

Eforex India

FINANCIAL SOLACE PROVIDERS

Eforex India has kept pace with the amazing progress in Financial Technologies over the last 5 years and has become a lead content provider for leading financial portals which includes currencies, news & convertors. It's unique & live currency convertor is seen on most financial portals and is rated as the fastest convertor in its segment

Eforex India was established in 2001 in New Delhi, India with an aim to offer cloud based digital terminal of Forex markets to the exporters, importers and corporate who could use the information of these live rates to negotiate with their banks and overseas counterparts. Till then, this product was available only from select companies and these were extremely expensive, not to mention the elaborate hardware that was required to run them. Eforex India realized the need to not only offer this information over the

net to middle level companies on an affordable basis but also customized the interface so as to allow conversions of currencies and forwards which does not need to be necessarily run by treasury personnel.

The evolution of technology available on the net allowed the company to introduce several features and analytical tools which enabled the user to access global news which included analysis, thus enabling them to take actions based on these recommendations and charting tools for its own studies. The live terminals now offer more than 160 currency pairs and

pre-converted forwards in five major currencies and used by the majority of the banks and corporate segment across Asia.

The customized currency APIs offered by the company are offered in multiple currency pairs & combinations, in all compatible formats & premium support is preferred by most FFMCs, Money Transfer & financial portals and is one of the largest API providers across the globe.

ACHIEVEMENT THROUGH EXCELLENCE

The company specializes in the Money Exchange and International Money Transfer Segment and introduced digital platforms for market players, enabling them to offer online products through its integrated SaaS platform and thus aggregating this market for travelers who could avail of foreign exchange and currency cards from money exchange companies over their mobile devices at best exchange rates.

Eforex India developed its software over enterprise level configuration terminal



management, purpose built interactive customer facing applications, mobile & online ordering, advanced loyalty applications, inventory & stocktaking, transaction-based real time data reporting engine all via its one of a kind cloud based architecture. The creative services team allows the users to connect better with their customers via compelling campaign creation, unique activations and custom built mobile applications. Today, Eforex India is the single biggest Indian company in the Money Exchange, FFMC & International Money Transfer Industry, both in terms digital content provider and consulting services.

