

NBFCs

INDIA

FINANCE OUTLOOK

GATEWAY TO FINANCIAL EMPOWERMENT

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RECOGNIZES

ABHIYAN CAPITAL

AS ONE OF THE

10 MOST PROMISING NBFCs - 2024

Through this certification, Finance Outlook India extends its recognition, gratitude and admiration towards companies who have showcased their mettle in the NBFC sector.



SAMRAT PRADHAN
Managing Editor



ABHIYAN CAPITAL

Empowering Micro-Enterprises with Accessible Financial Solutions



Arvind Hali
Founder

Rohit Tiku
Founder

India's NBFC market has rapidly grown to become the third largest in the world, with significant opportunities ahead, especially in underserved smaller towns and rural areas. This growth is driven by digitalization, increased financial literacy, and innovative fintech solutions that make credit more accessible and affordable, fostering a more inclusive financial landscape. While urban centers have seen better access to formal credit, who are engaged in small businesses, still struggle to secure it. Micro-enterprises in India's six lakh villages face major barriers in obtaining business loans, as local lenders are often absent. Their choices are typically limited to low-ticket microfinance or gold loans, which prove insufficient when they require ₹3-4 lakhs or more. As a result, many

are forced to rely on local moneylenders who impose exploitative terms, jeopardizing both their property and dignity.

Abhiyan Capital, established in 2022, is a Gurgaon-based NBFC specializing in providing secured business loans to micro-enterprises. "With a focus on affordability, accessibility, and flexibility, the company empowers small businesses lacking formal income documentation, helping them access vital credit to fuel their growth", says Rohit Tiku and Arvind Hali, Founders of Abhiyan Capital. Rohit and Arvind are friends from their kindergarten days in Srinagar Kashmir, who after spending more than 24 years in the Corporate World of Financial Services, came together to create Abhiyan Capital around 2 years ago.

Affordable Credit Tailored for Small Business Growth

Abhiyan Capital was founded with a mission to empower unbanked micro-enterprises across India by bridging the significant gap in formal credit access. Recognizing the unique challenges faced by businesses in rural and smaller towns, where traditional lenders are scarce, the company has quickly earned the trust of its customers, many of whom have pledged ancestral property as collateral for loans. This deep level of trust reflects Abhiyan Capital's transparent, customer-first approach, which has enabled the firm to maintain an impeccable loan portfolio over the past 18 months. Its commitment to clear communication, efficient service, and fair dealings has fostered strong, lasting relationships with clients.

Financial institutions have also recognised the company's strength and in just a short period of time, more than 10 lenders have sanctioned a line of credit to the company, demonstrating their confidence in its business model and execution. Additionally, the company secured corporate debt through Inter Corporate Deposits (ICDs), further highlighting the trust from both individual and institutional investors.

Further, the company has planned to raise its first external equity of \$9 million in FY 25. The response from the investment community has been overwhelming. The company has already received commitments for the entire amount and would be closing the round, subject to regulatory approvals, in next few weeks, months ahead of schedule.

Unlocking Business's Potential through Flexible Loan Offerings

Abhiyan Capital offers a range of tailored financial solutions designed to address the unique needs of underserved micro-enterprises and households. The firm's innovative 'phygital' model integrates physical branches and franchise networks with tech-enabled loan processing for faster turnarounds and a seamless customer experience. This multi-channel strategy enhances both credit accessibility and affordability, making Abhiyan Capital a trusted partner for micro-enterprises across India. Specializing in secured business loans, the company serves clients who may not qualify for traditional financing by accepting diverse property types as collateral, including self-occupied residential properties, even when formal documentation such as income tax returns, bank statements, or proof of business establishment is unavailable. This flexible approach enables the firm to cater to customers with non-standard income or property profiles, allowing those with clear property titles to access credit without the stringent paperwork demanded by conventional lenders.

Abhiyan Capital sets itself apart through its deep industry expertise, customized financial solutions, and unwavering commitment to ethical lending. With founders boasting over 50 years of combined experience in small business financing, the company has a keen understanding of the unique challenges micro-enterprises face. Abhiyan Capital's strength lies in its ability to underwrite clients with a household income of ₹20,000 or more and a minimum of two years of business experience, making it accessible to a broader range of customers. As a non-deposit taking NBFC registered with the RBI, the firm is driven by a mission to democratize credit and bring formality to the informal sector, empowering small businesses to



thrive. This innovative, dependable approach positions the firm as a key player in fostering positive, lasting change within India's business ecosystem.



Abhiyan Capital provides tailored financial solutions to empower unbanked micro-enterprises, focusing on accessibility, affordability, and innovation

Abhiyan Capital has an ambitious growth plan, poised to scale its operations significantly over the next four years. The company aims to expand its branch network from 28 to 275 locations, while also increasing partner branches to extend its market reach. By FY 2028, Abhiyan Capital plans to establish a loan portfolio of ₹2,000 crore. To further support MSMEs, the firm will introduce new financial products designed to meet their evolving needs throughout different stages of the business lifecycle. With a strong focus on affordability and accessibility, the firm is dedicated to creating scalable financial solutions that empower micro-enterprises, ensuring they have the resources to grow and thrive in the long term. **FOI**