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OCTA secures \$20M credit facility from Sukna Fund for Direct Financing (“SFDF”) to offer embedded working capital to Saudi SMEs

Riyadh, Saudi Arabia — OCTA, the fintech platform building the **financial operations layer** for SMEs, has secured a **\$20 million credit facility** from **SFDF** to offer embedded working capital solutions to small and medium-sized businesses in Saudi Arabia.

The facility will be delivered directly through OCTA's platform, enabling businesses to access credit **natively within their accounts receivable workflows** — without applying through banks or navigating separate lending systems.

Unlike traditional lending models, OCTA embeds financing inside the financial tools businesses already use to run daily operations.

Most SMEs don't fail because they lack revenue, they fail because their cash is locked up for 60 to 90 days,” said Jon Santillan, Co-Founder and CEO of OCTA.

Nupur Mittal, Co-Founder of OCTA, further added: “We've built the financial operations layer that works behind the scenes automating how money moves, and now, how it gets funded.”

Since launching in 2024, OCTA has positioned itself as a foundational layer for contract-to-cash automation — covering invoicing, payments, collections, and now embedded credit access. While the company officially launched operations in Saudi Arabia in Q1 2025, it has since experienced rapid customer growth across the region.

In the last six months, OCTA has **quadrupled its active customer base**, serving over **500 businesses**, including Careem, Lean Technologies, Gameball, ZenHR and MoneyHash. The company has processed over **\$290 million in invoices** and more than **\$50 million in payments** to date.

The \$20M facility will allow eligible SMEs to access short-term financing as soon as invoices are issued or payables are due. Repayment is automated and tied to real collections or scheduled payouts, eliminating the disconnection between funding and workflow execution.

“This isn't just a more efficient lending product,” said Sukhdev Hansra, Head of Asset Management, Sukna Capital.

“OCTA gives us an embedded distribution layer where capital can move instantly, transparently, and in sync with the operations of real businesses.”

The facility is set to go live in Q3 2025 for qualified SMEs across Saudi Arabia. Businesses will apply directly within the OCTA platform, gaining access to capital without needing to leave the system that runs their finance stack.

OCTA previously raised **\$2.2 million in funding** from **Quona Capital, Sadu Capital, 500 Global, Sukna Ventures, Plus VC**, and angel investors from **Careem, Google, Amazon, Fresha, Sary and Tap payments**. With this facility secured, OCTA continues its push to become the **underlying operations layer** for the region's growing class of SME operators.

Sukna Fund for Direct Financing (SFDF) is a private debt fund managed and operated by **Sukna Capital** (CMA license 02-24284). SFDF is the first open-ended Shariah compliant direct financing fund in KSA and has a focus on lending to SMEs. The Fund has a global remit and is currently deploying funds predominantly within KSA and the MENA region.

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