

L&T Press Release

Issued by Corporate Brand Management & Communications

L&T House
Ballard Estate, Mumbai 400 001
Tel: 91 22 6752 5656
CIN: L99999MH1946PLC004768

L&T-SuFin Unveils Seller Suvidha App for B2B E-Commerce

Mumbai, October 01, 2024: L&T-SuFin, India's leading integrated B2B digital marketplace for industrial and construction products, has launched *SuFin Seller Suvidha*, an app designed to empower businesses, especially MSMEs, by streamlining the selling process. The app brings together a range of features that simplify tasks for sellers, enhance customer engagement and optimise business operations.

SuFin Seller Suvidha, available on the App Store and Google Play, offers sellers a suite of tools to manage their operations seamlessly. Key features include a centralised dashboard for managing, tracking, and comparing requests, real-time order monitoring from placement to delivery, an intuitive returns management system, and a dynamic payment management module.

With the app's user-friendly quick-action interface, sellers can seamlessly oversee every aspect of their operations. The features not only improve day-to-day operations but also help sellers maintain better visibility, control and automation in managing their sales, inventory and customer relationships.

Commenting on the launch, **Mr Bhadresh Pathak, Business Head - L&T-SuFin**, said: "*SuFin Seller Suvidha* app is a natural extension of our digital marketplace, aiming to simplify and enhance the selling experience for businesses across the country. By offering easy-to-use features - such as a centralised RFQ Board, real-time order tracking and automated returns management - we are ensuring that sellers can focus on growing their business without the hassle of manual processes."

To access the app via **laptop/ desktop**: <https://www.lntsufin.com>

Link to download the app on **mobile**: <https://onelink.to/lntsufin-seller-app>

Background:

Larsen & Toubro is a USD 27 billion Indian multinational engaged in EPC Projects, Hi-Tech Manufacturing, and Services. It operates in over 50 countries worldwide. A strong, customer-focused approach and the constant quest for top-class quality have enabled L&T to attain and sustain leadership in its major lines of business for eight decades.

About L&T-SuFin: L&T-SuFin is India's leading B2B e-commerce platform connecting businesses with over 40,000+ suppliers and offering an efficient marketplace for industrial and construction products.

Media Contacts:

Sumeet Chatterjee

Head - Corporate Brand Management & Communications

sumeet.chatterjee@larsentoubro.com