



## **Dvara E-Dairy partners with Jana SFB to bridge the financial services gap for small dairy farmers**

*Implements innovative tool for customized cattle management recommendations*

*Easy and quick access to financial services*

**Chennai, October 19, 2021:** Dvara E-Dairy Solutions Pvt Ltd, an agfintech company incubated at the Dvara Venture Studio of Dvara Holdings (formerly Dvara Trust), has entered into a partnership with Jana Small Finance Bank (Jana SFB), a pioneer in agriculture & allied activity loans, to address critical gaps in the underpenetrated financial services market for small dairy farmers in India.

Through the partnership with Jana SFB, Dvara E-Dairy aims to empower every small and medium dairy farmer in the country with comprehensive financial and cattle management solutions using innovative new-age digital technologies.

*“Today, a cattle loan is treated predominantly as a “personal loan to a dairy farmer”. With this strategic partnership with Jana SFB, we aim to create significant opportunities and expand access to a range of financial services for millions of unbanked and underbanked small dairy farmers. Jana SFB is a pioneer in offering credit to for the agriculture & allied activities segment and has an extensive branch network in the rural and agricultural regions across India. Incorporating advanced veterinary science & practices, and leveraging new-age technologies coupled with Jana SFB’s expertise in the allied agriculture sector, we want to transform the credit and underwriting process for cattle loans. Our in-house product Surabhi e-Tag provides accurate cattle identification based on the muzzle identity of cattle. Similarly, Surabhi Score arrived at, basis a digital assessment, complements the underwriting of cattle loans based on dairy activities and the customized cattle management recommendations. This helps dairy farmers improve their livelihood and achieve household financial goals”,* said Ravi K.A., Founder & CEO, Dvara E-Dairy Solutions.

*“At Jana Bank, we believe that the dairy sector is one of the crucial sectors that not only provides employment to millions of rural households but also contributes to the economy. Our endeavour is to bridge the financial gap in this ecosystem by providing required finance in a secured and hassle-free manner. Through this partnership, we will be aiming to address the credit needs of small and marginal dairy farmers, who otherwise have limited access to formal credit to grow their business”,* Said Sudhir Madhavan, Head of Retail Financial Services, Jana SFB.

### **About Dvara E-Dairy**

Dvara E-Dairy Solutions Private Limited is focused on solving the problems of small and marginal dairy farmers by building an ecosystem platform and deploying new-age technologies, and providing access and scale in financial services and cattle management services. The Dvara E-Dairy solution aims to create synergy between dairy farmers, financial services institutions and value chain companies to assist them in making informed decisions.



It is an agfintech portfolio company of Dvara Holdings (formerly Dvara Trust) and is part of the Dvara Venture Studio cohort that Dvara Holdings is pioneering into being the premier start-up partner in India for entrepreneurs working towards large-scale systemic change in financial inclusion.

For more information, visit: <https://dvaraedairy.com>

### **About Jana Small Finance Bank:**

Jana Small Finance Bank Limited (Jana Small Finance Bank) is one of the leading Small Finance Banks of India in terms of assets under management and deposit size as at March 31, 2020, as per the report titled 'Overview of Banking Sector in India' dated March 12, 2021, issued by IRR Advisory ("IRR Report"). Jana Small Finance Bank has the second most geographically diversified portfolio with a pan-India presence among all Small Finance Banks in India as at March 31, 2020 (Source: IRR Report). As at February 28, 2021, Jana Small Finance Bank had 611 Branches, including 166 Branches in Unbanked Rural Centres, and 134 ATMs located in 229 districts in 19 states and three union territories. Jana Small Finance Bank has served over 8.00 million customers since 2008, including approximately 3.05 million active customers.