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Sohan Lal Commodity Management (**SLCM**), a post-harvest logistics and Agri-solutions company, announced the appointment of **Anupam Gupta** as the Chief Business Officer (CBO) of its wholly owned subsidiary, **Kissandhan Agri Financial Services** (Kissandhan), a multi-asset non-banking financial company (NBFC) focused on providing credit solutions to farmers, agri-entrepreneurs, and the trader community.

Anupam Gupta is a seasoned financial services professional with 27 years of experience in retail finance, MSME/SME lending, business strategy, and distribution management. He has managed portfolios exceeding ₹8,000 crore across Micro LAP, mortgages, unsecured loans, trade finance, and machinery finance, leading teams of 700+ professionals.

Anupam Gupta has held key leadership roles across prominent financial institutions and has consistently driven business transformation through strong distribution networks, portfolio expansion, and customer-focused lending strategies.

Prior to Kissandhan, Anupam served as Business Head – Micro Loans North West at UGRO Capital, scaling a 75-branch network in Tier-2/3 cities; set up SME Business Loans at Capital First (now IDFC First Bank), growing disbursements from ₹1 crore to ₹175 crore monthly with ₹2,000 crore+ AUM; and held key roles at Udaan Capital, Indiabulls Consumer Finance, CitiFinancial, and GE Capital.

In his new role, Anupam will spearhead Kissandhan's growth roadmap, focusing on expanding agri-financing solutions, driving P&L performance, and enhancing access to secured and unsecured credit for MSMEs and agri-linked enterprises, while also strengthening strategic partnerships and accelerating execution excellence across markets.

Sandeep Sabharwal, Group CEO, Sohan Lal Commodity Management, said, "We are thrilled to welcome Anupam Gupta to the Kissandhan leadership team. His proven expertise in building scalable lending businesses and managing large portfolios aligns perfectly with our ambition to deepen financial inclusion in the agri-ecosystem while driving sustainable growth for farmers and agri-businesses alike."

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