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Sohan Lal Commodity Management Ltd. (SLCM), India's largest post-harvest logistics and agri-solutions company, has appointed Anupam Gupta as Chief Business Officer (CBO) of its wholly owned subsidiary, Kissandhan Agri Financial Services Pvt. Ltd. (Kissandhan). Kissandhan is a multi-asset non-banking financial company (NBFC) focused on delivering credit solutions to farmers, agri-entrepreneurs, and the trader community.

In his new role, Gupta will lead Kissandhan's next phase of growth, with a focus on expanding agri-financing solutions, strengthening P&L performance, and enhancing access to both secured and unsecured credit for MSMEs and agri-linked enterprises. He will also drive strategic partnerships and operational excellence across markets.

Commenting on the appointment, Sandeep Sabharwal, Group CEO, Sohan Lal Commodity Management Ltd., said, "We are delighted to welcome Anupam Gupta to the Kissandhan leadership team. His proven expertise in building scalable lending businesses and managing large portfolios aligns seamlessly with our vision to deepen financial inclusion across the agri-ecosystem while driving sustainable growth for farmers and agri-enterprises."

Gupta is a seasoned financial services professional with over 27 years of experience spanning retail finance, MSME/SME lending, business strategy, and distribution management. Over the course of his career, he has managed portfolios exceeding Rs 8,000 crore across Micro LAP, mortgages, unsecured loans, trade finance, and machinery finance, while leading teams of more than 700 professionals.

Expressing his views on the new role, Anupam Gupta, Chief Business Officer, Kissandhan, said, "I am excited to join Kissandhan at a time when demand for structured and inclusive credit solutions across rural and semi-urban India is accelerating. The SLCM Group has built a unified ecosystem integrating agri-logistics, commodity management, procurement, agri-financing, and phygital execution. I look forward to expanding our reach, strengthening customer trust, and building innovative product strategies that scale credit delivery while empowering India's agri and MSME sectors with tailored financial solutions that foster long-term growth and resilience."

Prior to joining Kissandhan, Gupta served as Business Head – Micro Loans (North West) at UGRO Capital, where he scaled a 75-branch network across Tier-2 and Tier-3 cities. At Capital First (now IDFC First Bank), he established the SME Business Loans vertical, growing monthly disbursements from Rs 1 crore to Rs 175 crore and building an AUM of over Rs 2,000 crore. He has also held leadership positions at Udaan Capital, Indiabulls Consumer Finance, CitiFinancial, and GE Capital, consistently driving portfolio expansion, strengthening distribution networks, and advancing customer-centric lending strategies.

Kissandhan has emerged as a key growth pillar for the SLCM Group, making significant strides in agri-financing nationwide. As of January 31, 2026, the NBFC has disbursed over Rs 3,400 crore in loans, positively impacting more than 700,000 farmers and extending credit support to over 129 Farmer Producer Organizations (FPOs). With a presence across 245 locations, Kissandhan's growth has been driven by its quick and hassle-free loan disbursement model, supported by minimal documentation requirements, fostering strong adoption and trust within farming communities.