CreditMantri

Chennai, India

Established in 2012, CreditMantri leverages data and technology to transform the way credit is delivered to the “credit invisibles” in India.

SUMMARY

There has traditionally been a shortage of financial institutions willing to extend fresh credit to those who are deemed risky. CreditMantri is emerging as India’s go-to credit platform which facilitates financial growth for the “credit invisibles” by leveraging technology and alternative data.

CHALLENGE

While off-the-shelf credit products meet the needs of the high-income credit healthy, there has traditionally been a shortage of financial institutions willing to extend fresh credit to the “credit challenged”, “new to credit”, and “low income” segments. Often unavailable or very expensive, financial services are thus not reaching large parts of the population. With a population of over 580 million people who are credit-underserved in India, and a credit market opportunity of USD 19.5 billion, access to finance is a critical problem to solve.

SOLUTION

CreditMantri was the first company in India to offer a free credit score online to anyone seeking to understand the quality of their credit health. Leveraging data and technology to transform the way credit is delivered in India, CreditMantri allows its users to take control over their own credit health and supports them so that they can make better borrowing decisions.

Additionally, CreditMantri applies a customer profiling framework which uses both traditional and alternative data. Such profiling allows the company to classify users into various segments, each with a distinct need - “Credit Challenged”, “New to Credit”, “Low Income Credit Healthy” and “High Income Credit Healthy”. The company further assists users in discovering credit products which best match their profile.

Using an exclusively digital and data-led approach, CreditMantri enables lenders to profitably extend small ticket loans to the aforementioned segments. When off-the-shelf credit products do not meet the needs of certain underserved segments, CreditMantri co-creates tailor-made credit products with lenders who are willing to utilise alternative data and credit decision models to make loans available to these segments.

IMPACT

Currently, CreditMantri’s proprietary lendability score, income estimation model, and verification score are used by financial institutions to assess credit applications and approve them digitally in real-time. Through their Credit Improvement Service, CreditMantri has helped over 170k credit-challenged users become credit-healthy by restructuring as well as resolving their negative accounts, and hence enabling them to re-initiate borrowing from the formal banking system.

Presently, CreditMantri has over 5.1 million credit-invisible users registered with them, of which a third has already become credit-healthy and is on their way to discover credit products best suited for them.

COMPETITIVE ADVANTAGE

The CreditMantri approach to differentiating credit offering for various segments is unique, difficult to replicate, and serves the needs of customers across the credit spectrum. In addition, the proprietary income estimation model, and the lendability and verification scores which the company has built, provides lenders with the ability to digitally verify and fulfil loans at lower costs than other actors in the market.
SCALABILITY

Currently, CreditMantri is looking to enlist local agents and associates in smaller cities, seeking to adapt their credit product offerings and leverage local sales talent in rural areas. This also includes an expansion plan of the product suite to include various forms of micro-insurance and micro-saving services. Additionally, the company is seeking to widen existing credit product offerings by bringing in more institutional partnerships to help the credit-invisibles get access to more product choice.

EXPANSION PLAN 2019-2023

- Achieve profitability by December 2019.
- Leverage data-focused technologies (i.e. analytics, artificial intelligence (AI), and machine learning) to enable competitive advantages such as lower costs, higher efficiencies, and higher productivity.
- Achieve USD 90 million of top-line revenue by FY2023.

INVESTMENTS

Given the nature of the business, a combination of equity and debt financing will be required to fuel growth and pursue aggressive plans to become relevant and make a true difference. The incremental funding will be utilised to build a world class team, deploy cutting edge technology, and for marketing and brand building.

PARTNERSHIPS

CreditMantri is currently partnering up with Equifax and Statutory, who provide credit scores and other data which enables the company to build a credit profile for each user.

Furthermore, CreditMantri have multi-pronged partnerships with more than 50 lenders in India, ranging from large public sector banks to private banks, foreign banks, and new Fintech(s) as well as non-banking financial companies (NBFCs) to cater to the credit needs of customers across the credit spectrum.

AWARDS

- Winner of Best Fintech - VAS of Business Today - Money Today Financial Services
- Winner of The CII Connect Award - Exemplary Application of IT (2018)
- Economic Times BFSI Innovation Tribe Award - Start-Up Category (2018)
- TiECon Chennai Award - Growth Story of the Year (2018)
- CB Insights 2017 Fintech 250 (2017)
- Winner - Red Herring Asia 100 (2017)

FOUNDER

Gowri Mukherjee, Co-Founder and CEO

Gowri Mukherjee has more than 20 years of experience in banking and digital technology, coming recently from the role of Global Head of Marketing at Standard Chartered Bank and Head of Digital Business for Citibank India.

CONTACT

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