

# Standard Chartered Global head of Digital Assets leaves to launch Yirifi.ai offering Risk Management for Digital Assets

*Yirifi provides Digital Assets Enterprise Risk management to Traditional financial institutions and emerging web3 entities empowering informed decisions.*

SINGAPORE, September 29, 2023 /EINPresswire.com/ -- [Saurav Bhatia](#), with extensive experience

“

The present ecosystem lacks holistic risk evaluations. Emerging terminologies and processes further challenge traditional players trying to navigate this new realm.”

*Saurav Bhatia, founder of Yirifi*

in digital banking and blockchain technology, has launched his latest venture: Yirifi.ai. Departing from a Managing Director role at a top-tier financial institution, Bhatia aims to tackle a glaring challenge in the growing digital asset landscape which is the lack of sophisticated risk management.

Yirifi.ai is disrupting risk management for digital assets by providing stakeholders — from legacy financial institutions to emerging web3 entities — the insights and tools to make informed decisions. Recognizing blockchain's

potential akin to the early internet's disruptive capability, Bhatia wants to address the pressing need for in-depth risk capabilities within the digital assets domain.

2022 witnessed its share of [high-profile crypto failures like FTX, Blockfi, Terra Luna, & 3AC](#) and the industry still grapples with fraudulent activities. The recent [JPEX Exchange collapse in Hong Kong](#) underscores this persistent challenge.

“The present ecosystem lacks holistic risk evaluations. Emerging terminologies and processes further challenge traditional players trying to navigate this new realm,” says Saurav Bhatia, founder of Yirifi.ai. With two decades of prominent roles in banking, including CXO roles at Mox Bank in Hong Kong and Trust Bank in Singapore; and more recently the Global Head of Digital Assets at Standard Chartered, Bhatia is well equipped to bridge this gap.

Yirifi.ai's offering is a paradigm shift by delivering institutional-grade capabilities. Leveraging machine learning, and large language models, the platform aims to enhance transparency, cultivate understanding, and assist financial bodies in building robust and compliant risk

frameworks.

While the complete operational details of Yirifi.ai are currently undisclosed, Mr. Bhatia and his team are dedicated to advancing the Digital Assets industry towards enhanced professionalism and security.

Media inquiries and requests for further insights can be directed to [media@yirifi.ai](mailto:media@yirifi.ai).

#### About Yirifi.ai

Yirifi.ai is an enterprise risk management platform dedicated to the evolving digital asset ecosystem. With its mission rooted in demystifying digital asset risks, it offers a blend of traditional financial scrutiny and state-of-the-art technological solutions to redefine the industry's risk parameters.

Krishna

Yirifi.ai

[media@yirifi.ai](mailto:media@yirifi.ai)

Visit us on social media:

[LinkedIn](#)



Saurav Bhatia CEO & Co-founder Yirifi

---

This press release can be viewed online at: <https://www.einpresswire.com/article/658430152>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.