

Flobiz ropes in Manoj Bajpayee as brand ambassador for myBillBook



Karnataka, Bengaluru, Oct 29, 2021 ([IssueWire.com](https://www.issuewire.com)) - MyBillBook has announced its association with actor Manoj Bajpayee. The fintech aims to accelerate its outreach to the SMB sector and promote the adoption of its flagship product myBillBook.

[MyBillBook](#) released an ad film featuring Bajpayee as a businessman with satirical takes on the day-to-day problems that business owners face while running their enterprises, particularly invoicing, collection of pending receivables, and inventory management which is solved by the [billing software](#) from myBillBook. The 'Business Ko Le Seriously' campaign highlights how digital solutions can improve performance and power growth in a small business. Bajpayee said, "I was personally very impressed with FloBiz's mission to accelerate the growth of SMBs by providing technological solutions and curated services via their product myBillBook."

When the myBillBook team approached me with their 'Business Ko Le Seriously' campaign idea, it piqued my interest instantly. The scripts were witty and funny, the production team was reputable, and the company's mission was sincere. I'm glad to partner with them in promoting their brand."

Rahul Raj, co-founder, and chief executive officer, MyBillBook, said, "The 'Business Ko Le Seriously'

campaign is our first step towards creating a relatable and trustworthy brand for myBillBook, targeting ambitious business owners across the country. Manoj's universal charisma and mass appeal, coupled with the inspiring story of his journey from a humble beginning to critically acclaimed fame, is sure to resonate with the SMBs.

The team thoroughly enjoyed working with the incredibly talented artist, who brings such passion and conviction to his work." Shriram Iyer, co-founder, and chief creative officer, Tilt Brand Solutions, said, "The MyBillBook team was very clear about the brief right at the outset. As a brand, they genuinely believe in the power of SMBs and their impact on our economy. However, while these business owners have big ambitions and strong drive, they lack the necessary technological tools that are otherwise available to bigger companies and corporations. This led us to realise that what the SMB owners need is a nudge in the right direction to propel their businesses by adopting a powerful software like myBillBook."

Check MyBillbook At: <https://mybillbook.in/>

You can download the [billing app](#) at:

<https://play.google.com/store/apps/details?id=com.valorem.flobooks>

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