

Sky7 Ventures Invests in Customer Capital to Back Experienced Leadership and Disrupt Loyalty Infrastructure

for Financial Institutions

Ann Arbor, Michigan Jan 2, 2026 ([IssueWire.com](https://www.issuewire.com)) - Sky7 Ventures has announced its investment in **Customer Capital**, a fast-growing loyalty and fintech platform led by veteran executives, founded by **Ajay Row**. The investment underscores Sky7's belief that real innovation in niche financial services requires not just bold ideas—but seasoned execution.

“The loyalty and engagement space is ripe for reinvention—especially within traditional financial institutions that struggle to transform aging rewards programs into smart, revenue-generating ecosystems,” said Vineet Katial, Managing Partner, Sky7 Ventures. **“We’re backing Customer Capital because it’s being led by two of the most experienced professionals in this space.”**

Ajay Row, Chairman and Founder, brings over **35 years of loyalty and CRM expertise**, having launched and scaled programs across more than 65 countries. His strategic insights and global perspective make him a pioneer in building data-driven, customer-first ecosystems. CEO and Co-founder Govind Sandhu complements this with over **26 years of leadership in technology and outsourcing**, having previously led scaled delivery and digital transformation at firms like AntWorks, Capita, and TCS.

“This is a niche that needs nuance,” said Sky7's Managing Partner. **“Without experience, most attempts to optimize loyalty within financial services fail. Ajay, Govind, and their team bring that rare blend of strategy and operational rigor—and that’s exactly what this market demands right now.”**

Customer Capital's platform is designed to help banks and FinTechs shift loyalty from a **cost center to a revenue driver**, using AI, behavioral science, and flexible product design tailored to different customer segments.

This investment will accelerate Customer Capital's go-to-market strategy and product innovation as it expands partnerships across Asia, the Middle East, and Africa.

About Sky7 Ventures

Sky7 Ventures is a venture capital firm backing founders and fintechs who are reimagining the future of finance, logistics, and data infrastructure across emerging markets.

About Customer Capital

Customer Capital is a loyalty and fintech platform that transforms how financial institutions engage customers. It enables hyper-personalized rewards, cross-product engagement, and measurable revenue outcomes. media@sky7ventures.com

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