



Rohit Chokhani

Founder and Managing Director

Media positioning: Founder-operator bringing together real estate, finance and technology to make homeownership faster, more transparent and more accessible.

Press-ready summary

Rohit Chokhani is the Founder and Managing Director of Easy Home Finance Ltd., a tech-native housing finance company focused on simplifying home loans for first-time and underserved borrowers. With a multidisciplinary background across finance, economics and construction management, he brings a rare understanding of housing supply, customer behaviour, capital and technology-led execution.

Full profile

Since founding Easy Home Finance in 2017, Rohit has led the company with a clear focus on customer certainty: simpler journeys, faster decisioning, transparent processes and responsible lending. His approach combines mortgage expertise with fintech, proptech and data-led operating models to reduce friction across the home loan journey.

Before Easy, Rohit ran a micro venture capital family office, made over 30 investments in new-age businesses, and managed not-for-profit co-working spaces to support entrepreneurship. He also brings deep real estate experience, having delivered over 5 million square feet of residential and commercial projects as a developer.

As a spokesperson, Rohit is well placed to speak on the future of home finance, housing affordability, AI-led lending, real estate cycles and founder-led scaling in regulated financial services.

Media-use focus areas

Best suited to comment on

- AI-led and digital-first home finance
- Affordable housing and first-time homebuyers
- Real estate, construction finance and mortgage innovation
- Founder-led scaling in regulated financial services
- Customer trust, transparency and speed in lending

Suggested story hooks

- How technology is removing friction from India's home loan journey
- Why first-time homebuyers need certainty, not just credit
- What affordable housing finance can learn from digital consumer platforms

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.