



News WRITTEN BY JOHN LORD

TruNarrative protects one billion Indian citizens

Our partnership with Apriori Data in India fuses leading data coverage with TruNarrative's global Fraud, Identity and AML software that delivers a true consortium to eliminate criminal activity and improved customer experience.

TruNarrative, a global provider of fraud and compliance risk solutions, has partnered with Apriori, an international data provider to allow their customers to access India's wealth of data, enabling businesses to safely grow market share with the knowledge they have a robust way of verifying local citizens.

Over one billion Indian records are now available through TruNarrative, covering registered voters in all of India's 29 states, 7 union territories and in 14 regional languages. The data set, provided in partnership with Apriori, is the most complete and accurate set of India voter data in the world.

This partnership is one of many already completed by TruNarrative, whose app store features the ability for customers to quickly and easily 'plug in' to different datasets from all over the world to enable identity, fraud and compliance checks.

John Lord, Chief Executive Officer at TruNarrative comments:

“Our customers are global and they want to trade with the largest growth markets in the world, such as India. In today’s world, it is important to swiftly cross-reference as much data as possible, to support these organisations, in growing their in-market or cross-border presence. They must be able to do this safely and check customers’ identity before trading with them, and monitor them for ongoing behavioural changes.

“Expanding the data sets that we offer to our customers is hugely important – and you can’t get much bigger than India. By providing over one billion records, of every single registered voter, TruNarrative now lets you know exactly who, what and when for the whole India market.”

Igor Kyrylenko, President at Apriori, comments:

“India is a fast-growing economy, having seen a 7% increase in GDP in 2016. It is the e-commerce opportunity that really excites us though; as the increase here was a staggering 50%. And as India continues its push to move from a cash economy to digital transactions, the significance will only grow.

“This is precisely why we have partnered with TruNarrative. With our data, TruNarrative’s customers can ensure that commerce in India is no less safe than anywhere else in the world. In fact, with our comprehensive data combined with TruNarrative’s knowledge and technology, India will be one of the safest places for customer transactions in the world.”

Founded in 2016, TruNarrative brings fraud detection, identity verification, KYC and AML compliance into a single easy-to-configure environment. The newly added Indian data is available for organisations to start using now – get in touch for more information at trunarrative.com.

About TruNarrative

TruNarrative was founded in 2016 with a single mission: to make safe commerce simpler. With a head office in Leeds, TruNarrative also has offices in London, New York and Singapore

TruNarrative aims to transform the fraud, identity, KYC and AML process by continually providing products built on state-of-the-art technology, bringing the best of data science to ambitious companies of all sizes.

TruNarrative – exactly who, what and when.

About Apriori

Apriori is an international data aggregator with special expertise in finding, acquiring, and processing government issued ID data from many countries and languages.

Founded in 2014 in McLean, VA, [Apriori](#) acquires, processes, and enhances close to 2 billion records internationally every year in dozens of languages and hundreds of formats.

Apriori supplies data for a wide variety of legal purposes, such as age and identity verification for banking, e-commerce, and government functions.