

Leading the next era of banking

Powered by data-driven intelligence



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2024: Making bigger waves and hitting new highs



FEATURE

Unleashing new banking breakthroughs: Sunoida paves the way for intelligent banking innovation

As the curtain falls on 2024, the leadership team at Sunoida is taking a moment to reflect on the year gone by— one marked by remarkable growth and innovative milestones that define Sunoida’s journey. From expanded product offerings to stronger client partnerships and groundbreaking solutions, let’s see what the view from the top looks like.

For **Suleman Dossani**, Sunoida’s MD & CEO, 2024 was a year defined by collaboration and resilience.

“This year has been all about what we can achieve when we come together”, he remarked, acknowledging the contributions of the company’s clients, partners, and internal teams. Under his leadership, Sunoida expanded its client base, launched new solutions, and made significant advancements with its Vision platform. Dossani highlighted that these achievements wouldn’t have been possible without the dedication of Sunoida’s team, whose passion, he noted, “inspires us every day”.

Reflecting on the company’s core values, Dossani also emphasized the importance of trust and transparency in building long-term relationships. “Trust is the foundation of everything we do”, he said, underscoring the deep sense of responsibility Sunoida feels towards its clients and partners. With an unwavering commitment to delivering exceptional service and value, Sunoida has positioned itself as a leader in the banking technology space, constantly striving to meet the evolving needs of its stakeholders while staying true to its ethical principles.

He highlighted the transformative role that AI (artificial intelligence) and ML (machine learning) can play in the company’s future growth. By leveraging AI and ML, Sunoida plans to not only improve its own solutions but also empower clients to stay ahead in an increasingly competitive and data-driven financial landscape.

Looking to the future, Dossani is optimistic. “Together, we will continue to push the boundaries of banking intelligence,” he said, emphasizing the company’s commitment to developing cutting-edge technologies and solutions to meet the evolving needs of the banking sector. With a clear vision for the future, he is confident that Sunoida is poised for even greater success in the years ahead.



Scan the QR code or [click here](#) to watch Suleman uncover what sets Sunoida apart

“Our success this year wasn’t just about the milestones we hit, but about how we built them together— through trust, innovation, and collaboration.”

Suleman Dossani

Managing Director & Chief Executive Officer

Sunoida's journey in 2024 also saw substantial growth in product offerings and market reach. **Sukirat Singh Kochar**, ED & CRO, expressed immense pride in the success of Vision Revenue Assurance and Vision SupTech. These solutions, he pointed out, have been instrumental in helping organizations optimize operations and make data-driven decisions.

Vision Revenue Assurance, in particular, stood out as a game-changer for many clients, allowing them to identify and resolve revenue leakage more efficiently, a critical issue in today's fast-paced financial markets. "I'm particularly proud of the success stories we've created,"

Kochar shared, highlighting how Sunoida's products have not only helped clients streamline processes but also empowered them to scale their operations with greater accuracy and confidence. As the company expands into new markets and continues to build stronger client relationships, Kochar is confident that 2025 will bring even more milestones.

He shares how Sunoida's ability to continuously innovate, adapt, and expand has positioned it at the forefront of digital transformation in the revenue assurance and supotech sectors. "It's not just about advanced technology; it's about creating real impact—helping businesses optimize

their operations and scale effectively. Our team's commitment to excellence is what drives this success". With this ongoing focus on banking innovation, Sunoida is set to continue its trajectory of growth and client success in the coming year and looking ahead, Kochar is confident that 2025 will be a year of tremendous potential.

"With a strong team and expanding footprint across the Africa, South East Asia and Middle East markets, 2025 promises to be a year of even greater achievements," he concluded, looking ahead to new opportunities and challenges that the coming year will bring.



