

 Early Warning System

IFC-51195

Servify



## Quick Facts

Countries	India
Financial Institutions	International Finance Corporation (IFC)
Status	Approved
Bank Risk Rating	C
Voting Date	2025-08-01
Borrower	Service Lee Technologies Private Limited
Sectors	Communications, Industry and Trade
Investment Type(s)	Equity
Investment Amount (USD)	\$ 12.21 million



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## Project Description

According to the Bank's website, the proposed Project is an equity investment of up to US\$12.5 million in Service Lee Technologies Private Limited, a privately held corporation domiciled in India. Servify is India's leading technology platform that integrates multiple brands and their sales and service ecosystem through its product lifecycle management platform to deliver great product ownership experience to the end consumers. It enables Brands, Original Equipment Manufacturers (OEMs) and Retailers to manage white labelled product protection and trade-in/upgrade programs end-to-end through its AI enabled proprietary technology platform by onboarding and managing various ecosystem partners like insurance partners, service providers, logistics partners, payment gateway partners and liquidators. The Company supports global brands, including top consumer electronics manufacturers, telcos, retailers, distributors, product liquidators and service providers. Some of its major brand partners include Apple, Samsung, AT&T, Bose, HP, Oppo and Vivo amongst others.



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## Early Warning System Project Analysis

Project activities of this Category C investment materially meet the requirements under Performance Standards (PS) 1,2, 3, and 4.



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- International Finance Corporation (IFC)

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## Private Actors Description

*Servify* is India's leading technology platform that integrates multiple brands and their sales and service ecosystem through its product lifecycle management platform to deliver great product ownership experience to the end consumers. The company was founded in 2015 by Sreevathsa Prabhakar (CEO and Founder). The Company has raised more than US\$100 million from reputed institutional investors like Iron Pillar, Blume Ventures, Beenext, Singularity, AmTrust, Bajaj Holdings and others.



Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	Service Lee Technologies Private Limited	Client	-



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## Contact Information

Service Lee Technologies Private Limited

Alok Vaish

Group Chief Financial Officer

[www.servify.com](http://www.servify.com)

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You can submit a request for information disclosure at: <https://disclosures.ifc.org/#/inquiries>

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