

Indiabulls pioneers easy access to personal loans for millions in India with 'Dhani'



The Indiabulls Group is a diversified financial services group with interests in housing finance, consumer finance and personal wealth. The Group emphasizes a strong focus on technology and customer-centricity, ensuring that all its companies are in line with the Group principle of – On For Tomorrow.

Highlights

#1

Personal Loan App in India¹

Top 3

among financial apps
on Google Play Store

437,000+

personal loan applications
across India²

Testimonial

“We found the right partners in Madison & InMobi to support our endeavor of revolutionising the online personal loan segment in India. Their expertise on mobile is critical for marketers seeking sustained growth”

Ankit Banga, Assistant General Manager, Digital Marketing, Indiabulls Group

¹ ESource: Google Play Store, 2017–2018

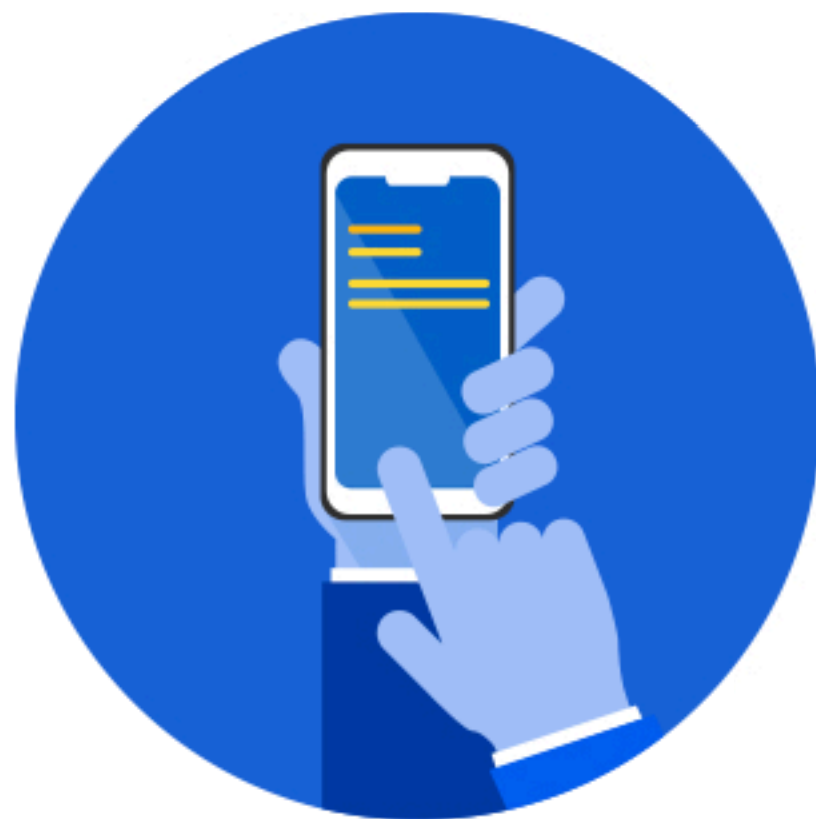
² Partnering with InMobi and Madison India

Key Insight/ Challenge

The total amount of personal loans in India rose to 19.33 lakh crore in June 2018 against Rs 5.89 lakh crore in May 2010³.

The entire personal loan segment witnessed over 15% CAGR⁴ growth from 2014 to 2018.

A key development during these years was the introduction of the smartphone. While the personal loans market was diverse and the consumer dynamics varied, a few consumer patterns were clearly emerging:



99% consumers used their mobile to research about personal loans



Documentation & paperwork was seen as a major hurdle to driving consumer sign-ups



Substantial number of people found existing processes to be time consuming & valued quick disbursement

³ According to the Reserve Bank of India data

⁴ <https://bit.ly/2HkBeJ3>

Campaign objective

Indiabulls aimed to–

- **Drive personal loan adoption** through the Dhani app with a mobile-only strategy, and establish itself as a market leader.
- More specifically, the brand intended to **drive Aadhaar/PAN-verified enquiries** at an effective cost per application, thereby, maximizing loan disbursements.

Indiabulls wanted to make personal loans easily accessible to every individual and deliver them at the end of a few clicks. As one of the most trusted brands in the financial market, Indiabulls launched Dhani, a personal loan app, with a promise of loan disbursements under three mins. The app serviced the personal loan needs of smartphone users in the age group of 24 and above, preferably residing in the 46 serviceable locations for Indiabulls. The loan disbursement process consisted of 3 simple steps:



STEP 1:

Install app and verify mobile number



STEP 2:

Update profile, Aadhaar details and loan requirements



STEP 3:

Loan approval and disbursement into consumer's account

Solution

Indiabulls turned to Madison and InMobi's mobile advertising platforms to drive adoption at scale. Indiabulls leveraged their media and technology expertise to drive end-to-end performance.