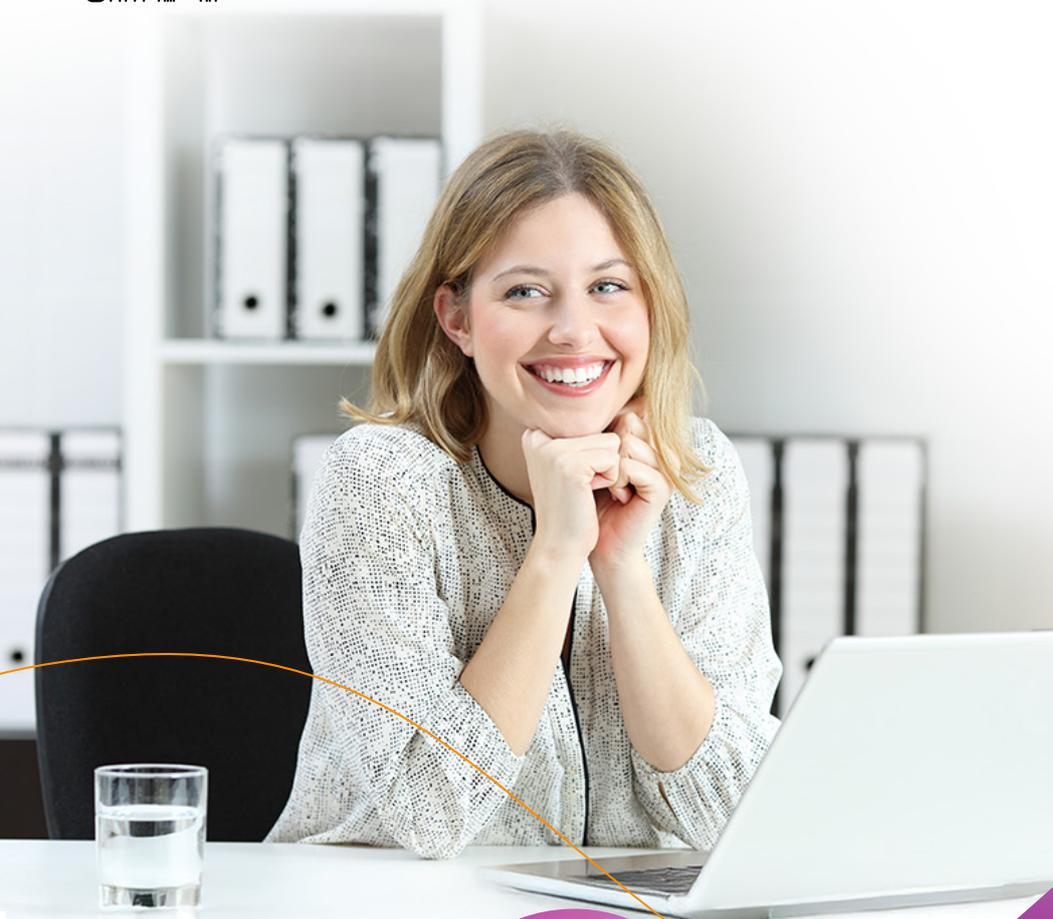
Scan the QR code or [click here](#) to watch Sukirat's insights on Sunoida's growth strategy



"The road to success is never linear, but with a team that embraces change and a vision that drives us forward, the possibilities are limitless."

Sukirat Singh Kochar

Executive Director
& Chief Revenue Officer



Ganesan Ramasamy, ED & COO, also spoke of the importance of adapting to an ever-evolving industry landscape. The banking sector, he noted, is undergoing rapid transformation, with technology and regulatory requirements constantly shifting. However, he believes that Sunoida's proactive approach to these challenges has equipped the company to not only overcome obstacles but thrive amid uncertainty. "We have the ability to adapt quickly, and that's one of the key reasons we are able to stay at the forefront of banking innovation," he said. He further emphasized that 2024 was also a year of navigating challenges and adapting to change. While some

initiatives took longer than expected, Ramasamy was quick to commend the team's perseverance and willingness to embrace continuous improvement. "The team's unwavering commitment to improvement has fueled our journey," he said, acknowledging the critical role that feedback and adaptability have played in the company's ongoing success.

Despite the obstacles, Ramasamy expressed confidence in the direction Sunoida is heading. "As we look to 2025, I am confident that our continued focus on advanced banking solutions will open up even more opportunities for growth," he noted, emphasizing that

the company's roadmap for the future is focused on deeper banking business innovation and enhanced client experiences.

2024 has set the bar high for Sunoida, but the leadership team is clear: the journey is just beginning. With a foundation built on collaboration, trust, and relentless innovation, Sunoida is preparing for a 2025 that promises greater growth, deeper client relationships, and transformative solutions.



"Continuous improvement is not a goal, but a mindset and it's the key to Sunoida's journey toward greater innovation and success."

