

Fatura announces expansion to 10 governorates across Egypt, reaching more than 10,000 retailers enabling both cash and on credit sales

Last July, Fatura – a B2B digital marketplace and lending platform serving the Fast-Moving Consumer Goods sector (FMCG) – announced raising a seven-figure seed round including the Egyptian VC Disruptech , EFG EV, The Cairo Angels and more recently Sawari Ventures.

Today, the startup announces expanding its footprint to 10 governorates across the country, adding that it reached a retailer base of 10,000 grocery shops and kiosks across all regions in Egypt including Greater Cairo, Alexandria, Delta, Upper Egypt as well as the Canal Zone

Hossam Ali, Fatura's CEO commented on the accelerated growth saying, "We are sending a strong message to the FMCG community; our asset-light business model is set to grow fast, very fast. We reaffirm our belief that what the Egyptian market needs is bridging the technology gap and optimizing the utilization of existing infrastructure, rather than investing in a new capital-intensive one"

Fatura is focusing on aggressive expansion to establish itself as the country's leading B2B digital marketplace that connects all stakeholders in the FMCG industry including manufacturers, distributors, wholesalers, and retailers.

In addition to the geographical expansion, Fatura offers retailers the ability to purchase on-credit goods from suppliers on the platform. On the technology of lending, Hossam said that "From the moment a retailer places an on-credit order on Fatura's app, the full process is managed digitally covering order delivery & confirmation, cash collection as well as settlement with suppliers. We have already started our pilot and the indicators are very positive"