



FinTech
Personal Loans
Apr 18-Mar 25

Contents

this report, 3

summary, 4

definitions and abbreviations, 5

part 1: placing FinTech personal loans in the overall personal loan market, 6-13

part 2: FinTech personal loans, 14- 28

part 3: annexures, 29-41

This report

- This report has trends for FinTech lending by analysing the personal loan data of 67 FinTech NBFCs from Apr 18 to Mar 25.
- Based on our market understanding, the report groups the FinTech NBFCs as NBFCs primarily offering digital personal loans through their own/in-house digital lending apps (DLAs).
- **This FinTech NBFC set does not include NBFCs offering digital loans (along with non-digital loans) directly through their apps and indirectly in partnerships with FinTech NBFCs and LSPs. In addition to NBFCs, banks provide digital loans. We estimate that such NBFCs and banks will have a significant digital lending business. However, there is no way to distinguish loans as digital in the credit bureau data to carve out their digital lending separately. In that sense, the report is short on presenting the totality and plurality of digital lending, as the overall size of digital credit is much larger.**
- Observing these FinTech NBFCs' personal loans over the years gives us a measure of progress in scale, outreach, and customer segments. We also map the distinct and less distinct streaks of FinTech loans by placing them in the broader context of the personal loan market.
- We sourced data for this report from [Crif High Mark](#), a credit bureau.
- A slight change in the numbers for the past years/quarters in this report vis-à-vis the [previous versions](#) is due to reconciliation for late submissions/changes in the database as per the latest reporting period.

Summary

- Digital personal loans by FinTech NBFCs, though worth 12% of the personal loan market by sanction value, continue to expand their outreach by seizing opportunities of vast underserved markets and customer preference for digital credit. FinTech loans drive the loan volumes, accounting for 74% of sanction volumes in FY 24-25, significantly contributing to digital financial inclusion, a national priority for an inclusive economy.
- It is worth noting that customers take personal loans for multiple reasons to tap opportunities and deal with the unexpected. Access to convenient digital credit is an essential component of a financial toolkit for managing finances and building resilience.
- Initial spikes in growth for FinTech loans rode on a lower base and post-pandemic recovery. In the last few quarters, growth has been normalising, and in FY 24-25, sanction value grew by 11%.
- During FY 24-25, over two-thirds of sanction value went to young (< 35 years of age), 84% to males, and more than a third to customers from Tier III cities and beyond.
- FinTech loans are climbing up in ticket sizes, bureau vintage and risk chain, with nearly half of the sanction value coming from customers with ticket sizes > Rs 50k and bureau vintage of 5 years+ and mid-low credit risk.
- The loan amount outstanding as of Mar 2025 has a marginal increase of 0.7% from Mar 2024.
- Overall, the average ticket size is slightly under Rs 10,000, but there is much diversity. Ticket size is higher for borrowing in metro/urban areas and increases with age and longer vintage, as expected.

Definitions/abbreviations

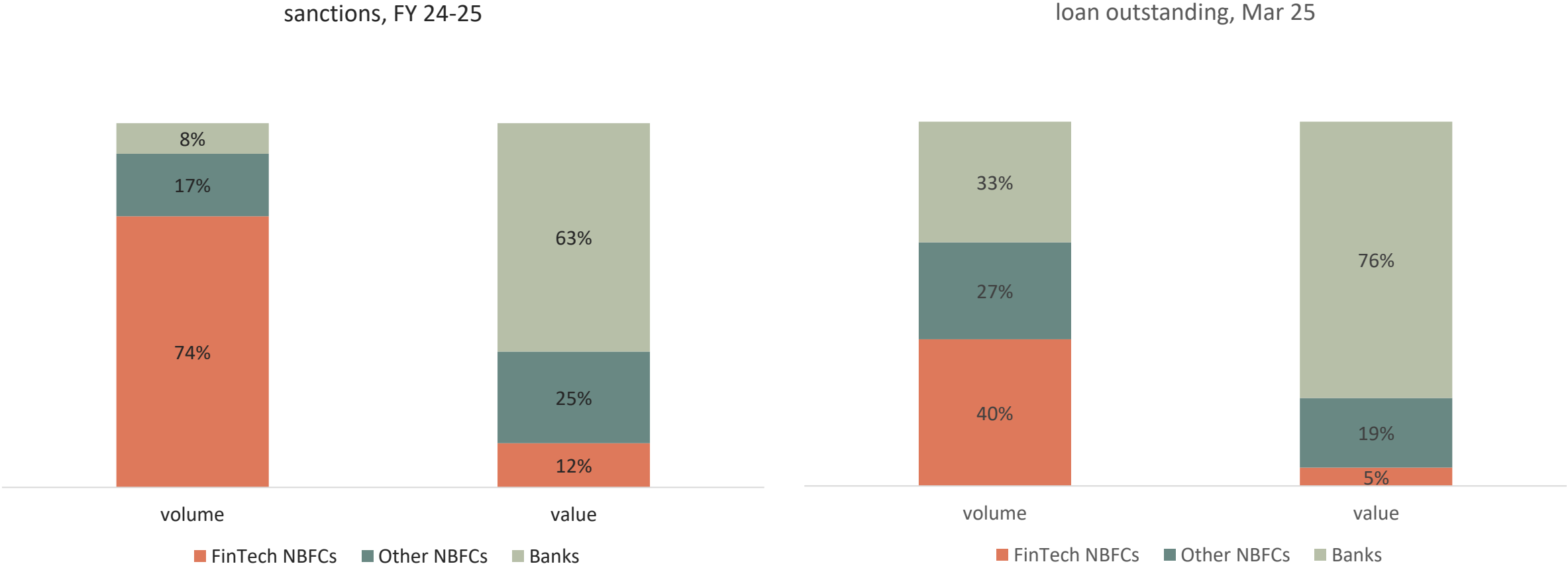
- FinTech NBFCs: Report groups the FinTech NBFCs as those who primarily do digital loans through digital lending apps (DLAs) as per our market understanding.
- Other NBFCs: NBFCs other than those grouped as FinTech NBFCs.
- Banks: All types of banks.
- Credit scores: Very High Risk= 300-399, High Risk= 400-577, Medium Risk= 578-644, Low Risk: 645-693, Very Low Risk= 694-900
- Sanction value: Total amount of loans sanctioned during a specified period
- Sanction volume: Total number of loans sanctioned during a specified period
- Percentages in the stack charts may not always add up to 100% due to rounding off.