Ganesan Ramasamy

Executive Director & Chief Operating Officer

EMERGING TRENDS

AI in Banking: Trends and transformations in the years ahead

Artificial intelligence (AI) and machine learning (ML) are no longer just emerging technologies; they are already transforming the banking sector. AI is helping banks scale their operations more effectively, eliminating the need for a large headcount. But that's not it, the rise of generative AI (GenAI), in particular, is broadening the range of AI applications, driving innovation, and significantly boosting operational efficiency across the industry.

While AI has been an ally to banks for years, particularly in areas like algorithmic trading, fraud detection, and customer service chatbots, the introduction of generative AI represents a major leap forward. This technology enables banks to automate complex processes and generate highly personalized content at scale, transforming customer interactions and operational efficiency like never before.



Key advantages

AI brings a host of benefits to banks, improving both operational efficiency and the customer experience

Efficiency

AI automates repetitive tasks, reducing manual work and accelerating processes for faster, more efficient service delivery.

Enhanced accuracy

AI algorithms process vast amounts of data with greater precision than humans, improving risk management, compliance, and decision-making.

Personalized services

By analyzing customer data, AI enables banks to offer highly tailored products and services, fostering deeper customer engagement and satisfaction.

Trend prediction

AI's data analysis capabilities allow banks to detect emerging trends, facilitating proactive decision-making and more accurate market forecasting.

Cost savings

AI reduces operational costs by streamlining processes, minimizing human error, and optimizing resource allocation.

Strengthened security

AI enhances fraud detection and cybersecurity measures, helping banks safeguard their systems and data against emerging threats.

Impact on existing workforce

One common misconception about AI is that it will replace human jobs. In reality, AI is designed to augment human capabilities, not eliminate them. By automating repetitive tasks such as data entry and document processing, AI frees employees to focus on more strategic and value-added work—particularly in areas requiring human creativity, emotional intelligence, and decision-making. This shift allows staff to take on more complex responsibilities, such as managing customer relationships, formulating strategies, and solving problems, while AI handles routine, data-driven tasks like risk analysis.

A glimpse of generative AI in the future

Generative AI is poised to revolutionize the banking sector by enabling the creation of highly personalized content—whether in customer service, marketing, or compliance. By processing vast datasets, generative AI allows banks to deliver custom-tailored experiences at scale, cultivating “segment-of-one” relationships where each customer receives uniquely tailored services.

This technology is especially powerful in areas like product development, marketing, and customer support, where its ability to generate dynamic, personalized content drives innovation, customer loyalty, and competitive differentiation.

Gaining a competitive edge with AI

The adoption of AI is quickly becoming a critical factor for success in the banking industry and AI’s ability to enhance efficiency, predict market trends, and improve customer engagement is becoming indispensable for banks striving to stay ahead in an increasingly competitive and data-driven landscape. According to a Deloitte survey, 67% of organizations reported that they are increasing their investments in Generative AI, citing the strong value they have observed so far (1). Moreover, as the cost of AI technology continues to fall, it is becoming more accessible to banks of all sizes, accelerating the pace of adoption. A recent report also estimates that AI could boost global banking profits to \$2 trillion by 2028, with a 9% growth in profits over the next five years (2).

To fully harness the power of AI, banks must modernize their core infrastructure. This involves integrating AI solutions into existing systems, investing in cloud-based technologies, and overcoming technical debt. With the right infrastructure, AI can drive continuous innovation, unlock operational efficiencies, and open new revenue streams.

In addition, banks must prioritize the continuous upskilling of their workforce to ensure employees are equipped to work alongside AI tools. Financial organizations that invest in training and development will be better positioned to leverage AI to its fullest potential and realize long-term value.

AI and machine learning are reshaping the banking sector, offering unparalleled opportunities for enhanced efficiency, better risk management, and highly personalized services which seemed almost impossible to achieve a decade ago and as AI adoption accelerates, banks that embrace these transformative technologies will be best positioned to thrive in the rapidly evolving digital economy.

1 **State of Generative AI in the Enterprise: Quarter three report, Deloitte LLP / Rowan et al., 2023**
<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consulting/us-state-of-gen-ai-q3.pdf>

2 **AI in finance: Bot, bank & beyond, Citi GPS: Global Perspectives & Solutions / Ronit Ghose et al., June 2024.**
https://d6jxgafbvaga.cloudfront.net/Uploads/i/o/a/rsch_pdf_30255539_598081.pdf





PRODUCT FOCUS

Transform your data into strategic insights with Vision Banking BI

In today's fast-paced banking environment, less than 5% of available data is typically analyzed, limiting growth opportunities. Vision Banking BI empowers financial institutions by consolidating and analyzing structured, semi-structured, and unstructured data into actionable insights. With real-time reports, dashboards, and advanced analytics, it helps banks accelerate decision-making and drive profitability.



