



# The People

Perspective



## Mayank Purohit

Relationship Manager - Business, Vivriti Capital

**Tell us more about your role and your experience of working at Vivriti Capital.**

I have joined Vivriti Capital 1.5 years ago as a Business Development Manager specializing in Supply Chain Finance.

As part of the SCF team, we aim to understand the unique challenges faced by small and medium-sized enterprises (MSMEs). We offer flexible and collateral-free lending solutions to empower small businesses to grow, innovate, and thrive.

By providing small and mid-market enterprises tailored solutions, we help them achieve their business goals and make it easier for them to access the capital they need to expand, scale, and stay competitive in the market.



**Can you describe your strategy to identify business opportunities and acquire new clients?**

Within our organization, we have a multi-channel approach for client acquisition as mentioned below:

- Our Client Acquisition Team leverages internal references to identify potential leads.
- We receive dealer contact information through anchors who are already part of your system.
- Existing clients provide references or introductions to new potential clients.



## In what way do you maintain strong relationship with existing clients?

Maintaining a strong relationship with existing clients is crucial for both client retention and generating referrals. Here are several strategies which I use to build strong relationships:

- **Proactive Engagement:** Schedule regular check-ins with clients to ensure they're satisfied with the product/service. This can be done through phone calls, emails, or in-person meetings.
- **Offer Solutions, Not Just Products:** Understand the client's pain points and offer proactive solutions, not just products. Position oneself as a trusted advisor to help them grow.
- **View Clients as Partners:** Support client as a partner and commit to their long-term success and growth.






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

Working with Vivriti Capital has been a wonderful opportunity for me to upskill and groom my capabilities. The dynamic nature of my work has provided me with both challenges and opportunities to evolve and grow.



## What message would you like to share with new joiners?

A portrait of a man with a dark beard and mustache, wearing a light blue and white checkered button-down shirt. He is looking directly at the camera against a background of a grey and white geometric pattern. The portrait is framed by an orange speech bubble shape.

This is a place where you can grow both professionally and personally. Vivriti Capital believes in empowering people. We are encouraged to take initiatives, think outside the box, and challenge the status quo. One has the opportunity to contribute meaningfully from day one, and his/her efforts have a direct impact on the company's success.

At Vivriti Capital, your career growth is a priority. It offers a dynamic, fast-paced environment where continuous learning is at the core of everything we do. Whether you're advancing your skills or working with inspiring colleagues, you'll find plenty of opportunities to advance your career.