Acquiring high-quality users

Targeting at scale

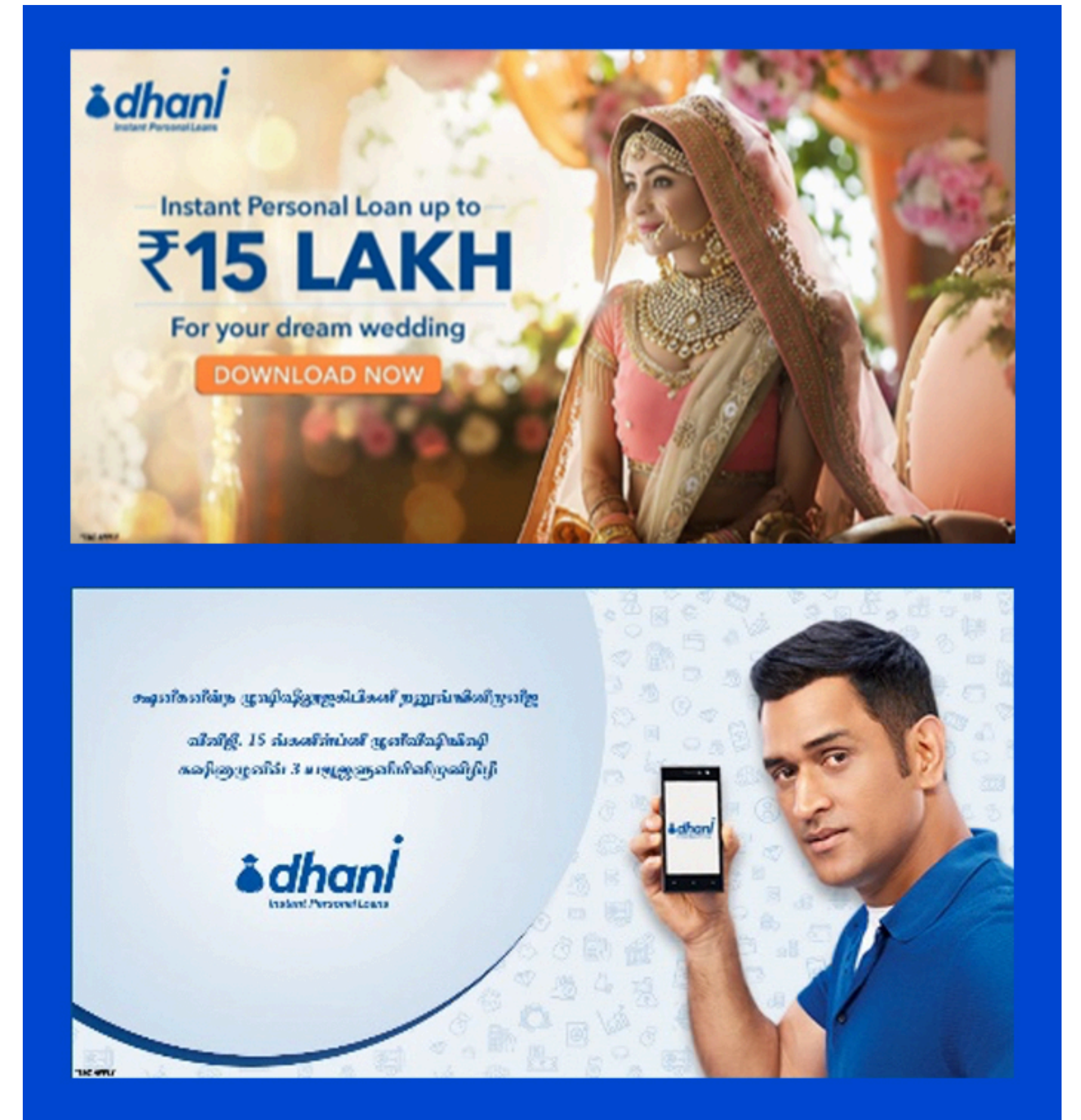
Targeted the right audience at scale by combining over 10+ data signals on mobile including demographic, device ownership and interest.

ML based prediction

Leveraged machine learning algorithms to build Lookalike cohorts (of prospective customers) and to optimise for higher conversions, based on existing ad interaction and conversion data.

