Vinayak V. Deousker

Chief Business Officer

Media positioning: Business leader scaling distribution, field productivity and affordable housing reach across growth markets.

Press-ready summary

Vinayak V. Deousker is Chief Business Officer at Easy Home Finance Ltd., with over 25 years of cross-industry experience and deep expertise in financial services and housing finance. He leads business growth, distribution strategy and execution discipline across Easy's expanding market footprint.

Full profile

At Easy, Vinayak plays a central role in building high-performing business teams, strengthening distribution networks and driving customer acquisition in affordable housing markets. His leadership combines field engagement, channel innovation and process discipline to convert growth ambition into sustainable execution.

Vinayak has held leadership roles across reputed organizations, where he helped set up new businesses, expand into underserved markets and build customer-centric lending models. His hands-on understanding of borrower behaviour, sales productivity and branch-level execution makes him a strong voice on the realities of housing finance growth beyond metros.

As a spokesperson, Vinayak can speak on affordable housing demand, distribution-led growth, field force productivity, customer acquisition and scaling businesses responsibly in tier 2 and emerging markets.

Media-use focus areas

Best suited to comment on

- Affordable housing demand and distribution
- Business expansion in tier 2 and emerging markets
- Sales productivity and field execution
- Channel strategy and customer acquisition
- Responsible growth in housing finance

Suggested story hooks

- Why affordable housing growth depends on local execution
- How field teams can become a competitive advantage in lending
- What lenders must understand about borrowers outside metros

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.