

# ROBUST SALES GROWTH - PROTECTED CREDIT RISKS

With over 45 years of business experience in chemicals, petrochemicals, polymers, metals, minerals, foods and agricultural products, Vikudha has built strong relationships with more than 400 suppliers and 600 customers around the world. Vikudha has been recognized by ICIS as one of the top chemical distributors in the world.



## THE CHALLENGE

Vikudha's strategy has always been to explore new opportunities to drive sustainable growth. Being able to offer credit terms to customers is important in new markets, so Vikudha has partnered with Euler Hermes Hong Kong to support this growth.

It is not easy to increase sales in various countries across time zones and languages. Yet, Vikudha succeeded in expanding to 4 continents (Asia, Africa, Europe and South America). The non-payment risk can be high in some countries and sectors, so Vikudha needed a solution to mitigate the credit risk and provide peace of mind. Due to market and product diversity, local intelligence can help Vikudha understand the creditworthiness of potential customers while identifying high-value customers. Vikudha has thereby chosen Euler Hermes to make better informed decisions.



Bad debt protection



Sales growth



Insightful market and risk intelligence



Efficient credit management support

## THE SOLUTION

Vikudha trusted Euler Hermes trade credit insurance (“TCI”) solution for receivables protection, effective credit risk management and insightful local market intelligence.

As a foundation of growth, Euler Hermes protects Vikudha’s cash flow in case of bad debts, while the ability to offer credit terms to approved buyers in emerging markets gives Vikudha **confidence in tomorrow**.

**“EULER HERMES PROTECTS VIKUDHA THROUGH SAFE AND EFFICIENT CREDIT MANAGEMENT SUPPORT, BRINGING PEACE OF MIND, FINANCIAL STABILITY AND SALES GROWTH TO OUR BUSINESS.”**



## THE BENEFITS

Vikudha has been benefiting from TCI in many ways. Besides bad debt protection, Euler Hermes provides ongoing credit limit and market intelligence services. Vikudha adopts these dynamic services to make clearer judgements on increasing or decreasing business with a customer. Euler Hermes insights are based on macro-economic, country, industry sector, payment history and specific buyer credit analysis. The value-added credit disciplines and due diligence process strengthen Vikudha’s credit management procedures as well. With Euler Hermes’ protection and advice, Vikudha has secured a significant rise in sales growth and is able to develop business in “unchartered waters”.

Euler Hermes is backed by the Allianz Group and the S&P “AA” rating facilitate Vikudha to build rapport with banks with financing alternatives. Vikudha can therefore fuel its growth plan around the world.

[eulerhermes.hk](http://eulerhermes.hk)