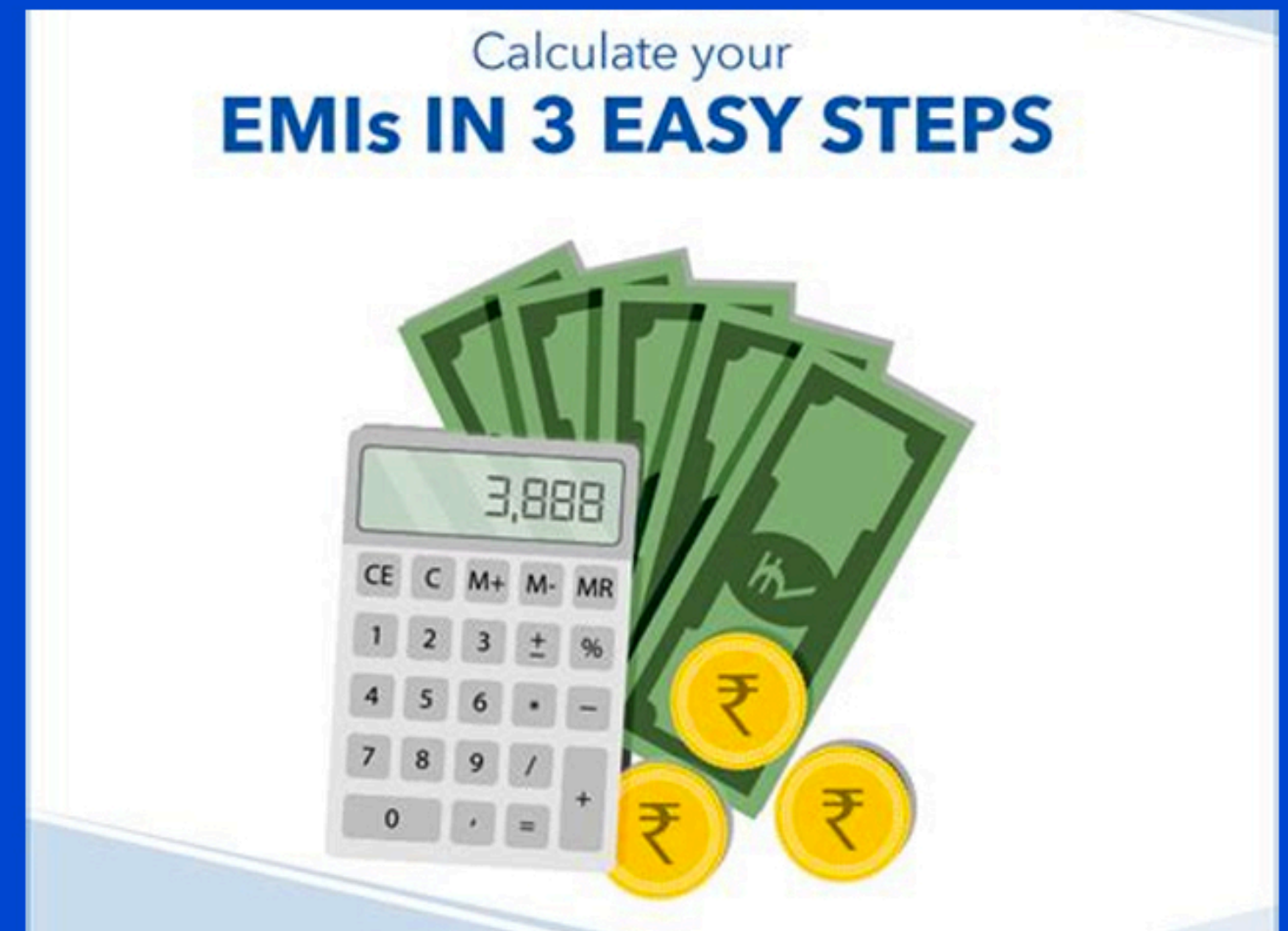
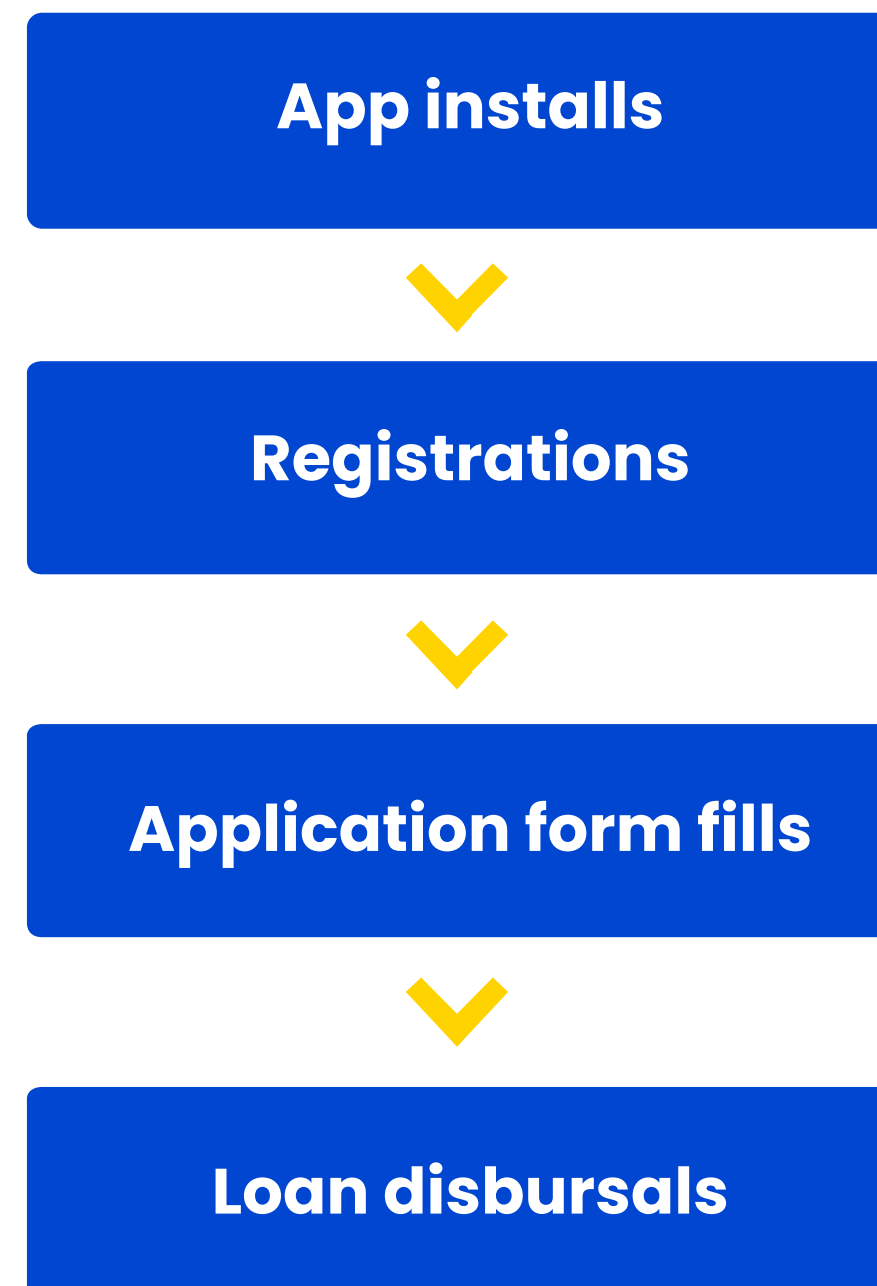
Targeting at scale

