



A Fortune 500 Bank Transforms Agricultural Lending Journey with Newgen

Streamlines 33 agri-lending products

Attains same-day Kisan credit card issuance



About the Customer

The customer is India's largest banking and financial services organization with a legacy spanning over 70 years. It serves over 500 million customers through its vast network of 22,000+ branches countrywide. The bank offers a comprehensive range of services, including personal banking, corporate banking, agricultural banking, and international banking.

The Customer's Pain Points

The bank's existing agricultural lending process was plagued with challenges due to legacy infrastructure.

- **Disparate Systems**
The lending operations were scattered across several unconnected systems, resulting in inefficiencies and complexities
- **External Dependency**
Reliance on external vendors and manufacturers for operations and maintenance of systems limited the bank's control and flexibility
- **Integration Challenges**
The existing solutions had substantial integration issues with internal systems and external platforms, hindering seamless operations
- **Lack of Single Ownership**
The absence of unified vendor ownership for the different modules of the Agri tech stack, including portal, mobility, workflow, and DMS led to a fragmented lending journey, from lead acquisition to collections



Regular Industry Approach

Banks and financial institutions rely on a mix of stand-alone solutions to support different stages of the agriculture lending process. Remote geographies and limited infrastructure create specific challenges for agri lenders. These include credit scoring software for evaluating creditworthiness, geographic

information systems (GIS) for assessing farmland values, and document management software for handling loan application paperwork. However, these solutions often lack seamless integration and are not configurable enough to adapt to evolving regulatory changes.

How Newgen Helped

The bank implemented **Newgen's Agri Lending solution**, which enabled end-to-end automation of the process, from lead acquisition to post-disbursement activities. This allowed the bank to process multiple agricultural loan requests seamlessly and efficiently.

Solution Highlights



Unified Platform: The bank streamlined the entire agri-lending procedure into a cohesive system. The seamless integration reduced dependency on external vendors



Document Management: A centralized document repository helped the bank organize, archive, and share all loan-related paperwork with anytime-anywhere accessibility



Customer Portal Development: To facilitate customer engagement, a user-friendly portal was created that allowed customers to interact with the bank's services digitally using their preferred channel



Mobile App for Field Agents: A dedicated application was developed for field agents, allowing them to update customer profiles, collect documents, and process loans on the go. By minimizing office visits, the app accelerated the lending process



In-built Business Rule Engine: The solution encompassed a customizable business rule engine for agricultural lending, allowing the bank to precisely set the loan criteria based on the land size, cropping pattern, and farming season

Business Benefits Achieved

Increased Loan Volume

With a streamlined loan approval process, the bank raised its target for loan disbursement to 15 million accounts over a one-year period

Operational Efficiency

The solution supported 33 agri-lending products, including 139 sub-products, driving efficiency for the end-to-end process from lead acquisition to loan disbursement

Enhanced Customer Reach

The field-agent-based mobile app enabled better outreach for the rural and remote areas, and elevated engagement

Improved Scalability

The new system can be concurrently accessed by 40,000 business users, with the ability to scale up to 80,000 users over the next five years

Rapid Credit Issuance

The bank was able to process and issue the Kisan Credit Card in a day, significantly enhancing service delivery and customer satisfaction



Conclusion

Newgen's advanced and integrated solution provided the bank with a robust, scalable, and configurable agri-lending platform, transforming their operations and boosting ROI. The customer is now poised for consistent growth with a higher volume of loans, better data security, and enhanced credit validation.

About Newgen

Newgen is the leading provider of AI enabled unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

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