Tailored to your needs

With millions of daily transactions, understanding performance is critical. Vision Banking BI delivers real-time insights and in-depth reporting across key business dimensions—account, product, branch, and more—enabling faster, informed decisions.

Comprehensive reporting across key dimensions

Whether you need to analyze data by account, product, branch, business line, or any other business segment, Vision Banking BI provides detailed, accurate reporting and deep analytics across various attributes, ensuring you have the information you need when you need it.

Flexible and scalable

Integrating seamlessly with core banking systems, Vision Banking BI offers both cloud and on-premise deployment options, ensuring optimal performance and scalability as your business grows.

Generate accurate regulatory reports efficiently with Vision Regtech

As regulatory demands grow, manual reporting processes are no longer sustainable. Vision RegTech automates data retrieval, report generation, and submission, streamlining regulatory returns while ensuring compliance with evolving requirements.

Multi-Dimensional Profitability Analysis

Automate and analyze your bank's true profitability at a product, segment, branch, relationship manager and customer level with Vision's unique MPA and Advanced FTP modules.

Why leading banks choose Vision BI and RegTech

Vision Banking BI and Vision RegTech empower banks to make data-driven decisions and ensure regulatory compliance. By combining cutting-edge technology with banking expertise, these solutions help institutions thrive in a dynamic financial landscape and are the most trusted solutions that leading banks and regulatory bodies need to stay ahead of the curve.

PRODUCT FOCUS

Improve profitability and enhance customer experience with Vision Revenue Assurance

In today's digital banking landscape, banks offer a wide array of products and services across multiple channels. While this opens up new revenue streams, it also increases the risk of revenue leakage—income lost due to pricing errors, operational inefficiencies, missing transactions, or uncollected revenues. Revenue Leakage can occur at any stage of the customer engagement cycle, impacting profitability and operational efficiency.

Vision RA is a scalable, adaptive solution designed to automatically identify and fix income leakage, boosting profits, improving operational processes, and enhancing customer experience.

Tackling common revenue leakage challenges

With more channels and complex systems, income leakage often goes unnoticed. Challenges such as inconsistent pricing, human errors, varying charge structures, and limitations in core banking systems (CBS) make it difficult to track and prevent lost revenue. Unauthorized discounts and manual errors in transaction processing further complicate the issue. Vision RA addresses these issues by offering automated, real-time insights into income variances, ensuring that nothing slips through the cracks.

How Vision RA works

Vision RA operates as a parallel processing engine to your CBS, calculating the expected income for each account daily and comparing it with the actual income recorded. It integrates seamlessly with all bank systems, including card platforms, ATMs, payment gateways, internet banking, and

mobile solutions. The result is clear visibility into lost income, enabling proactive detection and instant resolution of discrepancies.

Vision provides variance analytics through dashboards and detailed analysis through many drill-down reports that provide information in easy to view formats. With its intuitive reporting suite, Vision RA gives you actionable insights into income variances, allowing you to address issues in real-time, reducing leakage and boosting profits.

Why leading banks choose Vision RA

Banks that want to maximize profitability and efficiency rely on Vision RA to tackle income leakage head-on. By automating the detection and resolution of revenue discrepancies, the solution provides unmatched visibility into potential losses, giving banks the tools to fix issues immediately. This leads to increased operational efficiency, enhanced customer satisfaction, and improved profitability. With Vision RA, leading banks and financial bodies stay ahead of revenue leaks and optimize their organisation's financial performance.

PRODUCT FOCUS

Unlock new levels of data visibility and intelligence with Vision Data Quality

Data is the backbone of efficient and effective decision-making and the quality of that data is what sets high-performing banks apart which is why the leading banks today rely on a vast array of data from multiple sources, but without the right tools to ensure its accuracy, completeness, and consistency, that data is prone to errors and inefficiencies. Vision Data Quality (DQ) is designed to tackle these inaccuracies head-on. By providing a comprehensive solution to extract, cleanse, validate, and monitor data throughout its lifecycle, Vision Data Quality ensures your data is always fit for purpose—driving better decisions, improved customer experiences, and more efficient operations.

