

# In the memory of Paresh Rajde

Dear All,

Hope you and your family are safe and healthy.

We with a very heavy heart and profound sadness announce the sad and untimely demise of our beloved Founder/Promoter, Chairman and Managing Director of Suvidhaa Infoserve Limited - Mr. Paresh Rajde who is no more with us. He suffered a sudden cardiac arrest on 18th January, 2021 early morning and he left behind the legacy of Suvidhaa for us to carry on, which he had built with great passion and commitment which touched the life of millions of common people of our country.

Suvidhaa Infoserve Limited (Formerly known as Suvidhaa Infoserve Pvt. Ltd.) and angel funded by Mr Shaporji Pallonji Mistry, Chairman of one of India's leading Business Group viz., Shaporji Pallonji Group is formed in 2007 by Mr Paresh Rajde with a vision to build a robust and easily accessible platform to offer every household, access to a world of services within their own neighbourhood.



By way of founding Suvidhaa, Mr Paresh Rajde has written a story of entrepreneur success which simultaneously touched the life's of millions of people in India.

Suvidhaa was not just a company for him it was second home and team members were his family, and being a man of ethics and integrity, he preached and followed the same all his life. And now he has passed-on the same nature and gratitude onto the shoulders of Suvidhaa team members to carry on the same legacy of integrity and values in their life.

He will always be remembered for his mentorial guidance given to each person he met. Through his high level of energy, strict sense of equity, team spirit and an unrivalled work ethic, he has led Suvidhaa to reach this height. His tireless efforts allowed this company to grow by leaps and bounds. His attitude and guidance, is worthy of our praise. Time can never fade the memory of this gentleman.

True to his vision to help the common man of India he seeded Suvidhaa in 2007 and wrote a story of success, simultaneously touched the lives of millions of common people of India. He provided income generating capabilities to thousands of individuals by making them partners in form of distributors, retailers & franchisee in its vision of "World of services **Suvidhaa**". We would like to pay tribute to his contribution to the fintech business landscape, he truly was a pioneer in the Industry. His level of devotion and his vision still guides us in our pursuit down the path Mr. Paresh laid down, while at the helm of our organization.

Those who have had the pleasure to meet him will keep the memory of a person who was above all humane, grounded, understanding, full of smiles and attentive to the needs of others. Constantly concerned with the well-being of Suvidhaa family, Mr Paresh demonstrated an innate generosity with his time and preferred an idea meritocracy style in which he was receptive to everyone's contribution.

We have to accept that it will be very difficult to move ahead without the guidance of Late Mr. Paresh Rajde, but this starts with taking the first step with clarity of purpose and sense of mission that will lead us to imagine the impossible and deliver. Next, every one of us needs to step up, and remember that sometimes times of adversity often bring out the best in people.

We being senior team members and closely worked with Mr. Paresh, we can assure and promise you all that Suvidhaa will definitely take care of its family including but not limited to employees, Distributors, retailers, Service Providers, investors etc. now and in future and in same manner as Mr. Paresh envisaged.

We want to reassure you that Suvidhaa will definitely continue with the same passion and vision with more rigour to fulfil the dreams of Mr. Paresh Rajde, which were very dear to Mr. Paresh Rajde's heart, are in final stages of execution.

Many companies aspire to change the world but very few have all elements required: talent, resources and perseverance but we must say Suvidhaa over the last few years has proven that it has all three of it and much more, in abundance.

Please note "Success is never final, failure is rarely fatal; it is the courage to continue that counts" so let's work together to make Suvidhaa 2.0 a success with the blessings of Mr. Paresh Rajde, which will always guide us.

Company will in due time identify the right leadership that will help us fulfil the destiny envisioned by our founder. Meanwhile continue your co-operation in taking Suvidhaa family to a greater height and making the dream come true of a person who was a true warrior and touched us all with his positive and go-getter attitude!

Yours faithfully,  
Team Suvidhaa and NSI.