

Seed Group Partners with India-Based Signzy as the Banking Workflow Automation Company Enters the UAE

Dubai, United Arab Emirates, and Bangalore, India – 30 August 2021 – [Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has entered into a strategic partnership with [Signzy](#), a Bangalore-based banking workflow automation company, for financial services, to give further push to digital transformation of businesses across the UAE. With the support of Seed Group, Signzy aims to triple its growth in the region by the end of fiscal 2022.

The partnership comes at a time when the UAE is expediting tech transformation across government services and industries, as per the goals of the UAE Digital Government Strategy 2025.

Under the partnership, Seed Group will help Signzy expand its operations in the Emirates and the wider Middle East, reach the right audience, access top decision-makers in government as well as private sectors, and market their products effectively in the region. The AI startup, on the other hand, will bring the best products and technologies to the region and help companies automate their back-office operations, create security and data protection infrastructure and speed up digitisation of their processes.

Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, “The UAE is taking giant strides to meet the objectives of the UAE Digital Government Strategy 2025 and double the size of the digital economy in the next 10 years. Businesses are going through a phenomenal digital transformation and are on a lookout to adopt affordable smart technologies.”

“Having Signzy as our strategic partner will give the country’s digitisation agenda the much-needed push. Signzy has been successfully providing to various institutions cutting-edge digital solutions. We see a huge potential for their services in the UAE and the Middle East,” he added.

Ankit Ratan, Signzy co-founder and CEO, said, “Seed Group brings a wealth of experience and regional access to the MENA region which will power us to rapidly grow market share. Businesses, especially banks, financial institutions, and fintechs across UAE and Middle East are doubling efforts to digitize and automate services to build a robust digital financial infrastructure that improves access, transparency, and speed of delivery. We are pleased to partner with Seed Group to fulfil UAE’s vision of digital transformation.”

Signzy, a company that works with over 100 financial institutions, including the four largest banks in India and the top three banks in the US, and various other businesses, seeks to help financial institutions automate their back-office operations, create security and data protection infrastructure, and speed up digitisation for faster customer onboarding and real-time verification and fraud detection. With over 240 fintech API pre-integrated on the platform, Signzy assists banks become digital ready from day one and expedite customers’ digital journey.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscape in the Middle East. Over the past 16 years, it has formed successful strategic alliances with leading global companies representing diverse regions to accelerate their sustainable market entry and presence within the Gulf Cooperation Council countries.

About Seed Group

Over the past 16 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria. For more information, visit www.seedgroup.com.

About Signzy

Signzy is a leading provider of AI-based digitalization and automation solutions to the BFSI industry and counts globally leading banks and NBFCs as its clients. As one of the leading bank workflow automation players, Signzy helps more than 200 institutions make their digital regulatory processes simple, secure and compliant. For more information, visit www.signzy.com.

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