



Parth Bhuta

Chief Strategy Officer

Media positioning: Strategy leader shaping growth, partnerships, capital narrative and the long-term roadmap for Easy Home Finance.

Press-ready summary

Parth Bhuta is Chief Strategy Officer at Easy Home Finance Ltd., with over a decade of experience in financial services, strategy and business development. He leads strategic planning, growth initiatives and cross-functional execution that strengthen Easy's market position and long-term operating roadmap.

Full profile

Parth works across business planning, market intelligence, partnerships, investor-facing strategy and product-led growth initiatives. His role focuses on turning market insight into executable plans that help Easy scale while staying aligned to its mission of making homeownership more accessible.

By collaborating with finance, business, marketing, operations and technology teams, Parth helps align strategic priorities with measurable outcomes. His approach emphasizes sharp positioning, data-led decision-making, speed of execution and accountability across functions.

As a spokesperson, Parth can speak on housing finance strategy, growth planning, investor perspectives, affordable housing market opportunities, AI-native positioning and the evolving role of technology in financial inclusion.

Media-use focus areas

Best suited to comment on

- Housing finance strategy and market trends
- Investor and capital market narratives
- Business planning and strategic partnerships
- Affordable housing ecosystem opportunities
- AI-native positioning in financial services

Suggested story hooks

- Why affordable housing finance is becoming a tech-led opportunity
- How HFCs can build sharper investor and growth narratives
- What strategy teams must do to convert data into execution

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 disbursement 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.