

CEO BEST ENTREPRENEURS

Insights

FINANCIAL SERVICES

DECEMBER 05, 2019

10 BEST FINANCIAL SERVICES PROVIDERS – 2019

For decades, financial services have been at the kernel of economic growth & development across India by supporting the establishment as well as expansion of multiple businesses. In fact, the financial services industry has been upscaling almost all sectors in the market through its large suite of innovative products & services. Be it through banking & insurance, asset management, investments, foreign exchange, accounting or other services, the companies poised in the financial services industry are taking not only businesses but also individuals to greater heights. Some of these financial entities include commercial banks, payment banks, development finance institutions, non-banking financial firms, insurance firms, co-operatives, mutual funds and many others.

The Indian Government has also been playing a great role in the development of the financial services industry. Through multiple reforms and measures developed by the Government as well as the private sector, this industry is being strengthened and up-scaled,

thus making India as one of the most vibrant capital markets of the world. Yet, the industry is still entangled by a stream of challenges such as adhering to ever-changing regulatory environments, safeguarding assets from cybercrimes, retaining potential customers & employees, adapting advanced technologies, enhancing customer experiences, and many more. Above all, embracing disruption is what the financial institutions today ought to greatly follow to stay ahead of the competition in the thriving market.

Exploring the Indian financial services industry, CEO Insights has prepared a detailed listing: '10 Best Financial Services Providers – 2019', which encompasses the excellence of financial entities offering best-in-class services to its client base. An expert panel comprising of financial mavens, VCs, CEOs and others along with CEO Insights Editorial Board have come-up with the names of front-runners in the industry. The listing further casts light on the unfolding trends and advancements across the financial services space of India.



Name:

Sunrise Finserve

Description:

A renowned DSA offering a spectrum of lending and financial solutions with extensive transparency and reliability to customers

Key Person:

Hiren Mehta,
MD & CEO
Yogesh Mule,
Director

Website:

sunrisefinserve.com



Hiren Mehta, MD & CEO

Hiren is a highly experienced business maven aspiring to fulfill the dreams of millions of Indians to buy a new home.



Yogesh Mule, Director

Yogesh is a well-versed leader who is currently overseeing the core financial activities at Sunrise Finserve.

SUNRISE FINSERVE

MUMBAI'S MOST RELIABLE DSA WITH A 10-YEAR LEGACY

Since a very long time, Direct Selling Agents (DSAs) have been handholding both individuals and business entities in their financial journeys through strong associations with multiple banks. While individuals/entities seem to know merely about the fortes and benefits of one particular bank, DSAs hold great insights about diverse banks in the market, and hence are capable of suggesting the right bank at the right time for each client.

One such renowned DSA in India is Sunrise Finserve Pvt. Ltd. that offers a spectrum of lending and financial solutions with extensive transparency to its customers – individuals and corporates. Leveraging its 10-year long associations with reputed banks and NBFCs, Sunrise Finserve pledges to address its customers' requirements with full commitment by keeping its own requirements aside when needed. Moreover, the company was not only incorporated by an ex-banker – Hiren Mehta (MD & CEO), but also currently handled by a team of ex-bankers and its linchpin – Yogesh Mule (Director) who all impart a clear vision of never giving-up on their passion. No wonder, Sunrise Finserve silhouettes as one of the top 50 DSAs in Mumbai today, while holding presence across Ahmedabad, Pune and Indore as well.

Hiren and Yogesh have passionately articulated about Sunrise Finserve and its excellence as a DSA, with CEO Insights.

Elucidate on the inception story of Sunrise Finserve.

Hiren: Hailing from a family with business background, I always aspired to start my own business. Instead of dealing with financial products, I wanted to serve customers with bespoke services as a DSA, and at some point, expand into a business unit. Hence in 2009, I laid the foundation for Sunrise Finserve, and since then, one of my

prime visions was to provide great employment opportunities to people and always keep them satisfied. My prior professional experiences include working for behemoths like G.E.Mony, Deutsche Bank and Cholamandalam Group for a span of over 12 years. Yogesh has previously worked with Standard Chartered Bank and Edelweiss Group for a period of over 10 years, while we both are M.Com and MBA graduates in Marketing.

Leveraging these experiences and a strong passion to serve the home loans industry, we kick-started our operations with a motto to deliver home loans to everyone has a dream to own one.

How has Sunrise's journey been so far, and how are you planning to take it to newer heights?

Yogesh: The journey had a lot of ups and downs. Especially in 2009, the real estate market was greatly evolving and a lot of industries came into existence. Yet, we got the right acceleration from these businesses and people who weren't able to get the loans that they truly deserved from banks. That's how we grew our business and also helped these businesses flourish. Our primary goal has always been to acquire maximum number of customers, while we have recently collaborated with CAs and other finance experts to upscale our business. We also own a dedicated marketing team of MBA graduates who spread awareness among our peer groups and customers over social media platforms, regarding our new plans & initiatives, potential business opportunities, various banks' offerings, and other aspects.

Hiren: We intrinsically adhere to seven core values – responsibility, clear communication, ethics, honesty, trustworthy, commitment and accountability, while dealing with every single customer. We are also in the process of obtaining franchisees for our company PAN India, wherein we will train them firstly on our portfolio.

Brief us on the diverse services that you offer.

Hiren: We majorly cater to self-employed industries by offering them the best products funded by noteworthy banks. Outshining as a one-stop-shop for all their financial needs, we provide

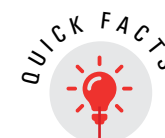
them services like loan against property, commercial purchase, loan against machineries, loan against shares, home loans & unsecured business loans, working capital loans, corporate loans, insurance and many more.

Yogesh: Being ex-bankers, we clearly understand what banks look into customers. Be it the underwriting guidelines or policy frameworks, we accordingly advise our customers and bestow them with hassle-free, rich and flawless experiences.

Walk us through the process that you follow across these services. Also, how do you stay abreast of the industry happenings?

Yogesh: Our in-house process involves checking the eligibility and credit ability of our customers followed by collecting requisite documentation (based on their industry profile) from them. Our main aim is to not just deliver our best works to them, but also with less TATs. Even in terms of pricing, we stay very transparent and in sync with our bankers. Further, we update ourselves on the finance industry trends by staying in close touch with our bankers and also learning about the unfolding advancements.

Hiren: We regularly attend top-notch summits in Mumbai to learn about the requirements of next-gen financial market and mould our offerings accordingly.



Locations: Mumbai (Headquarter), Ahmedabad, Pune & Indore

Services:

- Home Loan
- Loan Against Property
- Unsecured Business Loan
- Working Capital Limits

What are your future plans?

Yogesh: We are currently working on an enhanced version of CRM software with the help of AI and will deploy it for our entire operations in the next year. In the next three years, we are planning to setup at least 120 new offices PAN India, especially across developing markets. CEO



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