



Shachindra Nath

Vice Chairman & Managing Director
U GRO Capital Limited

U GRO Capital was envisaged to be built as India's largest small business financing platform combining the power of Data & Technology.

We interviewed Shachindra Nath about key milestones, digital transformation journey and how the company is gearing for "AatmaNirbhar Bhavishya".

It was uniquely created as India's first listed startup after receiving support from four Private Equity Investors, which revitalized a small listed NBFC. Despite facing broader challenges to the lending industry and the Covid-19 pandemic, our efforts have resulted in an impressive asset under management (AUM) of over INR 6,000 Cr, with a monthly net disbursement exceeding INR 500 Cr. Moreover, the growing off-book AUM of 40% reflects the widespread acceptance of our credit-scoring model and underwriting framework within the banking industry. This journey



showcases the transformative potential of data in reshaping India's MSME credit landscape. U GRO Capital aims to capture a 1% market share and serve one million small businesses in the next three years.

How does your organization leverage technologies and digital transformation to drive operational efficiency?

U GRO Capital is India's first data-driven underwriting platform which uses the power of GST, Banking, and repayment behavior on Bureau for credit decisioning. We are proactively adapting our business model to remain competitive and meet the evolving needs of our customers. We are leveraging technology to streamline our lending processes, enhance operational efficiency, and provide quick TAT and convenient access to credit for SMEs. Our focus is on digitizing the customer journey, from loan application to disbursement and servicing, to offer a seamless and hassle-free experience. Our data analytics, AI capabilities, and our credit underwriting and risk assessment model enable us to make faster and more accurate lending decisions. Our GRO X App is a perfect digital solution for small merchants. With customized solutions, complete flexibility on tenure and repayment options,

and pay-as-you-go model, MSMEs are granted 'Non-Stop Business karne ki Azaadi' to keep their business running at top efficiency.

How is the company gearing towards "AatmaNirbhar Bhavishya"?

The future belongs to those who can harness data science and technology for growth, and we are well positioned to facilitate this. U GRO Capital's unique underwriting model empowers MSMEs and also promotes economic growth, job creation, and overall socio-economic development in India. It offers tailored loan products to meet the specific financial needs of MSMEs, enabling them to access capital, grow their businesses, and enhance competitiveness. The company focuses on sectors that traditionally struggle to access credit, evaluates them based on their cashflow, and enables MSMEs within these industries for their own growth and national development. It leverages technology and digital transformation to streamline lending processes, utilizing data analytics, AI, and automation. This allows for faster lending decisions, reduced paperwork, and a seamless borrowing experience, promoting self-reliance in MSMEs' financial operations.