

RBL Bank expands partnership with AI-based credit underwriting platform CreditVidya

- Will leverage big data analytics and AI to improve customer experience and expand coverage
 - Customised solutions will be offered to over 15 lakh customers

Mumbai, April 11, 2019: RBL Bank, one of India's fastest growing private sector banks, today announced that it has expanded its partnership with AI-based credit underwriting platform, CreditVidya. Through this partnership, the bank will be able to gain significant insights into its customer base. This in turn will allow it to improve user experience and build customized offerings for over 15 Lakh customers.

RBL Bank will leverage CreditVidya's big data underwriting platform across its credit card and mobile banking apps. By acquiring richer customer insights, RBL will be able to segment its customers better, offer them relevant credit products and build custom scorecards.

Harjeet Toor, Head - Retail, Inclusion and Rural Business, RBL Bank said "It is our continuous endeavour to make credit accessible to all, and improve the overall experience of our customers. Keeping in mind the power and potential of big data analytics and AI, we decided to leverage CreditVidya's platform for this purpose. We look forward to the transformation that this engagement promises to bring. We will be working with the team to build multiple use cases around the application of alternative data and create greater value for our customers."

RBL Bank first partnered with CreditVidya in 2018 for instant and automated verification of employment details of salaried card applicants.

Speaking on the expanded partnership, **Abhishek Agarwal, CEO & Co-Founder of CreditVidya** said, "Our products are designed and continuously upgraded via machine learning algorithms, to help lenders become more agile and customer-focussed. Today we have crossed 12 million assessments via the platform, and the insights that it provides will help RBL Bank to significantly improve its customer experience. It will also allow them to cater to new customer segments. RBL Bank has been one of the leaders in the adoption of technology and it is indeed our pleasure to partner with them and help them in the journey towards reimagining the credit ecosystem in India."