



EnKash launches “Savings” focused campaign to boost growth for businesses

Mumbai, 11 October 2022: [EnKash](#), India’s leading & fastest-growing all-in-one Spends Management and Corporate Cards Company, announced the launch of its brand campaign and unveiled a new brand mascot, ‘Chief Savings Officer’, a superhero CXO that enables businesses to save significantly by digitizing manual processes, providing control & visibility using a DIY intuitive platform.

The campaign is built around the insight that while businesses account for functions such as sales, finance, marketing, product and more, the function for savings is often missed.

The ‘**Chief Savings Officer**’ is a personification of the benefits that the organizations can leverage by adopting EnKash into their daily spends management process. Serving as a member of the CXO suite, EnKash’s primary focus is on increasing efficiency, control, visibility, and overall transparency across all the various cash flows of the organization to provide significant savings.

Speaking about the launch, **Hemant Vishnoi, Co-Founder, EnKash** said, “*We see a significant rise in the demand for spend management solutions across small and medium sized businesses. Our unique brand campaign endeavours to create a voice to enable ‘savings’ across business value chains. Businesses lack focus on the savings aspect while making business spends, therefore, EnKash looks to play the role of the ‘Chief Savings Officer’ by identifying inefficiencies and plugging the gap across various spends.*”

Our current product suites include [company cards](#), payable, receivable, expense management solutions that are focussed to bring savings by cutting down on unnecessary spending and help cut unnecessary man hours and days spent in reconciliation, reporting and streamline processes. Our long term objective is to allow businesses to primarily focus on their growth and let EnKash truly be their ‘Chief Savings Officer’.”

Small and medium sized businesses are the backbone of the economy’s growth and we hope that through this campaign, we will be able to raise awareness amongst

them around the importance of an end to end digitized solution for their corporate spends.” He further added.

The Chief Savings Officer is a two-month campaign that will run across various digital and social media channels to drive awareness. In the second phase, EnKash plans to launch a much broader campaign covering mass media that would focus on how businesses could optimize business spends to maximize value from its organizational spends by keeping costs under control.

Through this campaign, EnKash aims to reinforce its brand philosophy of facilitating transparency, decentralization and optimizing spends for each of its clients. The brand mascot will also enable a better understanding of the multiple business expenses incurred, such as vendor payments, tax payments, rental, bill payments, employee related expenses including but not just limited to travel, digital expenses related to process efficiencies, assessing and mitigating fraud risk and the importance of real time spend visibility by covering the entire spectrum of spends. Each of these being crucial to enable savings through a well-controlled spends management system.