

【NEWS RELEASE】

November 6, 2024
SMBC Asia Rising Fund

SMBC Asia Rising Fund Closes Investments in MODIFI, Easy Home Finance, and M2P Fintech

SINGAPORE, November 6, 2024 --- SMBC Asia Rising Fund, the corporate venture capital fund of SMBC Group, is pleased to announce its next three investments in startups operating actively in India and Southeast Asia. This marks a significant milestone in our continuous commitment to fostering innovation and growth in the region.

The three companies are:

MODIFI – A leading global platformer for B2B cross-border supply chain finance based in Netherland.

Easy Home Finance – A leading provider of affordable housing loans in India with in-house full-stack tech.

M2P Fintech – A global full-stack Banking-as-a-Service platform from India, powering next-gen Fintech.



MODIFI secures US\$ 15 million as a part of its Series C round led by SMBC Asia Rising Fund.

MODIFI, based in Netherland, offers a global leading platform for B2B cross-border supply chain finance for 1,800+ SMEs across 55+ countries, providing embedded Buy Now Pay Later solution and empower mid-sized companies to participate in global commerce and grow local economies.



In India, SMBC Asia Rising Fund has also participated in the series B round for Easy Home Finance.

Easy Home Finance specializes in providing online mortgages tailored to India's affordable housing initiatives, leveraging in-house technology such as AI-based underwriting and data-centric property evaluation to enable 60% of customers to complete the loan process digitally via its omnichannel services and mobile app.



In addition, SMBC Asia Rising Fund has participated in the ongoing Series D round for M2P Fintech.

M2P Fintech offers API infrastructure with a comprehensive technology stack, including core banking systems, core lending suites, BNPL, credit, debit, and prepaid cards, UPI, and advanced data capabilities—powering over 200 banks, 300+ lenders, and 800+ fintech engagements across 30+ markets worldwide.

There are a lot of synergies and collaboration opportunities between our three investments and the SMBC Group. We are excited to see how these collaborations will emerge and evolve from here and contribute to the growth of the region. SMBC Asia Rising Fund is committed to supporting the growth of India, Southeast Asia, and globally by investing in prominent startups and fostering innovation.

For more information, visit the following websites.

SMBC Asia Rising Fund

[SMBC ASIA RISING FUND](#)

MODIFI

[MODIFI - International Business Payments](#)

Easy Home Finance

[Welcome to Easy Project](#)

M2P Fintech

[M2P Fintech | Simplified Banking, Lending, and Payment Solutions](#)