

SMERA RATINGS LIMITED - CHANNEL ASSOCIATE PROGRAMME

ABOUT SMERA:

SMERA Ratings Limited (SMERA) commenced its operations in 2005 as a joint initiative of SIDBI, Dun & Bradstreet, India (D&B) and leading public and private sector banks in India. SMERA is duly registered with SEBI as a Credit Rating Agency. SMERA is also accredited by the Reserve Bank of India as an Accredited Rating Agency for undertaking Bank Loan Ratings. SMERA has till date assigned more than 40,000 ratings.

MSME SECTOR:

It is believed that the Micro, Small and Medium Enterprises (MSME) Sector is constrained with funding gaps for a variety of reasons and SMERA aims to facilitate credit flow to this Sector by providing independent reliable credit ratings to MSMEs for the consideration of banks and other funding agencies. This we believe is a part of our service to this Sector.

WHAT WE PROPOSE:

India has close to 44 million MSMEs with a funding requirement of Rs. 42 trillion. In its efforts to assist the credit flow to the MSME Sector through streamlining of the information asymmetry, SMERA proposes to engage with interested Channel Associates.

You are invited to become our Channel Associate and be a part of the team that assists the MSME Sector.

WHAT IS IN IT FOR THE CHANNEL ASSOCIATE:

Apart from a sizeable potential to be entitled for good financial incentives, the Channel Associate programme can also provide you a unique opportunity to grow along with the Sector, by working with a credible organization like SMERA and build our brand image.

WHO CAN APPLY?

Individuals/Firms/Companies/NGOs/ Associations of MSMEs with experience in BFSI segment or in the business of sales of financial products.

MINIMUM REQUIREMENTS:

The applicant must have a sound financial standing with an office in the area of operation, with adequate number of employees to solicit business through tele - calling / field and marketing visits.

DOCUMENTS REQUIRED:

- Annual Accounts for the last two years.
- Detailed write-up on the business profile of the Applicant

FOR MORE INFORMATION FOR BECOMING A CHANNEL ASSOCIATE: Please feel free to write to mrinal.singh@smera.in or call +91 99991 11611.