



The Power of Distribution

# MAS FINANCIAL SERVICES LIMITED

September 13, 2021

MFSL/SEC/EQ/2021/58

To,  
The Manager,  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400001

To,  
General Manager  
**National Stock Exchange of India Limited**  
Exchange Plaza  
Plot No. C/1, G Block  
Bandra-Kurla Complex  
Bandra (East)  
Mumbai – 400051

Scrp Code: 540749, 947381

Trading Symbol: **MASFIN**

Dear Sir,

**Sub.: Press Release dated September 13, 2021**

Please find enclosed herewith Press Release dated September 13, 2021 whereby the Company partners with CredAvenue for Co-Lending Platform.

Thanking you,

Yours faithfully,  
For, **MAS Financial Services Limited**

**Riddhi Bhaveshbhai Bhayani**  
Company Secretary and Compliance Officer  
ACS No.: 41206

Encl.: As above



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## PRESS RELEASE

### **MAS Financial Services partners with CredAvenue for Co-Lending Platform**

**Monday, 13 September 2021, Ahmedabad:** MAS Financial Services Limited (MAS Financial) (BSE: 540749, NSE: MASFAN), specialized in MSME financing, announced today that it has partnered with CredAvenue for their co-lending platform.

MAS Financial Services intends to utilize the platform for partnering with multiple originators and also plans to utilize the full stack discovery, credit, operations, and risk management modules available on CredAvenue's co-Lending platform.

Commenting on the development, **Mr. Kamlesh Gandhi – Founder and Managing Director, MAS Financial** said, "We, at MAS, are a staunch believer of collaboration in the BFSI space to accelerate financial inclusion. CredAvenue's Co-Lending Platform is a game-changer in this space by providing an end to end, scalable, fully integrated tech solution for all participants. We look forward to further expanding our network of NBFCs, fintechs, HFCs, and others through the platform."

**Mr. Gaurav Kumar – Founder and CEO, CredAvenue** said, "We are excited about this partnership and believe this will help demonstrate the true potential of collaboration in the BFSI sector. Our platform clubs a robust discovery model with a fully digital operations solution which makes it an inherently scalable model. One-One partnership models are restrictive from a scale perspective. For BFSIs looking to explore sizeable number of partners with a quick go-live TAT, the platform based approach which we offer is the only viable solution. MAS has been a pioneer in adopting partnership based, digital first processes and we are happy to further aid this."

#### **About MAS Financial Services Limited ([www.mas.co.in](http://www.mas.co.in))**

Established in 1995, MAS Financial Services (BSE: 540749, NSE: MASFAN), is one of India's leading NBFCs that specialises in the last mile delivery of credit since more than 2 decades, and operating with very strong fundamentals is predominantly focused on the vast lower income and middle income groups of the society. The company offers a wide range of retail financing products for Micro Enterprises, Small & Medium Enterprises, Two-Wheeler, Used Car, Commercial Vehicle, and Home Loans through its wholly-owned subsidiary MAS Rural Housing & Mortgage Finance Ltd. (MRHMFL).



The Company has a robust pan India presence through 135 strategic partner NBFCs and 99 branches serving 3,480+ locations in rural, semi-urban and urban areas of Gujarat, Maharashtra, Rajasthan, Madhya Pradesh, Tamil Nadu, and Karnataka.

**About CredAvenue ([www.credavenue.com](http://www.credavenue.com)):** It is India's leading tech enabled online debt platform connecting corporate borrowers/Originators with Lenders and Investors. The platform currently has over 1000+ Corporates, 500+ Lenders and has facilitated debt volumes of over INR 65,000 Crores. The Co-lending platform has over 35+ institutional partnerships and has facilitated Co-lending volumes of INR 1000+ Cr for Banks and NBFCs/Fintechs.

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