

TVSCREDIT

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E.P.I.C Season 5 - IT Challenge Case Study

TVS Credit - Empowering India. One Indian at a Time

From the largest cities to the smallest villages, India is filled with ambition and enterprise. As Indians from all walks of life set out to write their growth story, our timely and affordable credit empowers them to bring their dreams alive.

As part of the \$8.5 billion TVS Group, we empower Indians from various socio-economic backgrounds with financial products that serve their needs. In doing so, we further the cause of financial inclusion.

Our Two-Wheeler, Used Car, Three-Wheeler, and Tractor Loans are designed for Indians in small towns and the rural heartland, for our nation's growth is powered by their prosperity. Our foray into the Used Commercial Vehicle and Consumer Durable finance is yet another step in this direction.

With over 10 million customers and a long-term CRISIL rating of AA, our growth is built on firm foundations. We have won several awards, including the Economic Times Best BFSI Brands 2023, India's Leading BFSI and FinTech Companies 2023, Flame Award for Best use of Social Media and Best CSR Campaign, and the Most Effective Employee Engagement Strategy Award at the World HRD Congress.

Product Portfolio:



Two-Wheeler Loans

No.1 TVS Motor financier with a market share of 46%



Used Car Loans

Among the top 3 players in the market



Tractor Loans

Key financier for New Tractors, Used Tractors & Agri-implements



Consumer Durable Loans

35000 dealer points touching 20 states.



Used Commercial Vehicle Loans

Asset size of Rs.1000 crore with 1000+ channel partners.



Business Loans

Launched in 2018 with focus on Tier2 and Tier3 customers.



InstaCard Programme

Launched in 2020, it offers a continuous credit line to over 33 lakh+ customers



Personal Loans

Launched in 2020, cross-selling Personal Loans to existing customers and targeting open market customers

Revolutionizing Financial Services - Empowering Rural India with Technology

TVS Credit is committed to addressing the diverse financial requirements of rural areas. To achieve this, the company offers a wide range of loans, including Two- Wheeler Loans, Used Car Loans, Three-Wheeler Loans, Tractor Loans, Used Commercial Vehicle Loans, Business Loans, Consumer Durable Loans and personal Loans. Recognizing the challenges faced by customers in Tier 3 and Tier 4 towns, particularly those with limited or no credit history, TVS Credit has embraced technology-driven solutions to streamline the loan process and deliver a flawless customer experience. This strategic approach enables us to eliminate barriers, enhance accessibility, and effectively address the burgeoning financial requirements of the Indian populace amidst the rapidly evolving financial landscape.

By proactively adapting to emerging trends and leveraging technology-driven solutions, we are well-positioned to meet the ever-changing demands of our valued customers. The company has already implemented digital processes and technological solutions, incorporating the latest available internal and external data. This includes utilizing mobile applications, analytics models, third-party APIs, Bureau Scores, Digital Twins, Chatbots, Voice bots, WhatsApp, and SMS bots for various aspects of loan processing, such as lead generation, customer onboarding, risk evaluation, underwriting, loan disbursement, repayment management/ collections, reposessions/write-offs, customer service, and cross-selling.

TVS Credit recognizes that there is always room for improvement, so we want you to delve into the realm of exceptionally creative and technology-enabled solutions.

Problem Statement:

You can select any one of the below process areas, bringing in disruption to the existing status quo:

- a. **Lead Generation/Customer Onboarding:** Initiation of customers' interest or inquiry into products/services of our business.
- b. **Risk Evaluation/Underwriting:** Underwriting involves conducting research and assessing the degree of risk each applicant brings to the table.

- c. **Repayment Management/Collections (Field Collection and Digital):** The process of collecting payments from customers who have borrowed money from a bank or other financial institution.
 - d. **Customer Service:** Customer service is the support you offer your customers from the moment they first contact your business to the months and years afterward.
 - e. **EMI Cash Collections/Digital Payments:** Digital payments are payments done through digital or online modes, with no exchange of hard cash being involved.
 - f. **Renewal/Restructure/Cross-Sell:** Cross-selling is the practice of selling additional products to existing customers, often practiced in the financial services industry.
- The company is seeking innovative solutions from forward-thinking individuals to enhance the loan application and management process at TVS Credit, making it exceptionally user-friendly and customer-centric.
 - Teams are encouraged to leverage state-of-the-art technologies such as open APIs, data integration, mobile/responsive web applications, and advancements in AI/ML/Blockchain to create an innovative solution(s)
 - The objective is to empower every customer to effortlessly access loans and effectively handle their financial matters through the integration of cutting-edge technology and streamlined procedures.

Deliverables

Round 3 - Teams to propose a solution(s) and showcase the problems they will be addressing through their proposed solutions. Present your solution through a framework/proof of concept through PPT, It can include an explanation of your solution with a Prototype/Screens/Wireframe (if required).

[Note: This may require visiting a two-wheeler / used car/consumer durable retailer and understanding the current loan process (can be TVS Credit or the competition) and defining the innovative and radical way of changing the status quo]

Round 4 (Finale Round) - Teams will be selected based on their submissions in Round 3. In Round 4, the teams will have to develop and present a working/live demo of the proposed solution, address the functional aspects of your solution, and also perform a code walk-through to showcase the unique aspects of your solution.

For any queries on the IT Challenge Case Study, please write to us at epic@tvscredit.com