



Crafting Masterpieces\*

# Sovena Solution

T r a d e   F i n a n c e   S o l u t i o n s



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# 01

## OUR PROMOTIVE TEAM



**Mr. SANDEEP SAXENA**

**Director & CEO**

- **SANDEEP SAXENA** is the Director and CEO with 25 years of experience across various thriving business sectors. An alumnus of Delhi University, he is a dynamic, focused, and innovative professional with extensive experience in the corporate business sector, including a significant tenure with NisSparta a Reliance company ,where he specialized in corporate trainings and attitudinal change, management programs and workshops base on interactive and experiential learning's .

- With over a decade of experience as a speaker, he has delivered impactful sessions on motivation, leadership, and psychological tools to diverse audiences. In addition to his corporate training background, he has successfully led a management institute and an IT solutions company. His expertise also encompasses Project Management Consultancy (PMC) and GIS mapping. Sandeep has been involved in a wide range of projects executed both nationally and internationally.

- **NAMITA SAXENA** is the Director and COO with 23 years of experience in operational transformation. An alumna of Delhi University, she brings a strong background in management and administration, with rich experience in handling office operations and fostering effective interpersonal relationships within teams.

- Her core expertise lies in finance and human resources. Namita has travelled extensively around the world, gaining exposure to diverse business environments and industry segments, which has enhanced her strategic insight and adaptability in dynamic operational settings.



**Ms. NAMITA SAXENA**

**Director & COO**

- **Shashank Sharma** has 27 + yrs of workex International & India Markets. He has worked with ICICI Bank & Birla Sun Life into core Financial & Banking domain.

- He was a Consultant for Shine Loan, an online new age platform, and was an integral part of the founders group and achieved 300 crores Loan book size with 94 percent recovery, within 1 year of operation. With exposure in Real Estate, FMCG and BFSI he is very well versed with the overall Business environment

- **Roopashi Saxena** 20 years experience with BFSI and personal / corporate finance and investment. She has served at companies like Indiabulls, Karvy and various other financial and Educational institutions



**MR. Shashank Sharma**

**Management**



**Mrs. Roopashi Saxena**

**Management**





# Sanjeev Chadha

## About

Sanjeev Chadha, the Chairman of one of the largest Financial Group of Companies, and a Global leader having presence of his companies and offices globally, holds numerous certificates as an auditor. He is a true leader and entrepreneur by profession and specialisation in Banking and Trade Finance solutions and other Businesses globally, with his organization presence in UAE, UK, Spain, USA, Africa etc. He believes successful entrepreneurs are not specifically required to have industry background in order for them to be experts in their field.

Instead, he holds that their success comes from knowledge of and experience in extensively diverse arrays of industries. He believes the continuous learning and mastering of the different trades sharpen instincts and hone skills in navigating the waters of the business world. With decades of refined management, operations, and administrative skills in his holster, now mentor for an upcoming company Sovena Solutions in international and national Banking trade finance. credit rating solutions.



## MR. UPENDRA GIRI

### About

Founder of Uplyft Global, Serial Entrepreneur, Mentor to Sovena Solutions and USA, having 20+ years of experience in transformation consulting with fortune companies and Eric Jennet Awardee by PMI

A true leader, evangelist, and professional engineer, he is also the Founder and Trustee of PMI North India Chapter and is a Charter Member of TiE. Upendra earned his MS in Civil (Environmental) Engineering from Lehigh University, PA, the USA in the year 1994 and B.Sc. in Civil Engineering in the year 1991 from Jamia Millia Islamia University, New Delhi, India. A GIS Technology expert and motivational speaker and have trained top professionals in a wide industry sectors.



**Offer Streamlined Access:** Through our extensive network and expertise, we aim to provide fast, hassle-free access to bank instruments, making transactions simpler and smoother.

**Extend Financial Expertise:** Our team of seasoned professionals is dedicated to providing clients with expert guidance, enabling them to make informed financial decisions.

At Sovena Solutions of Companies, our vision is to simplify and facilitate access to essential financial instruments in order to foster global trade. By providing seamless access to letters of credit, bank guarantees, and other critical financial tools, we enable businesses of all sizes to thrive in the international marketplace. Our unwavering commitment to innovation and client success positions us as the trusted partner in navigating the complexities of global trade finance.

