

Leveraging Technology and Talent to Optimize SME Lending

How MABFSI Implemented A
Specialized Program For An NBFC



Overview

In today's rapidly evolving financial landscape, Non-Banking Financial Companies (NBFCs) must embrace cutting-edge technology and a highly skilled workforce to maintain a competitive edge. Leveraging emerging technologies like data science, analytics, and AI is no longer a luxury but a necessity for driving innovation and growth.

A leading NBFC, recognized this need and partnered with Manipal Academy of BFSI (MABFSI) to identify skilling opportunities and build a deployable workforce capable of harnessing the power of advanced technology. This case study explores the NBFC's journey to elevate its banking operations and achieve its tech-driven ambitions.



Opportunity Statement

The renowned organization was looking to optimize its existing processes and operations with emerging tech. Some key aspects included:

Improving Risk Assessment Models

Accurately assessing risk for Small and Medium Enterprises (SMEs) proved difficult, particularly for clients with limited financial documentation or informal business structures.

Lengthy Credit Approval Timelines

The manual and fragmented credit evaluation process caused delays in loan approvals, negatively impacting client satisfaction and retention.

Knowledge Gaps

Professionals lacked the necessary expertise, including tools, techniques, and frameworks, for effectively evaluating loan proposals.

Portfolio Expansion

The Bank aimed to increase both the volume and quality of its SME portfolio.

Solutioning A Niche MSME Credit Program

To address these challenges, we designed a targeted MSME Credit Program called **"Nurture SME Business: Manager's Program"**. Our unique program flow employed a systematic process that included:

Manipal Academy of BFSI's Structured Approach

1

Needs Analysis: We conducted in-depth discussion with the bank's leadership and credit team to fully understand their operational challenges and business objectives.

3

Interactive Training Sessions: We designed highly interactive sessions combining theoretical concepts with practical application through case studies, simulations, and group discussions. Key topics included:

- Evaluating informal businesses with limited financial history.
- Streamlining credit appraisal processes to reduce turnaround time (TAT).
- Strategies for balancing risk and profitability.

2

Custom Curriculum Development: Based on the need's analysis, we developed a targeted training curriculum covering:

- SME credit risk assessment techniques, including cash flow analysis, ratio analysis, and sector-specific considerations.
- Practical approaches to evaluating non-traditional financial data and alternate credit scoring models.
- Enhanced credit structuring to align with the repayment capacity of MSMEs.
- Early warning signals and portfolio stress testing techniques.

4

Post-Training Support: To facilitate effective implementation, we provided ongoing support through Q&A sessions and expert consultations, addressing any challenges encountered in the field.

Program Curriculum

A Snapshot

The Program curriculum featured a systematic learning process involving:



The Result

The program's success directly addressed the NBFC's key challenges, resulting in measurable improvements:



Enhanced Risk Assessment: Managers adopted a structured approach and learned new techniques for evaluating MSME borrowers, including those in non-traditional sectors.



Reduced Turnaround Time: Streamlined processes and improved decision-making frameworks significantly decreased credit approval times.



Improved Portfolio Quality: The program empowered the team to identify and mitigate risks early, leading to a healthier loan portfolio.



Team Confidence and Efficiency: Managers gained confidence in their abilities, resulting in faster and more effective decision-making, directly supporting the company's business goals.

Strategic Impact

This initiative positioned the NBFC as a more agile and efficient player in the SME financing space, strengthening its market reputation and competitive advantage. At MABFSI, we are committed to developing highly specialized programs that align with your business vision and deliver measurable results.



About Manipal Academy of BFSI

Established in 2008, Manipal Academy of BFSI, a UNext Learning entity and part of the Manipal Education and Medical Group (MEMG), is a premier institution that provides industry-relevant education and training for both freshers and experienced professionals in traditional operations, sales, and new-generation roles within the banking, financial services, and insurance sectors.

With a focus on innovation and learner-centricity, Manipal Academy of BFSI offers a wide range of programs designed to equip individuals with the skills and knowledge to thrive in the BFSI industry. Today, the academy of BFSI annually trains over 15,000 BFSI industry professionals for its partners.

Our Impact Over The Years

17+

Years Of Legacy

1 in 5 Banker

in India are Our Alum

2,00,000+

Professionals Trained

1,00,000+

First-Time
Professionals Trained

50+


Client Partnerships

4,000+

Case Studies

220+

Experienced Faculty



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for your banking enterprise

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