**About Us: -**

Well begun is half done …….

Our Story so far

Our journey began in August 2017 with a credo to one amongst the many trusted retail and SME lending solution specialists.

Customisation and product fitment in retail and SME lending solutions is often marketed but rarely delivered. We based on business ethos on being clear on deliverables and the level of customizations right at the beginning. Our differentiator being **we simply deliver what we commit.**

Based on our understanding of lending institutions requirement, our job is match making to create a win-win situation for all.

Lending industry consists of more than 50 lenders with similar products.

Aadhya Financial Consultancy along with its Promoters brings with it over 2 decades of experience in understanding the different risk appetite and priorities of each lending institutions and Banks whereby reducing the borrowing process to its customers considerably.

Our Process in consultancy starts with

* Understanding customer profile and agreeing on the deliverable
* Exploring and opening the gamut of available options
* Guide the customer to enable him choose the best of the available options.

Team Members

**Venkatraman Iyer (Founder & Business Head)**

Having about 2 decades of experience in Retail and SME lending, In past have been associated with various Banks and Financial institutions such as Axis Bank, HDFC Bank, HSBC, Standard chartered Bank, Barclays Bank, Aditya Birla Finance Ltd into their Retails and SME verticals respectively.

With these experience during August 2017 started Aadhya Financial Consultancy with the aim to give customers give what they need and not what is available.

Current Network

Presently we are having association with all the top Private Banks, Nationalised banks, MNC banks and NBFC’s in India to cater its customers what they need.

**What we are ?**

Connectors and advisors to retail (salaried and self-employed) and SME business for their lending requirements.

**What’s our purpose?**

Matching of lenders and borrowers’ requirements to create a win-win solution for all participants.

**What we target to be ?**

A trusted financial advisors focussed on retail lending solutions and a partner of choice for lending institutions.

**Values**

* Transparency
* Integrity
* Speed
* Follow through.

Our Ratio’s since inception

|  |  |  |
| --- | --- | --- |
| No of loans processed | No of Sanctions | No of disbursements |
| 200 | 80% | 80% |

|  |  |  |
| --- | --- | --- |
| No of lending tie ups | % of structured transactions | % of repeat customers |
|  |  |  |