What Vision Data Quality offers

Complete visibility

Get accurate, real-time insights across your entire organization, ensuring you have the right data at the right time.

Faster decisions

Empower your team with clean, actionable data that supports quick, confident decision-making.

Enhanced customer service

Understand customer needs more deeply and serve them more effectively with high-quality data.

Real-time compliance

Ensure your operations are always aligned with regulatory standards by maintaining data integrity across all transactions.

Increased efficiency

Reduce manual processes and errors, boosting productivity and enabling faster turnaround times.

How Vision Data Quality works

Vision Data Quality (DQ) simplifies complex data flows by automating data extraction, cleansing, and validation. It seamlessly integrates across all your systems, ensuring that data is consistently accurate and reliable. The result? More informed decisions, better business performances, and stronger operational processes.

Why leading banks choose Vision Data Quality

The ability to trust your data is crucial to achieving business success. Vision Data Quality (DQ) empowers banks to unlock the full potential of their data by ensuring it's always of the highest quality. With better reporting, quicker decisions, and more efficient operations, your bank can stay ahead of the curve and deliver exceptional service to customers. Simply put, Vision Data Quality gives you the confidence to act on your data—each time, every time!

HIGHLIGHTS

Leading the next wave of banking innovation: Sunoida's journey with its growing client base

2024 has been a year of exciting collaborations, as we continue to redefine the future of banking with innovative solutions. From streamlining operations to ensuring regulatory compliance and unlocking new growth opportunities, we are proud to be at the forefront of helping leading banks and financial institutions stay ahead of the curve. As we expand our client base, we are deeply honored by the growing trust placed in us and the shared commitment to reshaping the financial landscape. Each partnership reflects our dedication to empower our clients, strengthen bonds, and build a more resilient and innovative financial ecosystem.

At Sunoida, we view both existing and new clients as valued members of our ever-growing family. With each collaboration, we not only deliver transformative solutions but also embrace the unique challenges and opportunities our clients bring to the table. This spirit of partnership and innovation drives us forward, as we work together to unlock new possibilities for collective growth and success. Our continued collaboration with these remarkable institutions reinforces the power of unity and shared vision, paving the way for even greater achievements in the future.

Over the years our clients have become much more than partners—they've become our brand ambassadors. It's through their success, their satisfaction, and the trust they've placed in us that we continue to grow, reaching new markets and new opportunities.

