

# CASHe Raises ₹140 Cr, V Raman Kumar Talks About Growth Ahead | Startup Street | CNBC-TV18

## CNBC to Mr V Raman Kumar

Could you give us a sense of new products in the pipeline

1. Company was started as a small ticket loan lending company
2. We have grown adding personal loan, credit line and BNPL
3. We are now adding prepaid credit card
4. We are also distributing insurance
5. We have very small component of co-lending
6. But most of the business is done on NBFC balance sheet

Where do you see new users coming from as you are expanding loan book?

1. The current loan book is running about from 1400 crores for the current year
2. We grew from 700 crores in 2021
3. We expecting a double by 2022
4. To achieve 3000 crores by 2022-2023, it looks as a very reasonable target
5. It's based on the fact on how do we enhance the balance sheet

As company has disbursed loan of 1000 crores rupees worth in 9 months, you aim to disburse 1400 crores in FY 21-22, so what had led this growth over last year

1. There was a huge uptick in the amount of credit lines and BNPL
2. In fact our credit line product which is barely 7 months old that is only 25% of our current business around 200-210 crores of monthly disposals we are doing
3. The credit line product is a small product for the young customer you know they don't have any interest rate
4. In case of BNPL, most of the BNPL comes as 0% interest rate
5. The idea of CASHe is lending, spending, investment and insurance

6. Those are four big ticket items CASHe is providing to customers

How is AI used to grow this business?

1. This is a young team
2. It's about understanding young salaried professionals requirements
3. The actual question is from where does clients come from
4. We are embedded on Gpay, we are inside Amazon, flipkart,
5. We attract customers through word of mouth