



Press release  
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Crunchfish AB  
Stora Varvsgatan 6A  
211 19 Malmö

+46 40 626 77 00  
[ir@crunchfish.com](mailto:ir@crunchfish.com)  
[www.crunchfish.com](http://www.crunchfish.com)

## Crunchfish expands its team in India

**Crunchfish AB ("Crunchfish") announced today that effective May 1, 2020 it has grown its India-based team with two senior business developers, Gagan Kochar and Samar Vikram Singh. Both Gagan and Samar have extensive experience in the payments market in India and have been involved in negotiating large, complex deals with companies like American Express and Visa. They have also spent several years working alongside Vijay Raghunathan, Crunchfish's India Representative, during their time at American Express. Gagan is based in Delhi and Samar is based in Mumbai. Crunchfish's India office is led by the company's India Representative, Vijay Raghunathan, and the team also includes Dhruv Singh in the role as business developer.**

*"I am thrilled that we are now expanding our team in India with two more highly experienced and competent business developers. Both Samar and Gagan have been active in the payment space in India for many years, and an added advantage is that they are both already personally acquainted with Vijay, our India Representative. Having a team in India with strong local knowledge, an extensive contact network and a solid understanding of such a large and complex market will be key to our success. India is currently in a lock-down due to COVID-19, yet our work on penetrating the market is ongoing and will be intensified with the addition of Samar and Gagan", said Joachim Samuelsson, CEO of Crunchfish.*

*"We are very pleased to have Gagan Kochar and Samar Vikram Singh join us for driving business development efforts for Crunchfish in India. Both Gagan and Samar come with a very rich background in the payments industry. Having spent over 20 years at American Express and Visa, they have been involved in developing payment solutions with multiple large partners and industries. They are very excited by the potential for the Crunchfish payment solution in India", said Vijay Raghunathan, India Representative of Crunchfish.*

**For more information, contact:**

Joachim Samuelsson, CEO at Crunchfish  
+46 708 46 47 88  
[joachim.samuelsson@crunchfish.com](mailto:joachim.samuelsson@crunchfish.com)

Västra Hamnen Corporate Finance AB is the Certified Adviser. Email: [ca@vhcorp.se](mailto:ca@vhcorp.se). Telephone +46 40 200 250.

**About Crunchfish – Crunchfish.com**

Crunchfish develops and markets interaction solution for mobile payment in a physical environment. Crunchfish's proximity-based technology connects a customer's mobile phone to a payment service in a Point of Sales terminal at a merchant, and even has a patent-pending innovation for payments when both the customer and merchant are completely without connection to the payment service. The solutions are marketed to payment apps, cash register providers and merchants in Sweden and India, as well as to multinational companies.

The company also develops interaction solution based on gesture control and has integrated that technology into millions of smartphones currently on the market. Today, development of the gesture control technology is focused on smart, AR glasses.



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Crunchfish has its headquarters in Malmö, Sweden. The company also has offices in Stockholm and representation in India. The company drives its businesses through two subsidiaries, Crunchfish Proximity for proximity-based interaction for mobile payments, and Crunchfish Gesture Interaction for gesture control for smart, AR glasses. Crunchfish was founded in 2010 and has 23 employees.