

Rajeev Agrawal

Founder & CEO, Innoviti

As CEO of Innoviti, Rajeev leads one of India's most exciting financial technology companies in India that is using technology to reduce friction in delivery of many financial services. An engineer by profession, Rajeev believes in a strongly design centric technology approach that can solve problems conclusively.

Innoviti started its fintech business in 2008 and quickly established itself as a pioneer in solving real-world fintech problems. The company today works in two segments, a) payment processing and b) SME lending. In payment processing it works on the problem of reducing friction in the acceptance of payments and has today processes over 3.5B\$ worth of payments annually from 800+ cities – about 5% of all offline payment transactions of India. It is India's only omni-channel payment platform that can accept payments, online, offline and through mobile. It powers payments of large merchants such as Reliance, Landmark Group, Tanishq and others.

In SME lending, Innoviti works on the problem of helping organized lenders access small value loan opportunities of small business owners. Innoviti is India's #1 SME lending platform distributing over 1,50,000 loans annually to over 24,000 SMEs across 30 cities. Fully technology enabled, it has helped the lenders access a market that was not viable for them due to the high fixed cost and perceived risk.

Prior to founding Innoviti, Rajeev was Vice President and Head of Broadband Communications Business at Sasken, Bangalore. He has done his B.Tech and Ph.D. from IIT, Bombay and is credited with the fastest Ph.D. in the history of IIT, Bombay.