Exploring 'AI-Driven Financial Inclusion' with Yashoraj Tyagi, CTO of CASHe

Interiew with Yashoraj Tyagi, CTO of CASHe

CASHe was founded by Mr. V Raman Kumar in 2016

1. It's one of the short term to medium term digital lending companies today
2. It falls under the category of NBFC
3. Last 5 years we have concentrated on crediting young salaried millennials
4. This is done by proprietary AI based self developed model
5. Young salaried millennials who doesn't have credit history are approaching CASHe
6. We have over 10 million active customers and 17 million registrations which are largest in class
7. We are also concentrating on insurance and investment needs of a customer as well
8. Buy now pay later offer we are also providing to customers

What is the biggest USB which differentiate this company from other competitors?

1. One of them is the technology
2. The idea is that we have credit scoring engine that is completely different from traditional means of underwriting customers
3. Second is we are fully owned NBFC where we have the flexibility who to underwrite and how to underwrite

I would like to know the services you provide to your customer if you can give a brief framework

1. Services are broadly divided into three or four categories
   a. Personal loans

          i. This has been done for nearly 6 years
   b. BNPL
   c. Insurance
          i. Group health plans and accident plans
   d. Investments

Could you please highlight your company's recent innovations in the AI and ML space

1. AI and ML are the backbone of what we do
2. The proprietary engine called SLQ has been there to check the eligibility of the customer for the loan to get sanctioned
3. We also use AI and ML to allocate human resource who gets to work on these customers once they come into the funnel
4. We spend human resource by working on a customer
5. We use AI and ML for collections to figure out early warning indicator and tendency of customers who doesn't pay back

Could you please give your opinion on how C Suit executives are leveraging data to deliver business value to their organizations

1. At the end of the day, we are data driven company
2. We want to keep the team very lean to scale up the office to raise heights
3. Automated driven decisioning and data driven decisioning is very important
4. The way we work out in terms of decision strategy, in terms of executive leadership is that none of the decision we have taken or will take or are taking right now are would be ad hoc or subjective, they are all backed by data
5. Data driven decisioning is extremely crucial in terms of what we are trying to do over here

I would like to know your current point of view on big data analytics and what is it's future

1. If any company's big data strategy is bigger and executed well and has long term component, great value gets added
2. We both AI and ML put together in production, any organization has a capability to actually have a system that recommends right kind of products.
3. The system should be able to evaluate the customers very well
4. It should also make the internal operations very effective and efficient

How do you want to see the company and the industry in the future ahead?

1. If we think fintech as an industry, we are expecting to see enormous amount of value getting created over here
2. Not just larger mobile penetration and internet penetration but more because large number of larger acceptance of customers
3. Things like demonetization as well as digital initiatives taken by the government have acted well as a catalyst to make customers move to availing digital financial services
4. Lot of fintech start ups has come up these days