



Agrim HFC launches ATOM to ease access to home finance for informal sector

Agrim Housing Finance launches a new technology platform to enhance ease of access to home loans for the gig economy.

Agrim Housing Finance, India's first housing finance company dedicated solely to the **informal, self-employed Lower Income Group**, registered under the National Housing Board, recently announced the launch of its state of the art technology platform **Agrim Technology on Mobile (ATOM)** that is its key differentiator in the housing finance market.

Powered by Artificial Intelligence (AI) and supervised machine-learning (ML) ATOM shortens the distance between credit assessment and disbursement for a customer by as much as 70%, while capturing **3x times** customer information amounting to **20 Megabytes of data per customer**.

In the wake of the pandemic, ATOM elevates Agrim HFC into a realm of efficiency with **sustainability scoring**. With accurate mapping of customer data related to his utility payments over the lockdown periods over the past two years, ATOM helps in the accurate credit assessment of the customer even in times of distress.

This serves as adequate proof of the credit worthiness of the customer and his preparedness to make timely repayments during adverse situations such as the anticipated third wave of COVID-19. Further, ATOM is equipped to decode 16 involuntary behavioural traits with NLP techniques helps Agrim Trust Score to a potential customer.

Speaking on the launch of ATOM, **CEO and co-founder of Agrim Housing Finance Dr Malcolm Athaide** said "From day one, our aim has been to offer easy access to home finance to the underserved informal households with superior technology solutions. With ATOM, we strengthen our technological prowess further. Through a combination of factors such as simple workflows, transparent communication and engagement that builds trust with 10 minutes preapproval. ATOM has real-time personal records, income assessment and property legal and technical that are being used for the first time used in the industry"

Founded by Dr Malcolm Athaide and Devesh Sharma, veterans in the banking industry with close to 45 years' experience between them across banking and financial domains. Agrim Housing Finance is currently funded by Impact investors based out of Singapore and the Middle East.

In less than a year in operations, **Agrim HFC has already disbursed 100+ home loans and aims to grow over 12 times by the next financial year**. Despite the impact of COVID and extended period of lockdowns, Agrim HFC has established its foothold with three branches in Maharashtra and has recently opened its latest branch in Bangalore.