

## Nature Eco Ventures closes investment in Proficio Business Solutions

Bangalore, India (Monday, April 1, 2013) – A little over than a year on from launch, Proficio announces the closing of funding from Nature Eco Ventures (NEV).

Proficio Business Solutions, a channel consulting and services organization, kicked off operations in Jan 2012 and has seen prolific growth in the last 13 months of its existence. Proficio has shown strong progression in global markets with acquisition of several customers, delivering complex consulting assignments across industry verticals in channel consulting and opportunity mapping.

“We are impressed with the team behind Proficio, their service offerings and a track record they have built already. We see a niche market opportunity and a tremendous potential in the coming months,” remarked Rahul Sharma, CEO of NEV. “Proficio provides niche services that will create long term value for customers.”

Alok Sharma, CEO of Proficio said, “We are in a growth phase and the fresh investment from NEV enables us to accelerate our pace of growth. We would be further investing in competency building, increasing our service offerings in niche markets, and scaling our business development initiatives across markets.

### About Nature Eco Ventures

Nature Eco Ventures Private Limited was formed in the year 2011 and is based in Bangalore. In the past 2 years, Nature Eco Ventures have invested in different companies across the board. Its founding partners have deep entrepreneurial and investment experience, and have been instrumental investors in Vittal Innovation City, Tech Live Connect, Allgreen Ecotech, Cloudatix, and Suventure Services, amongst others. For more information, please visit <http://www.natureecoventures.com>.

### About Proficio

Proficio, [www.proficio-solutions.com](http://www.proficio-solutions.com), brings together expertise in creating “strategy” along with “execution” skills to achieve results faster. We persistently strive to accelerate client progress. Our solutions and services help bring scalability and sustainability to the growth of a business through an optimal approach; whether new or tried and tested. We offer Channel consulting services, channel training and opportunity mapping services. Proficio is managed by some of the most significant and finest industry professionals with collaborated experience and expertise across various verticals like Channel sales and marketing, retail operations, manufacturing and supply chain, FMCG, IT and ITES. Proficio provides services to a wide spectrum of clients ranging from small and medium enterprises to Fortune 1000 companies.