

Mahindra Finance collaborates with Salesforce to digitize MSME Lending

- Collaboration to develop Loan Origination Software (LOS) for Micro, Small and Medium-sized Enterprises (MSMEs)
- Collaboration to further enhance operational efficiency and ensure customer delight

Mumbai, 15 October 2024: Mahindra Finance, part of the Mahindra Group and one of the leading NBFCs in India, today announced its collaboration with Salesforce, the global leader in customer relationship management. The collaboration looks to develop Loan Origination Software (LOS) for Micro, Small and Medium-sized Enterprises (MSMEs), to enhance operational efficiency for customer satisfaction.

The collaboration marks a key step in Mahindra Finance's digital transformation strategy and will expand its MSME lending portfolio.

Mahindra Finance has adopted [Salesforce Sales Cloud](#) to boost productivity with built-in AI, providing an integrated experience and creating a single, unified view of every customer. By leveraging the [Salesforce Platform](#), Mahindra Finance will efficiently and securely build future-ready solutions on a unified platform, integrating enterprise data, AI, security, analytics, automation, and low-code development.

Arundhati Bhattacharya, CEO & Chairperson, Salesforce India, said, "We are excited to collaborate with Mahindra Finance to transform their MSME lending business in an era where agents and human expertise are essential for achieving customer success. With Salesforce, Mahindra Finance can maximize their data, drive growth, adapt for any experience and build customizable solutions addressing their business and technology needs."

Raul Rebello, Managing Director & CEO, Mahindra Finance said, "The collaboration with Salesforce is a testament to our commitment towards innovation, customer excellence and risk management in our MSME lending goals. By enhancing credit decisioning, boosting accessibility and delivering customer centric solutions, we aim to be a preferred and responsible financier to India's emerging MSMEs".

The collaboration will help Mahindra Finance's customers in faster loan disbursements at competitive interest rates in an expanded MSME lending portfolio. It will also use advanced analytics to identify potential credit risks for improved customer satisfaction.

The new loan origination software will integrate advanced analytics, machine learning, and automation to streamline credit assessment and enhance risk management on a real-time basis thereby improving operational efficiency and customer engagement.

About Mahindra & Mahindra Financial Services Limited

Mahindra & Mahindra Financial Services Limited (Mahindra Finance), part of the Mahindra Group, is one of India's leading non-banking finance companies. Focused on the rural and semi-urban sector, the Company has over 10 million customers and has an AUM of over USD 12.5 Billion. The Company is a leading vehicle and tractor financier, provides loans to SMEs and also offers fixed deposits. The Company has 1,370 offices and reaches out to customers spread over 4,80,000 villages and 7,500 towns across the country.

Mahindra Finance has been ranked 59th among India's Best Companies to Work 2023 by Great Place to Work Institute.

Mahindra Finance CSR Foundation is a wholly owned subsidiary company, under the provisions of section 8 of the Companies Act, 2013 for undertaking the CSR activities of the Company and its subsidiaries.

Mahindra Rural Housing Finance Limited (MRHFL) a subsidiary of Mahindra Finance provides loans for purchase, renovation, construction of houses to individuals in the rural and semi-urban areas of the country.

Mahindra Insurance Brokers Limited (MIBL) a wholly owned subsidiary, is the Company's Insurance Broking subsidiary is a licensed Composite Broker providing Direct and Reinsurance broking services.

Mahindra Manulife Investment Management Private Limited acts as the Investment Manager of Mahindra Manulife Mutual Fund.

Mahindra Manulife Trustee Private Limited (MMTPL), acts as a Trustee to Mahindra Manulife Mutual Fund.

Mahindra Ideal Finance Limited (MIFL) is a subsidiary of the Company in Sri Lanka, in which the Company owns 58.2% stake. MIFL focuses on providing a diversified suite of financial services to the Sri Lankan market.

The Company has a Joint Venture in the US, Mahindra Finance USA LLC, in partnership with De Lage Landen, a subsidiary of Rabo Bank, for financing Mahindra vehicles in the US.

Learn more about Mahindra Finance on www.mahindrafinance.com / Twitter and Facebook:
@MahindraFin

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.



The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com/ / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

About Salesforce India

Salesforce helps organizations of any size reimagine their business for the world of AI. With Agentforce, Salesforce’s trusted platform, organizations can bring humans together with agents to drive customer success—powered by AI, data, and action. Visit www.salesforce.com for more information.

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