



The People

Perspective



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How has your journey been in Vivriti Capital?

I joined Vivriti Capital as part of the Client Acquisition group and later transitioned into a Relationship Manager role. My journey here has been both exciting and highly rewarding. The opportunities for growth are endless, especially for those with a strong desire to learn. Vivriti Capital has provided a dynamic environment where I've been able to expand my skills and knowledge, making each day both challenging and fulfilling.



What are your strategies for building long term relationships with clients?

In sales, the client is our primary focus and driving force. Delivering a delightful customer experience is immensely rewarding. By understanding our clients' pain points, ensuring timely funding, and providing support for any operational issues, we instil great confidence in them. Staying in regular contact with the client, arranging occasional meet-and-greets, and sending festive greetings, all contribute to building and maintaining strong, lasting relationships.



How has the lending landscape evolved in the mid-market space?

The growth of the mid-market sector has been remarkable, fuelled by several key factors. Access to capital has played a pivotal role in driving this growth, with Vivriti Capital also being a key enabler in improving capital access for the mid-market segment. Additionally, the ongoing emphasis on digital transformation and infrastructure development has been instrumental in supporting and accelerating this expansion.



How has working with Vivriti Capital aligned with your career goals and aspirations?

I have always been passionate about sales, and targets truly motivate me. Vivriti has provided an incredible, growth-oriented platform for learning and development. Being surrounded by highly talented individuals constantly pushes me to perform at my best and achieve more.



What message would you like to share with new joiners?

To all the new joiners, Vivriti is the ideal place if you have a growth mindset. Make the most of this platform and seize every possible opportunity. You'll be surrounded by some of the brightest minds, so stay curious and learn from the best. Wishing you the very best!

