

Personal Loans for young salaried millennials across India | Startup Duniya with CASHe

Some insights about Fintech world and CASHe

Startup story behind CASHe

1. It was founded by Mr. V Raman Kumar 2016 as he has realized that young salaried people who just got employment having no credit history or a bad credit score but expecting for personal loans.
2. Just 10% to 15% people are having credit score in India being lent by a bank.
3. Credit score is a score which gets generated once the consumer takes loan from the bank
4. CASHe has come up with a unique credit scoring system called SLQ(Social loan Quotient) which ranges from 0 to 995.
5. This score evaluates whether a consumer is eligible for a loan.
6. The higher the score, least likely for the consumer to fall in defaulter stage
7. This score will get generated based on social behaviour of the customer by using AI algorithms, behavioural finance and big data
8. Availing credit shouldn't be hard if the customer is credit worthy to CASHe
9. It should be as simple buying stuff from Amazon.
10. Getting credit worth should be very digital in nature
11. Credit profile should be extremely dynamic in nature
12. Even customers should be aware of what CASHe team is doing
13. Data privacy and customer safety is top most concern to CASHe
14. Lending goes with 2 factors. Whenever borrower approaches the institution for loan, the lender expects
 - a. Intent

- b. ability of the customer to repay the amount
- 15. intent means he/she has an intention to repay the amount whether he/she has the amount in their hand or not
- 16. ability means they are having the amount but may be not willing to repay the amount
- 17. we never give loan to the customers who don't have the intent to pay. If they have intent but not the ability, we have a hope that sometime they would repay the amount
- 18. CASHe marries "intent" and "ability" together to generate the credit score

What is the rate of interest at CASHe?

- 1. Rate of interest varies across customer products(CASHe 90, CASHe 180 etc.) and customer segments
- 2. ROI keeps reduced as customers keep paying high.

How is the customer feedback for CASHe?

- 1. We want ourselves to be present at what customer needs
- 2. We have disbursed huge amounts of personal loans to customers last 3 years.
- 3. When a customer approaches Big bazaar, TVS, chroma, we would know who the customer is. We can interact with him
- 4. That's kind of expertise CASHe has developed in a period of time
- 5. We give free of cost credit line
 - a. Amount of money a customer can borrow for a period of time available for 1 year

Challenges CASHe team has faced during the start up journey

- 1. We have patiently built out a data set that allows to underwrite alternate methods

2. That process consumed a lot of time
3. Every body is not comfortable when new tech comes out
4. The major thing is we need to build customer trust

About Mr. Tyagi, what keeps him going as a CTO of CASHe

1. India has a massive base of credit untapped segment
2. That can be serviced via alternate means of credit
3. We want to be credit provider to young millennials
4. If customers want insurance, we are ready for that

Future plans of CASHe

1. We are ready regarding investment and insurance in next couple of years
2. From food to jewellery, we are ready for disbursing loan
3. In a couple of years time, we would be full fledged near bank
- 4.

During COVID period, how was CASHe's health and now post COVID, how it is?

1. We do a brilliant job in giving the best service to the customer.
2. People still have the intent but their ability to pay back is lost.
3. Reason can be job loss or salary delay
4. The EMI which got extended during COVID and post COVID, is successfully paid back to us

What message Mr. Tyagi wants to convey to all through CASHe and in person?

1. If you want credit then get CASHe
2. Financial services in the country are in good state whether it is SME lending, consumer lending