

India's own B2B ecommerce platform truemark helps SME & MSMEs being online from offline mode.



kolkata, Dec 19, 2020 ([IssueWire.com](https://www.issuewire.com)) - truemark, built by QwikG, is a new full-stack B2B ecommerce platform that offers an open and inclusive trade ecosystem across the country for small business owners and MSMEs.

An MBA graduate with specialization in Marketing, Mr.S.H.Ghani has always had an entrepreneurial bug in him. This led him to establish two ventures of his own right after college, Mr.S.H.Ghani is a firm believer in India's small business ecosystem. He believes that simplifying growth for ambitious entrepreneurs and MSMEs in emerging markets is one of the most pressing challenges that online B2B platforms can help to tackle.

As the Indian market moves towards being data-rich, truemark is plugging into these data sources and building simple and intuitive technology-led platform services solutions for MSMEs. Ghani believes these can help solve problems across customer onboarding, alternative lead scoring, and digitising operations.

In an interview with truemark Story, Ghani takes a deep dive into truemark, describes how QwikG built the platform, and explains how MSMEs can use it.

QwikG, launched in 2019, is an online platform which is an online marketplace connecting Wholesalers and Retailers across the country.

In India, truemark is QwikG' debut venture that focuses on Indian SME & MSME growth by helping them digitise their traditional selling system, and giving them access to affordable technology-led online platform and customised business services.

Our goal is to enable small businesses, especially those operating in the informal sector, to leverage technology and data to find newer avenues of growth in a trusted environment, and build their digital

presence and credibility.

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