

DMI Finance to provide seamless digital personal loans to Google Pay users

New Delhi, 14 February 2022: DMI Finance Private Limited (“DMI”) today announced the launch of a personal loan product on **Google Pay** to make reliable credit accessible for pre-qualified users of Google Pay.

This product leverages the dual advantages of Google Pay’s customer experience and the digital loan disbursement process of DMI and will also help bring new-to-credit users into the ambit. Eligible users are pre-qualified using criteria set by DMI Finance and the product offer is made available to them via Google Pay. These users will have their application processed in near real-time with access to the money in their bank accounts.

This launch with Google Pay of an integrated, personal loan journey for its users continues DMI’s focus on building innovative digital financial products in partnership with leading players in the digital finance ecosystem.

The program will disburse up to INR 1 Lakh per loan which would be repayable over a maximum of 36 months. This partnership is being launched over 15K+ pin codes.

Shivashish Chatterjee, Co-founder and Joint MD, DMI Finance, said: “We are excited to make our Personal Loan product available on Google Pay in India. At DMI, we focus on working with truly world-class collaborators to leverage our combined strengths to deliver the best possible digital credit experience to a rapidly growing customer set. Our teams have worked closely together to bring transparent and seamless credit to millions of Google Pay users. We look forward to scaling this new partnership in the years to come and make the promise of financial inclusion a reality for many millions more.”

Sajith Sivanandan, Business Head, Payments and NBU, Google APAC, LatAm, Africa and EMEA, said: “Access to reliable credit is critical to economic revival as we emerge from the difficulties posed by the pandemic. Experiences that can make this available to them within a few taps on their mobile phones will offer incredible convenience. We are very excited to collaborate with DMI Finance to make this possible for Google Pay users, as it brings to life the promise of financial inclusion enabled by technology.”



About DMI Finance

Founded in 2008 and supported by a deeply experienced team across 40 offices in India, DMI is a pan-India credit platform with core businesses in digital consumer and MSME finance, housing finance, wholesale finance, and asset management. It is a technology-first lender with class-leading digital finance initiatives. It is supported by global institutional investors, strategic family offices, leading banks, and public market creditors in India. For more details, please visit www.dmifinance.in.

About Google

Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.

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