



PARTH BHUTA – Chief Strategy Officer (CSO)

Parth Bhuta is a strategy and business development leader with over a decade of experience in the financial services sector. With a strong foundation in finance and a keen understanding of market dynamics, Parth brings a forward-thinking perspective to strategic planning and growth.

As Chief Strategy Officer at Easy Home Finance Ltd., Parth Bhuta leads the company’s long-term vision and growth roadmap. His work focuses on formulating and executing strategic initiatives that strengthen Easy Home Finance’s market position while staying true to its mission of making homeownership more accessible and affordable for underserved communities.

Parth Bhuta has played a pivotal role in driving growth strategies for the organization. By leveraging market intelligence, data analytics, and customer insights, he has enabled Easy to scale sustainably while expanding its digital footprint and product capabilities. His strategic direction has helped the company remain agile in an evolving financial ecosystem.

His experience spans product strategy, business development, and cross-functional execution. At Easy Home Finance, Parth Bhuta collaborates closely with teams across finance, marketing, operations, and technology to align business priorities and deliver high-impact outcomes. His approach emphasizes innovation, speed, and accountability—ensuring that strategic initiatives translate into real-world success.

A strong advocate of inclusive growth and ecosystem thinking, Parth Bhuta continues to influence Easy Home Finance’s trajectory as a purpose-driven, tech-enabled home finance company. His work is central to shaping the company’s competitive advantage and reinforcing its commitment to transforming the housing finance experience—for sure.