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- Anupam brings 27+ years in retail finance, MSME/SME lending, and scaling portfolios over ₹8,000 crore
- Appointment accelerates Kissandhan's mission to enhance credit access for MSMEs and agri-enterprises
- Builds on Kissandhan's loan disbursement exceeding ₹3,400 crore, impacting 700,000+ farmers across 245 locations

New Delhi, February 10, 2026: Sohan Lal Commodity Management Ltd. (SLCM), India's largest post-harvest logistics and Agri-solutions company, today announced the appointment of **Anupam Gupta** as the **Chief Business Officer (CBO)** of its wholly owned subsidiary, **Kissandhan Agri Financial Services Pvt. Ltd. (Kissandhan)**, a leading multi-asset non-banking financial company (NBFC) focused on providing credit solutions to farmers, agri-entrepreneurs, and the trader community.

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.

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Commenting on the appointment,

Sandeep Sabharwal, Group CEO, Sohan Lal Commodity Management Ltd., stated: *"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 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.

*Expressing his enthusiasm, **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."

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.

About Kissandhan

Kissandhan has emerged as a strong pillar of growth for SLCM Group, making significant strides in agri-financing across India. With a loan disbursement exceeding ₹3,400 crore, Kissandhan has positively impacted the lives of over 7,00,000 farmers. With a strong focus on empowering farmers at the grassroots level, the NBFC has extended credit support to more than 129 Farmer Producer Organizations (FPOs) and has established its presence across 245 locations nationwide. Key drivers behind this growth include Kissandhan's hassle-free and quick loan disbursement model, supported by minimal documentation, which has enabled stronger adoption and trust among farming communities. *(As on 31st January 2026)*