like IDFC First Bank, RBL Bank, DBS Bank, Barclays Bank and TCS eServe International. She has played crucial roles in not only scaling up start-ups but also managing mergers of multiple financial institutions. Pia has served in leadership positions across various verticals like Business Partnering, Recruitment, Rewards and Recognition, Campus Relations, Talent Management and Learning & Development.

Announcing the appointment, **Mr. Shachindra Nath, Executive Chairman and Managing Director of U GRO Capital** stated, "It gives us immense joy to welcome Pia Shome as Chief People Officer. The realization of U GRO Capital's aspiration to solve the unsolved credit gap of MSMEs depends heavily on the existence of a coherent, competent, passionate, and agile leadership team. We are confident that Pia's addition to the team will stimulate a culture of meritocracy and ownership among our employees as we chart out their career progression with us. We look forward to Pia's contribution to help build scale as we spread across the country to help MSMEs. I wish her all the very best and a long and illustrious stint with U GRO Capital."

On her appointment, **Pia Shome** said, "I am thrilled to be a part of the U GRO Capital team, which has a distinguished structure built upon the founding pillars of knowledge and technology. I firmly believe that people as well as technology shall be our biggest differentiators. In our journey ahead, our focus will be to build strong people capabilities and a culture driven by meritocracy. I am heartened by U GRO Capital's aspirations of ongoing nationwide expansion and working towards a larger cause of solving the unsolved credit gap of MSMEs. I look forward to joining the team on this enthralling journey."

About U GRO Capital Ltd.:

U GRO Capital limited is a BSE listed, small business lending fintech platform. The Company is focused on addressing capital needs of small businesses operating in select eight sectors by providing customized loan solutions.

UGRO CAPITAL LIMITED

Registered Office Address: Equinox Business Park, Tower 3, 4th Floor, LBS Road, Kurla (West), Mumbai - 400070

CIN: L67120MH1993PLC070739

Telephone: +91 22 48918686 | **E-mail:** yougrow@ugrocapital.com | **Website:** www.ugrocapital.com

U GRO Capital's mission is 'Solve the Unsolved' – Small Business Credit Need. U GRO Capital believes that the problem of small businesses can be solved by building deep expertise around core sectors of SMEs in India coupled with a data centric, technology-enabled approach.

The Company has raised ~INR 920 crore of capital from a diversified set of private equity funds like institutional investors and well-known family offices.

The Company strives to build a strong SME financing platform based on sectoral understanding supplemented by a fully integrated technology and analytics platform.

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