



ROHAN SHAH – Co-Founder and National Credit Head

Rohan Shah is a finance professional with deep expertise in credit risk management, underwriting, and affordable housing finance. He holds an MBA in Finance, Banking, and Insurance from the Mumbai Educational Trust (MET) League of Colleges, along with a Bachelor's degree in Marketing from Northumbria University. With over a decade of experience in the housing finance industry, he brings a powerful combination of strategic insight and operational depth to his role.

As Co-Founder and National Credit Head at Easy Home Finance Ltd., Rohan leads the company's credit policy, underwriting strategy, and risk management framework. His work has been fundamental in shaping secure and scalable credit practices that align with the company's mission of broadening homeownership access across India—particularly for underserved communities.

Rohan Shah's ability to design robust credit assessment models while balancing risk and growth has ensured a strong and resilient loan portfolio for the company. His approach is rooted in financial inclusion—crafting solutions that make home loans accessible without compromising credit quality or customer experience.

Prior to his stint with Easy Home Finance, Rohan Shah also co-founded Credit at Micro Housing Finance Corporation (MHFC) and served as the Assistant General Manager, where he played a pivotal role in improving loan processing timelines and refining credit evaluation frameworks for affordable housing loans.

A thought leader in the affordable housing finance ecosystem, Rohan actively participates in industry forums and knowledge-sharing platforms focused on financial inclusion, credit innovation, and responsible lending. His strategic contributions continue to guide Easy Home Finance in scaling with discipline and purpose.

Driven by a customer-first mindset and deep domain knowledge, Rohan Shah plays a central role in advancing the company's mission of making home finance easy and accessible—for sure.