

Case Study | Svamaan Financial Services Pvt. Ltd implements Nelito Systems' FinCraft™ Core Microfinance Solution



Svamaan Financial Services Pvt. Ltd. (Svamaan) is a microfinance institution of the JSW group. It is the first microfinance firm to utilize a Data-Based Approach (DBA) in order to meet the twin goals of financial inclusion and driving impact for our customers. The new age MFI is finding new ways to serve Micro-entrepreneurs of India, empowering communities through financial inclusion and follows a customer-centric digital approach.

Key facts

- **Name of the Client:** Svamaan Financial Services Pvt. Ltd.
- **Headquarters:** Mumbai
- **Branches (#):** 7 States
- **Loan Products:** Income Generation Loan (IGL), JLG
- **Supplier:** Nelito Systems Ltd.
- **Solution implemented:** FinCraft™ Core MFI Solution

Svamaan planned to launch lending operations for product portfolio like joint liability group (JLG) loans, microloans to small and medium industries. For administering the loan verticals, Svamaan wanted to automate the lending operations.

Based on Nelito's rich experience of successfully implementing FinCraft™ Integrated Lending Management Solution (ILMS) in leading Financial Institutions and its capabilities to add significant value to the project, Svamaan shortlisted Nelito for the implementation of the solution and integrate it with third-party vendors and to

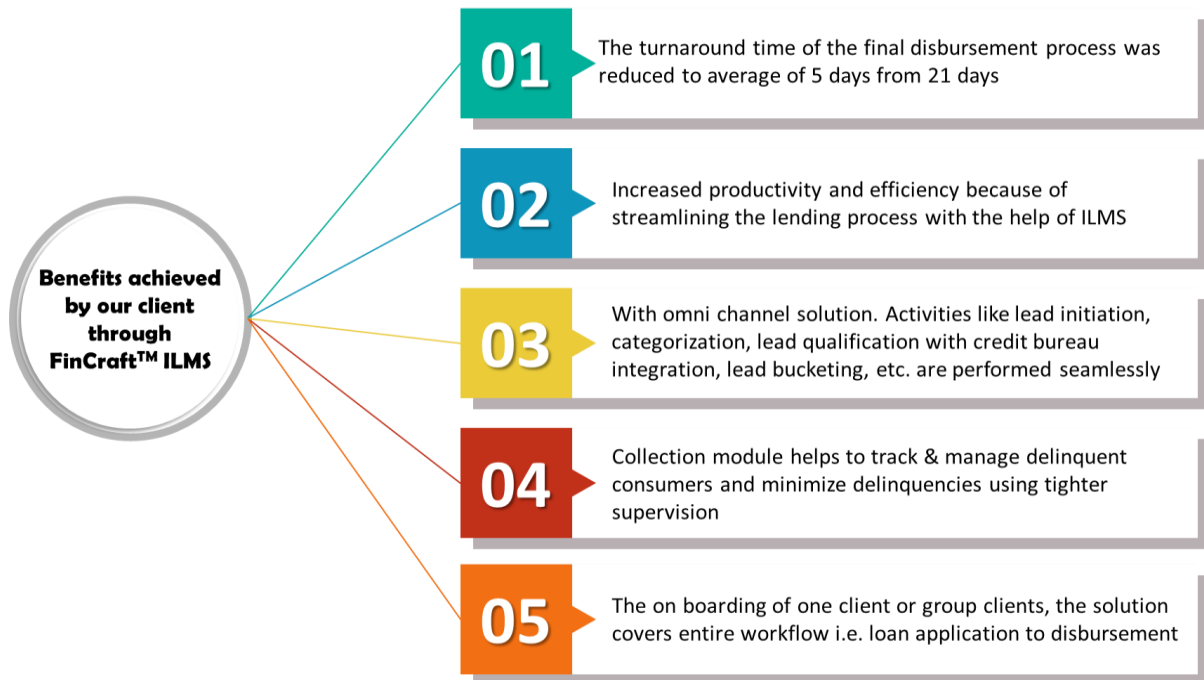
provide a user-friendly mobile and web-based loan application for Svamaan's customers.

Svamaan approached Nelito with the following set of requirements:

- The system should have an ability to capture details of non-converted customers and reasons for the same (including no KYC, migration, credit bureau rejection, etc.)
- The system should be able to create a group (with 3-5 members) and centre in the system (with 10-20 members) and tag group leaders
- The system should be able to manage entire workflow of end to end loan process

- The system should be able to showcase setup of credit rules engine based on geography, the activity of customer, CB score, and more
- The system should be able to do advance collections due to holidays to be tagged to client accounts on the date of collection. To be parked separately, to the back office. Process for collections blocking/ rescheduling for declared holidays

Benefits achieved by Svamaan with Nelito's FinCraft™ Core Microfinance Solution are:



Client Speak -

"One platform which fulfils customer requirements of Mobility, Document Management, Rule engine, Loan Origination, Loan Management and Collection System on the SaaS model. This saves a huge cost compared to other software."

Mr. Deepak Ayare, CTO | Svamaan Financial Services Pvt. Ltd.

About Nelito:

Nelito Systems Pvt. Ltd., (a group company of DTS Corporation, Japan), headquartered in Mumbai, is a financial technology company committed to serving Banks, NBFCs, and MFIs globally for more than 27 years. Nelito was established in 1995 as a joint venture between Nelco India (Tata Group) and ITOCHU Corporation Japan. In June 2019, DTS Corporation, Japan has acquired a majority equity stake in Nelito. For more details; visit www.nelito.com.