



# Ashish Semwal

## Head of Human Resources

**Media positioning:** People leader building talent, culture and leadership systems for a fast-scaling housing finance company.

### Press-ready summary

Ashish Semwal is Head of Human Resources at Easy Home Finance Ltd., with over two decades of experience in people strategy, talent systems and organizational development. He leads HR initiatives that support Easy's growth across geographies while strengthening culture, capability and employee engagement.

### Full profile

Ashish's work focuses on building a people-first but performance-oriented organization. At Easy, he drives talent acquisition, workforce engagement, leadership development, succession planning, employee wellness and retention strategies that align directly with business outcomes.

He holds an MBA in Human Resources and Organizational Behaviour from NIMS, New Delhi. His leadership has helped position HR as a strategic business partner, supporting business expansion while preserving collaboration, accountability and employee well-being.

As a spokesperson, Ashish can speak on hiring in BFSI, building talent pipelines in high-growth companies, culture at scale, employee engagement and the future of HR in tech-enabled financial services.

### Media-use focus areas

#### Best suited to comment on

- BFSI talent and workforce planning
- Culture building during rapid scale
- Leadership development and succession planning
- Employee engagement and retention
- HR as a business growth partner

#### Suggested story hooks

- How fast-growing lenders can build culture at scale
- Why field talent is central to financial inclusion
- What BFSI companies must do to retain high-performance teams

### Company boilerplate

Easy Home Finance Limited (Easy) is a tech-native housing finance company focused on making homeownership simpler, faster and more certain for India's first-time and underserved homebuyers. The company combines housing finance expertise with digital workflows, data-led underwriting, property intelligence, legal assessment and customer support to reduce friction across the mortgage journey, from application to disbursal and servicing. Easy's approach is designed for the realities of affordable housing and informal-income customers, where speed, transparency and responsible credit matter equally. With a growing footprint across India, Easy is building a scalable, customer-first housing finance platform that helps families move from aspiration to ownership with confidence. Home loans made Easy. For sure.