Rohan Shah

Co-Founder and National Credit Head

Media positioning: Credit leader focused on building scalable, inclusion-led underwriting while protecting portfolio quality.

Press-ready summary

Rohan Shah is Co-Founder and National Credit Head at Easy Home Finance Ltd., where he leads credit policy, underwriting strategy and risk management. With deep experience in affordable housing finance, he focuses on creating credit frameworks that expand access for underserved and informal-income customers without compromising portfolio discipline.

Full profile

Rohan's work sits at the intersection of financial inclusion, credit quality and operating scale. He has helped shape Easy's approach to responsible lending by building underwriting practices that assess real borrower capacity, support faster decision-making and maintain strong risk controls.

His experience spans credit risk management, underwriting, affordable housing finance and credit process design. Before Easy Home Finance, he worked with Micro Housing Finance Corporation (MHFC), where he contributed to strengthening credit evaluation frameworks and improving loan processing timelines in affordable housing.

As a spokesperson, Rohan can provide practical, field-grounded views on lending to self-employed borrowers, credit governance, risk-growth balance and the future of underwriting in India's housing finance market.

Media-use focus areas

Best suited to comment on

- Responsible lending and credit governance
- Underwriting informal and self-employed income
- Affordable housing portfolio quality
- Risk-growth balance in HFCs
- Credit process innovation

Suggested story hooks

- How lenders can expand access without weakening credit discipline
- The next frontier in underwriting informal-income borrowers
- Why affordable housing finance needs stronger, not simpler, risk frameworks

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.