Innovated with vernacular creative to establish a better connect in high demand regions such as Andhra Pradesh, Tamil Nadu & Maharashtra.



Solution

Driving verified loan disburseals – Consumers who installed the app were then nudged down the user journey through goal-based optimisation



Results

Indiabulls became the most trusted and popular app for online personal loan fulfillment in India. And, was successful in transforming a traditionally retail, cumbersome process into an easy, online experience for consumers. Riding on the success of personal loans, Indiabulls expanded their offerings to vehicle loans for Indian consumers in late 2018.

#1 Personal Loan App in India

Dhani became the leading personal loan lending app and among the top 3 finance apps on Google Play Store in 2018*







Significant market share

The company drove over 437,000 personal loan applications via the app

Disproportionate RoAS

The brand maximised ROAS along with very high business volumes

⁵ Partnering with InMobi and Madison India

TOP FREE		TOP GROSSING	TRENDING	TOP PAID
1		Google Pay (Tez) - digital payme.. Google LLC 9.7 MB • EDITORS' CHOICE		⋮
2		PhonePe – UPI Payments, Rech.. PhonePe 14 MB • 4.5 ★		⋮
3		Indiabulls Dhani, Phone Se Loan Indiabulls Ventures Limited 8.9 MB • 3.6 ★		⋮
4		BHIM - MAKING INDIA CASHLE.. National Payments Corporation of Indi.. 6.4 MB • 4.1 ★		⋮
5		YONO by SBI State Bank of India 11 MB • 3.5 ★		⋮
6		Kotak - 811 & Mobile Banking Kotak Mahindra Bank Ltd. 21 MB • 4.5 ★		⋮
		Bajaj Finserv Wallet - No Cost E		⋮