• **Shalu** is a seasoned entrepreneur and multifaceted business professional with a strong track record of leadership across diverse industries including environmental engineering, renewable energy, real estate, transportation, and logistics.

• **Nachiketa Vajpayee**  
(Partner & Head of Litigation - Solicitors India Law Offices)

Nachiketa specializes in direct and indirect litigation and arbitration (domestic as well as international), more particularly in matters related to Crypto-currency, NFTs, Privacy and Data, and White- Collar Crimes. He undertakes a range of contentious work on behalf of domestic and foreign corporations as well as individual clients, representing them before various fora. Nachiketa was awarded with his law degree from Rajiv Gandhi National University of Law, Patiala, Punjab (RGNUL), in 2015.



**Ms. Shalu M Singh**

**Management  
Canada & USA**



**MR. Nachiketa Vajpayee**

**Legal Advisor**



## Description



In the industry since 2011, Sovena Solutions expertise to understand your complex trade transactions ensures that you get the optimal solution for your business requirement - be it for import, export, or local projects. Our comprehensive range of trade finance solutions allows our clients to gain access to cross-border opportunities. Our services are tailor made to each client's requirements. The management's extensive years of experience in the industry as a trade solution provider coupled with a strong network of alliance banks and financial institutions will make your global deals happen in no time. We aim to provide our clients what they need to push their transactions with competitive charges, and most important of all, without the bureaucratic process.





Our commitment to innovation drives our continuous expansion. We evaluate market trends, customer feedback, and emerging financial needs to identify opportunities for growth. As such, our group has expanded our global presence to address different client requirements, as we aim to be your preferred partner and one stop shop for trade finance expertise:

### Trade Finance

Letters of Credit (Sight/Usance)  
Standby Letters of Credit Bid  
Bonds, Performance Bonds,  
APGs, etc. Preadvise Messages



### IT Solutions

Product and Digital Strategy  
Engineering & Technology Cloud  
Services UX Research and  
Design Digital Marketing E-  
learning Platform



### Payment Services

Merchant Gateways (TZS/ USD)  
International Transfer Prepaid Card  
Micro Lending



### Credit Rating

Credit Rating & Report Credit  
Recommendation & Report  
Business Assessment Report  
KYB/Vendor Assessment Report  
Scorecard ESG



A guarantee issued by a bank or a financial institution to pay a beneficiary on a client's behalf in a situation where the applicant defaults, is known as a standby letter of credit. This instrument was developed due to legal limitations imposed by US regulators on the bank's authority to issue guarantees.

A **standby letter of credit** is considered highly suitable for a wide range of secure payments, making it highly a flexible tool. Most commonly, it is used for international trade purposes to provide assurance to the beneficiary that payment will be made regardless of circumstances. However, there are quite a few complexities involved in a standby letter of credit. Standby letter of credit, making it advisable to consult with an expert in case complete information is not available regarding the procedure.

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**There are certain types of a standby letter of credit which are mentioned below:**



## • A direct-pay standby

This type is typically used to guarantee payment in case the applicant defaults on a debt or financial obligation.

## • A performance Standby

Used to ensure that a seller or contractor performs their duties according to the terms and conditions of a contract.

## • Bid-Bond or Tender-Bond Standby Letter of Credit.

This type of SLOC is often required during the bidding process for projects, ensuring that the bidder (usually a contractor) will honor their bid if they are selected.



## • Advance-Payment Standby Letter of Credit

This type guarantees repayment of an advance payment made by a buyer to a seller or contractor, in case the seller defaults on the agreement.

## • Financial Standby Letter of Credit

Used to back up financial obligations and debt repayments. A financial standby is often used to guarantee the payment of loans or other financial obligations.

## • Counter Standby Letter of Credit

A counter standby is typically used in financial transactions to guarantee an obligation in one direction, but with the option of a reciprocal obligation in the other direction.



# 12 ISSUERS

Small and medium businesses (SMEs) are the lifeblood of economies worldwide, yet they often struggle to find trustworthy and efficient financial services partners. Yield Group has heavily worked with esteemed financial institutions like UOB Global Capital, Banco Micro Capital, and Union Banco Credit to serve our clients across the globe when it comes to trade finance.



