



DigiAsia Corp. Announces Strategic Initiative to Utilize Artificial Intelligence Solutions

NEW YORK, USA, April 22, 2024 /EINPresswire.com/ -- DigiAsia Corp. ("DigiAsia" or the "Company") (NASDAQ: FAAS), is pleased to announce a strategic new development in its service offerings, heralding a new era of innovation and growth within the financial sector by harnessing artificial intelligence ("AI") solutions.

The Company's latest initiative focuses on the incorporation of cutting-edge AI technology into its existing embedded finance solutions. This ground-breaking endeavour, known as ANDITA (Artificial Neurolinguistic Data Intelligence for Transaction Analytics), is poised to transform the landscape of financial services, particularly for the MSME segment in Indonesia.

ANDITA is a partnership between DigiAsia and PT Meteor Inovasi Digital, a leading technology development firm in Indonesia, leveraging joint expertise to accelerate the adoption of AI services to create real world impact.

By harnessing the capabilities of AI-driven insights, DigiAsia aims to streamline loan approval processes, providing MSME merchants with enhanced speed and accuracy leading to greater financial inclusion in this underserved market. Through optimized cash management, resource planning, and working capital utilization, businesses can anticipate significant improvements in operational efficiency and financial performance.

"We are pleased to introduce the integration of AI technology into our financial services," said Prashant Gokarn, CEO of DigiAsia. "This collaboration signifies a significant stride forward in our mission to empower SMEs with the necessary tools and resources for success in today's digital economy."

There are more than 60 million MSMEs estimated in Indonesia, contributing to an estimated 61+% of Indonesia's GDP (Gross Domestic Product). DigiAsia expects to launch ANDITA via its existing B2B partners in the FMCG (Fast Moving Consumer Goods) and Telecom segments via a rapid deployment into DigiAsia's existing supply chain connectivity.

ANDITA is expected to launch in the second half of 2024.

Forward-Looking Statements:

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