

☆ OUTPERFORMERS IN FILMS, WEB SERIES, MUSIC AND SPORTS ☆

PRICE ₹ 300
DECEMBER 2024 - JANUARY 2025

INDIA Forbes

THE SHOWSTOPPERS

Ball of Fire

Why Jasprit Bumrah, on current form, may be the best bowler in the world across all formats



Network 18 www.forbesindia.com

Transforming India's Micro-Entrepreneur Landscape: The Journey of Arvind Hali and Rohit Tiku

India's small businesses face a formidable challenge—access to affordable and timely credit. In a country where micro-enterprises drive economic growth, the credit gap in rural and semi-urban areas remains a significant hurdle. Against this backdrop, Arvind Hali and Rohit Tiku, childhood friends turned entrepreneurs, have emerged as transformative leaders, bridging this gap through their venture, Abhiyan Capital.

Founded in 2022, Abhiyan Capital has rapidly positioned itself as a trusted financial partner for India's underserved micro-entrepreneurs. With over two decades of corporate experience, Arvind and Rohit leveraged their deep understanding of retail lending and risk management to build a company that not only offers financial solutions but also empowers small businesses to thrive.

Friendship Rooted in Purpose

Arvind and Rohit's story began at Burn Hall School in Srinagar, where their bond was forged amidst the challenges of growing up in a region fraught with unrest. When tensions in Kashmir forced their families to relocate, both pursued engineering and MBAs, setting the stage for illustrious corporate careers.

Arvind rose to leadership roles, including Managing Director and CEO of Motilal Oswal Housing Finance, while Rohit spearheaded Strategy and Risk functions at Tata Motors Finance. Despite their success, they felt unfulfilled, sharing a vision of creating a platform that addressed the unique challenges faced by India's micro-entrepreneurs.

The Vision Behind Abhiyan Capital

In 2022, driven by their shared mission, Arvind and Rohit founded Abhiyan Capital. The company's goal was clear: to simplify access to credit for small businesses, particularly those with informal income sources and limited collateral.

"During my corporate career, I witnessed the daily struggles of small business owners who lacked access to formal credit. Rohit and I saw this as an opportunity to make a difference," recalls Arvind.



Rohit Tiku and Arvind Hali

“Arvind and Rohit's story began at Burn Hall School in Srinagar, where their bond was forged amidst the challenges of growing up in a region fraught with unrest. When tensions in Kashmir forced their families to relocate, both pursued engineering and MBAs, setting the stage for illustrious corporate careers.”

Their approach was rooted in simplicity, transparency, and breaking down barriers that had traditionally excluded micro-enterprises from formal financial systems.

Overcoming Challenges with Resilience

The journey of Abhiyan Capital was not without hurdles. Raising funds in a competitive NBFC sector, navigating regulatory complexities, and earning the trust of first-time borrowers were significant challenges. Yet, the founders' unwavering belief in their mission kept them going.

"People questioned whether we could make a business case for lending to non-standard borrowers in underprivileged areas. But we knew the need was real, and with the right systems and processes, it was possible to create an impact," says Rohit.

Starting with personal investments, the duo built a robust operational model. Their efforts paid off—Abhiyan Capital has grown into a lifeline for thousands of micro-enterprises, providing affordable and timely credit. Today, they are present in 36 locations with branches across the

states of Haryana, Rajasthan, NCR, and UP, employing more than 500 people. They are continually adding 4-5 branches every month. They have onboarded more than 1800 customers so far and are growing at more than 100% Qtr on Qtr.

What Sets Them Apart

Abhiyan Capital's strength lies not just in its innovative solutions but also in the founders' profound understanding of the communities they serve. Their focus on affordability, availability, and accessibility redefines the lending landscape for small businesses.

The duo draws inspiration from their personal experiences. For Rohit, a meeting with Mr Ratan Tata early in his career left a lasting impact, teaching him the importance of balancing ambition with humility in dealing with customers. For Arvind, the growth story of AU Small Finance Bank exemplifies the power of vision and persistence in scaling a business.

The Road Ahead

Abhiyan Capital's future is as ambitious as its beginnings. With plans to expand its branch network from 36 to 275 locations and reach a total Asset Under Management of Rs 2000Cr by FY 2028, the company is investing heavily in technology to enable faster credit decisions, improve operational efficiency, and deepen customer relationships.

Their efforts have not gone unnoticed. Abhiyan Capital has received accolades such as the BizBlack25 Award 2024 from HDFC Bank and recognition as the Rising Star NBFC of the Year at the 2024 NBFC Summit. These milestones underscore their impact and potential.

Looking ahead, Arvind and Rohit are steadfast in their commitment to empowering micro-entrepreneurs. "Our mission is to ensure that every deserving business owner has the resources they need to grow and succeed," they affirm.

The story of Arvind and Rohit is a powerful reminder that true leadership lies in creating opportunities for others. Through Abhiyan Capital, they are not just addressing a financial gap—they are enabling dreams, transforming lives, and shaping India's entrepreneurial landscape.