LICENSE FROM ZAMBIA  
REPRESENTATIVE OFFICE IN ZAMBIA

Rating  
**B,B,B**



LICENSE FROM UGANDA  
REPRESENTATIVE OFFICE IN UAE

Rating  
**A**



LICENSE FROM TANZANIA  
REPRESENTATIVE OFFICE IN UK

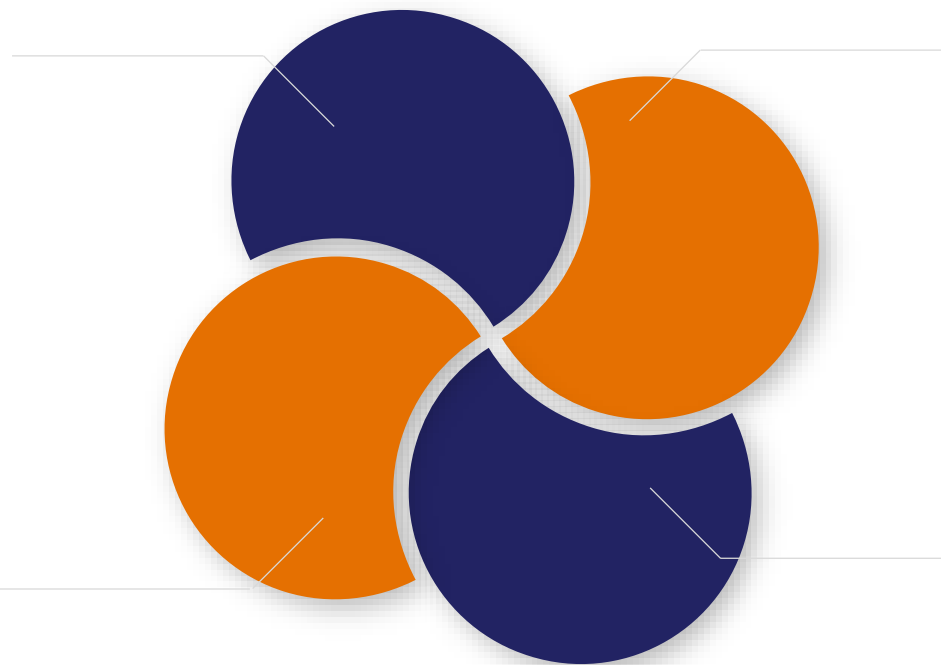
Rating  
**A,B,B**

# ISSUANCE PROCEDURE

Our charges for issuance depends on the amount of instrument, beneficiary bank (so we can see which issuing bank can service it), and validity of instrument. Different issuers have different charges so we need to understand the transaction before quoting. Our procedure is very straightforward:

1) After acquiring all the pertinent documents and information, we will select the issuing bank or financial institution and provide the draft for your review. Initial documents include the underlying transaction or a filled out form, constitutional documents of the company, and financials if the transaction is substantial.

3) We will raise the invoice for the agreed charges and send it with the list of documents needed for issuance and onboarding. Documents needed will depend on the finalized transaction and approved draft, which your relationship manager will guide you on.



2) Upon receiving the draft of the instrument, you must thoroughly review it with all concerned parties. Should there be any amendment, we can revise it accordingly subject to issuer bank's policy. Once the draft is approved, send us a copy of the draft with signature and approval stamp.

4) As soon as we receive the payment for the invoice, the issuer will issue and relay the instrument after documentation is completed. Simultaneously, we will send you the issued copy through email for your reference and record.

Soneva Solutions' mission is not only to provide financial services to SMEs but also to be their trusted partner in their internationalization efforts. As we continue to disrupt the traditional financial services landscape, we aim to simplify banking, make it more accessible, and enable SMEs to thrive in the global marketplace. Sovena solutions joint venture parent company has offices in UAE (Dubai head office), UK (London), India Spain (Las Palmas), Zambia (Lusaka), Uganda (Kampala), and Tanzania (Dar Es Salaam). Please visit us in the following offices:

**London, UK****Dubai, UAE****India****Canada**

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