

Sky7 Ventures Invests in Customer Capital to Transform Loyalty Infrastructure for Financial Institutions

Sky7 Ventures backs a proven leadership team to reinvent loyalty infrastructure for banks and fintechs worldwide.

ANN ARBOR, MI, UNITED STATES, October 31, 2025 /EINPresswire.com/ -- [Sky7 Ventures](#) has invested in Customer Capital, a rapidly growing loyalty and fintech platform founded by Ajay Row. The investment underscores Sky7's belief that real innovation in niche financial services requires not just bold ideas but seasoned execution.



"We're backing Customer Capital because it's being led by two of the most experienced professionals in this space", said Vineet Katial, Managing Partner at Sky7 Ventures.

Ajay Row, Chairman and Founder, brings over 35 years of loyalty and CRM expertise, having launched and scaled programs across more than 65 countries. His strategic insights and global perspective make him a pioneer in building data-driven, customer-first ecosystems.

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The loyalty and engagement space is ripe for reinvention especially within traditional financial institutions that struggle to transform aging rewards programs into smart revenue-generating ecosystems”

Vineet Katial, Managing Partner at Sky7 Ventures

Govind Sandhu, CEO and Co-founder, complements this with over 26 years of leadership in technology and outsourcing, having previously led scaled delivery and digital transformation at AntWorks, Capita, and TCS.

"This is a niche that needs nuance," added Vineet Katial. "Without experience, most attempts to optimize loyalty within financial services fail. Ajay, Govind, and their team

bring that rare blend of strategy and operational rigor, and that's exactly what this market demands right now."

Customer Capital's platform helps banks and FinTechs shift loyalty from a cost center to a revenue driver, using AI, behavioral science, and flexible product design tailored to different customer segments.

This investment will accelerate Customer Capital's go-to-market strategy and product innovation as it expands partnerships across Asia, the Middle East, and Africa.

About Sky7 Ventures

Sky7 Ventures is a venture capital firm backing founders in FinTech and financial institutions who are reimagining the future of finance, logistics, payments, banking, and data infrastructure, with a strong focus on emerging markets and select global opportunities.

[Learn more about Sky7 Ventures.](#)

About Customer Capital

Customer Capital is a loyalty and fintech platform that transforms how financial institutions engage customers. It enables hyper-personalized rewards, cross-product engagement, and measurable revenue outcomes.

[Learn more about Customer Capital](#)

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