New Clients and Cross-Sell/Up-Sell Deals in 2024



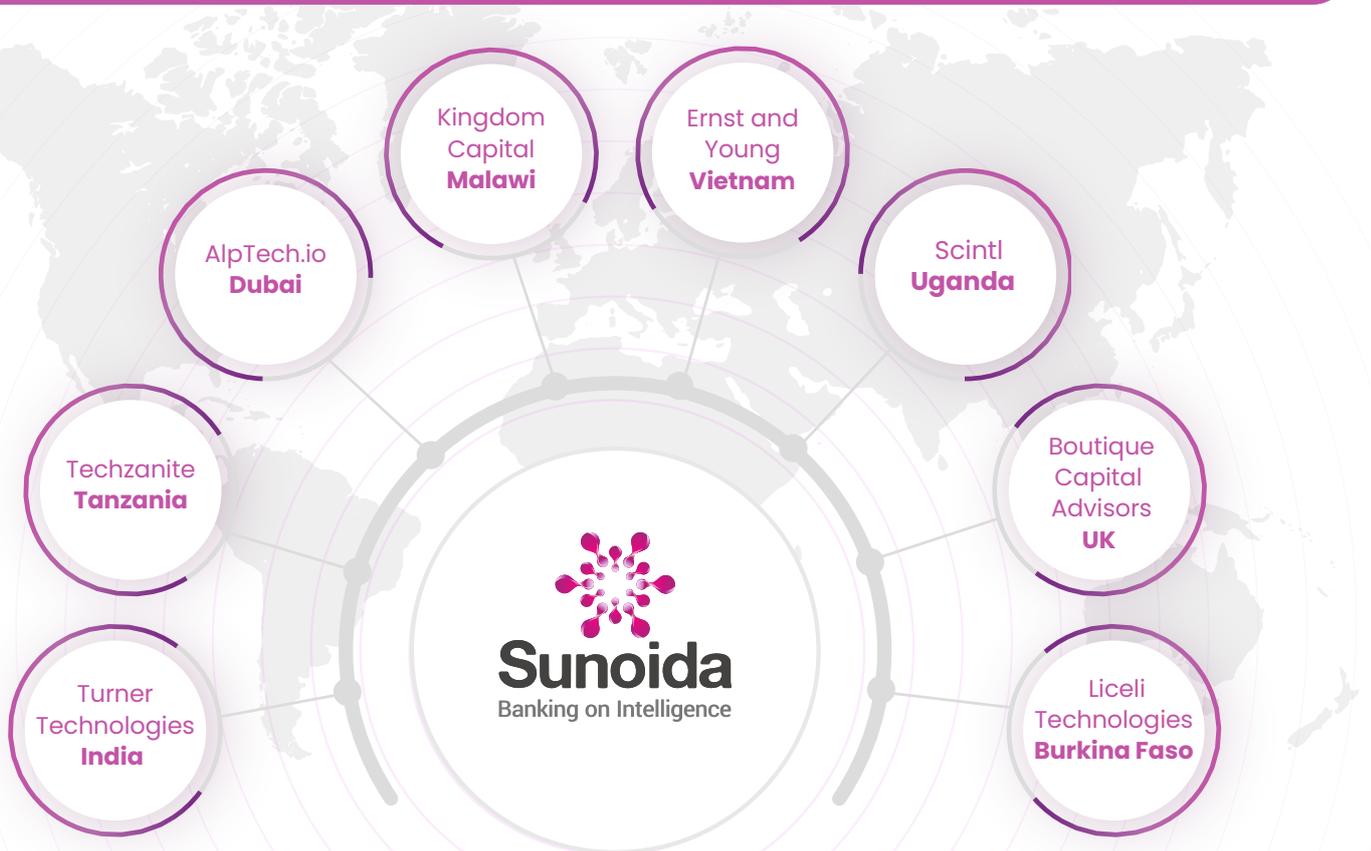
HIGHLIGHTS

Welcoming new partnerships to shape true banking innovation

At Sunoida, we believe that true success lies in the power of collaboration. Our expanding network of partnerships is a reflection of this philosophy, as we continue to work with dynamic banks and financial organizations around the world. These strategic alliances are not just about expanding our reach—they are about creating value, strengthening bonds, solving complex challenges, and building a more innovative, connected future in banking.

By joining forces with industry leaders across Africa, Southeast Asia, the Middle East, and beyond, over the years, we have been able to deliver cutting-edge solutions that empower banking institutions to thrive in today's fast-evolving financial landscape. Our growing network of partners strengthens Sunoida's ability to offer custom-made solutions that address the unique needs of businesses across geographies.

With an increasing presence in diverse regions, Sunoida is well-positioned to reinforce its unwavering dedication to accelerating banking innovation. As a testament to our collective commitment to shaping the future of banking and elevating the global banking landscape, we are excited to announce the following new key partnerships, which mark another important step in the expansion of our global network.



**Winning is all about
setting benchmarks
and new standards.
Time after time.**



Sunoida celebrates our big win and induction into the Hall of Fame at the **RegTech Horizon-100 Awards 2024**

This is yet another stamp of our commitment to excellence and innovative new ideas that illustrate factual value in transforming the financial services landscape in Africa.

Sunoida's Vision RegTech is designed for financial institutions that are looking to power up their regulatory reporting process with true automation, helping them achieve flawless reporting in today's rapidly evolving and highly demanding regulatory landscape.

Learn more at www.sunoida.com/vision-regtech

2024 REGTECH HORIZON

CUSTOMER SUCCESS

See what our clients say about us

Vision EDW has enhanced our ability to tackle complex business intelligence use cases thus enabling advanced analytics capabilities, deeper insights allowing us to address challenges and capitalize on trends more effectively. Throughout the implementation process, Sunoida has exhibited exceptional professionalism and commitment to delivering a high-quality solution. Since go-live, their team has continued to provide outstanding support, around technical, project and business analysis support, ensuring the platform runs smoothly and meets our evolving requirements.

David Ngata
Chief Financial Officer,
I&M Group



Sunoida's Vision EDW and Banking BI solution provided DIB Bank Kenya with a system that has capabilities for Financial Reporting, MIS Reporting, Regulatory Reporting, Cost allocation and Fund Transfer Pricing. Comprehensive banking domain expertise in the financial services industry and a professional implementation team were key factors to the successful delivery of this project.

The post-implementation support has also been of the highest quality with dedicated teams available to ensure the smooth running of the Vision EDW and BI platform.

