

## Shriram Housing Finance wins Best Data Analytics Initiative of the Year Award at the NBFC & Fintech Excellence Awards 2023

**Mumbai, 15 March, 2023:** Shriram Housing Finance, a leading affordable housing finance company, has been awarded the Best Data Analytics Initiative of the Year award at the 2nd Annual NBFC and FinTech Excellence Awards-2023, organized by Quantic. The ceremony was held at Hotel Holiday Inn in Mumbai, India, on 3rd March, 2023.

The award recognizes Shriram Housing Finance's exceptional ability to leverage data analytics to enhance its lending processes and provide better services for its customers. The company's innovative initiative, the Bounce Estimator Tool (BET) – A Prediction Model – Risk Tool, was highly appreciated by the judges.

BET is a proprietary tool developed by Shriram Housing Finance that uses advanced data analytics to predict the probability of bounces. The model has been developed after analyzing the month on month bounce trend on historical data. Bounce is influenced by different variables, like, customer profile, age, location, loan product, past repayment behavior, rate of interest, Bureau score, vintage etc. The analysis resulted in identifying variables which are most strongly and consistently correlated with the Bounce %. BET is primarily based on two variables, vintage of loan & past delinquencies seen in these vintages which play a significant role in borrower's repayment behavior.

Speaking on the occasion, **Mr. Ravi Subramanian, MD & CEO, Shriram Housing Finance** said, "We are delighted to receive this award for our data analytics initiative. At Shriram Housing Finance, we always strive to provide the best-in-class services to our customers, and data analytics plays a critical role in achieving this goal. BET is an excellent example of our ability to leverage technology for improving our lending processes and reducing risks. We would continue to invest in technology to enhance our digital and analytical capabilities."

The 2nd Annual NBFC and FinTech Excellence Awards-2023, organized by Quantic, is a prestigious event that recognizes the outstanding achievements of companies in the non-banking financial sector and the fintech industry. The event brings together



industry experts, leaders, and influencers to celebrate excellence and share insights on emerging trends and opportunities.

### **About Shriram Housing Finance Limited**

Shriram Housing Finance Limited, a Housing Finance Company registered with the National Housing Bank (NHB) and promoted by Shriram City Union Finance Ltd. The Company commenced operations in December 2011. Shriram Housing Finance Limited is amongst the fastest growing, profitable Affordable Housing Finance Company with a network of 123 branches, Assets Under Management (AUM) of close to INR 71 Bn as of Dec 2022. The company is the highest rated affordable housing company at AA+/Stable by CRISIL, India Ratings and CARE. Shriram Housing Finance is **A Great Place to Work-Certified™** organisation.

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CIN : U65929TN2010PLCO78004