Julliens Muema
Chief Financial Officer,
DIB Bank Kenya



HIGHLIGHTS

2024: Making bigger waves and hitting new highs

2024 has been a milestone year for Sunoida, where every success has reinforced our commitment to empowering financial institutions with cutting-edge solutions. From groundbreaking recognitions to transformative projects, the Sunoida team has proven what's possible when innovation, excellence, and customer satisfaction are placed at the forefront.

A crowning achievement has been Sunoida's inclusion in the **RegTech Horizon 100**, an accolade presented at the **RegTech Horizon Awards Ceremony** in Lagos, Nigeria. This award is a prestigious recognition of the most outstanding advancements in regulatory technology across Africa. Sunoida's inclusion in this list places us among the top performers in the industry, underscoring our leadership in RegTech and highlighting our contributions to compliance, transparency, and operational efficiency within the financial sector.

Sunoida has also been named a **founding member of the Global SupTech Industry Group**, facilitated by the **Cambridge SupTech Lab**. SupTech, or supervisory technology, is transforming the way regulators and central banks operate, and our role in this

global initiative places Sunoida at the heart of the evolving regulatory landscape.

Our projects this year reflect our growing influence in the financial services sector, particularly across Africa. One of the standout successes has been our work with **KCB Bank Kenya**, one of East Africa's largest and most respected banks. Sunoida's **Vision RA** solution went live ahead of schedule, ensuring that KCB could immediately benefit from enhanced efficiency and limited revenue leakage. This early completion speaks volumes about Sunoida's ability to execute large-scale projects with precision and professionalism—delivering real value to clients in record time.

In **Kenya**, Sunoida's **Vision RegTech** has also solidified its position as the go-to tool for banks seeking to comply with the **Central Bank of Kenya's (CBK) latest GDI guidelines**. This year, 8 banks have already adopted our solution, with several more in the pipeline. Sunoida is leading the way in RegTech, helping banks ensure regulatory compliance while enhancing operational transparency and efficiency.

Sunoida's reach continues to grow, with a **record number of new contracts** signed in 2024—our highest in the company's history.

This achievement reflects the increasing demand for our solutions and the trust that today's financial institutions place in us to solve their most pressing challenges.

In **Rwanda**, we secured a landmark contract with **Bank of Kigali**, the largest financial institution in the country. The **Vision BI** solution is currently being implemented, marking a significant step in our expansion into new markets. This partnership represents a broader opportunity for Sunoida to help more banks in Rwanda and the region to get actionable information that helps banks make strategic and profitable business decisions simply faster.

Another exciting development has been **NCBA Bank's** decision to extend the **Vision RA** solution to all its subsidiaries across **Tanzania, Uganda, and Rwanda**, after a successful rollout in **Kenya**. This regional expansion underscores the trust NCBA has in Sunoida's capabilities and further strengthens our position as a leader in the East African banking sector.

As 2024 draws to a close, we look ahead with excitement and optimism. The accomplishments we've achieved this year lay a strong foundation for continued growth and success in the years to come.

SUNOIDA MOMENTS

2024:
The year
in pictures



Leadership team – Suleman, Ganesan & Sukirat at Sunoida Chennai office, India



Sukirat & Suleman with Team BenchMatrix at Sunoida, Dubai office



Team Sunoida at lunch in Chennai



Sukirat with the Credit Bank team, Kenya



Suleman with the team at I&M Bank, Kenya



Year end celebrations with the team in Dubai



Sukirat with the team at Sidian Bank, Kenya



Suleman with the team at KCB Bank, Kenya



Sukirat with the team at I&M Bank, Kenya



Sukirat with the team at KCB Bank, Kenya



Suleman with the team at SBM Bank, Kenya



Employee Wellness Program hosted by Soza Data Analysis team from UK



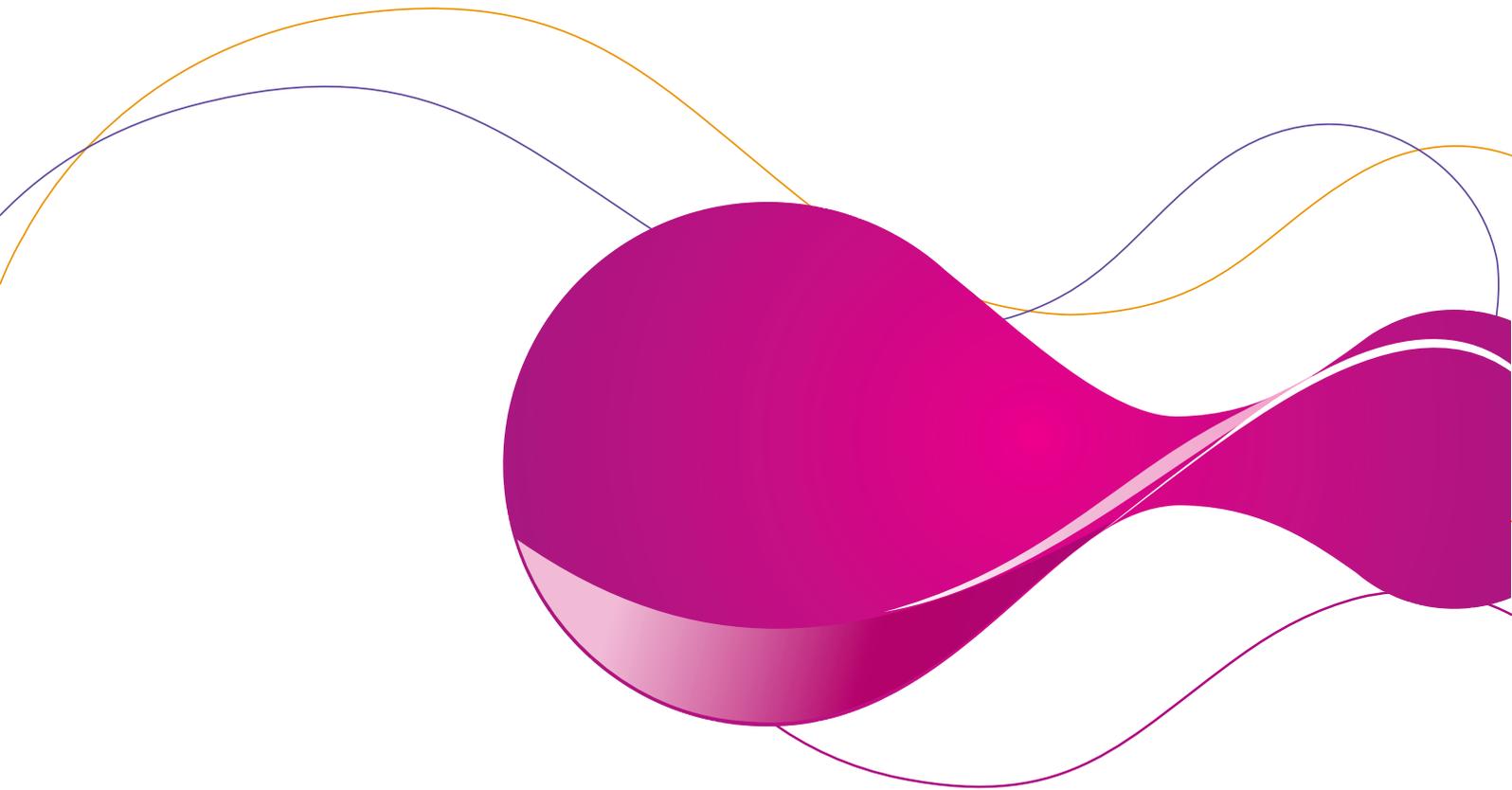
Sukirat with Scintl Ltd Team in Uganda



Sukirat, Suleman & Savleen with Team Sunoida in Dubai



Suleman with Hellen Chepchumba Chepkwony, CEO, Kenya Deposit Insurance Corporation



Sunoida

Banking on Intelligence

For more information on Sunoida or if you would like to meet one of our consultants, please contact us at: marketing@sunoida.com

Explore Sunoida's Vision suite of products and learn more about our services by visiting our website: www.sunoida.com

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About Sunoida

Sunoida Solutions DMCC, incorporated in 2011, is one of the fastest-growing Banking BI & Analytics companies in the emerging markets. Our primary focus is to provide innovative, cutting-edge, reliable Business Intelligence, Revenue Assurance, Financial & Regulatory Reporting, Advanced FTP, Cost Allocations, Risk Management, Artificial Intelligence and Data Analytics solutions to banks across Asia, Africa and the Middle East. The company has a perfect blend of business domain experts and technology experts and that combined knowledge is critical to succeed in today's dynamic business environment.

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