Avg	Average
dpd	Days past due
FY	Financial Year
H1	Apr – Sep of a FY
H2	Oct – Mar of a FY
LSP	Loan Service Provider
PAR	Portfolio at Risk
Pos	Portfolio outstanding
Q	A quarter of an FY
Rs	Rupee

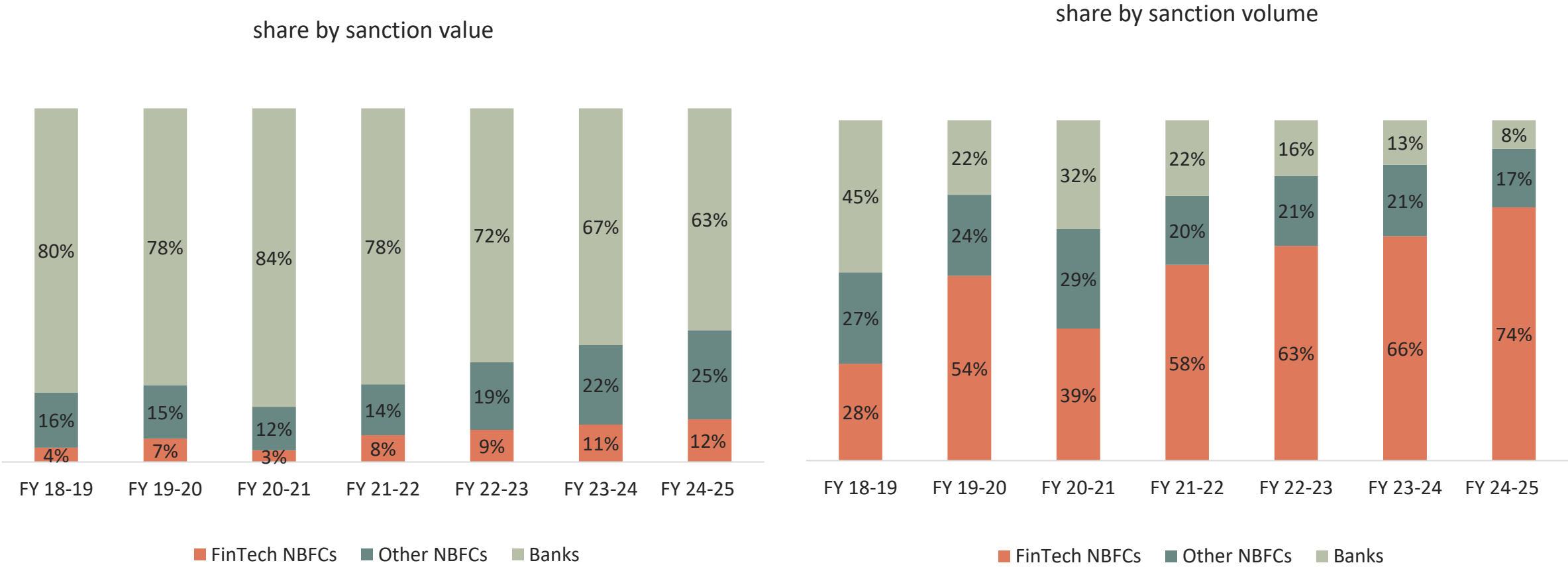
During FY 24-25 ,the personal loan sanctions reached 14 Cr, totalling Rs 8.8 Lakh Cr. FinTech NBFCs sanctioned 10.9 Cr loans amounting to Rs 1,06,548 Cr, with an average ticket size of Rs 9,786. FinTech loans accounted for 12% of the sanction value but 74% of the sanction volume.

FY 24-25 sanctions	volume, Cr	value, Rs Cr	avg sanction value per loan, Rs	share in volume	share in value
FinTech NBFCs	10.9	1,06,548	9,786	74%	12%
Other NBFCs	2.5	2,21,554	88,242	17%	25%
Banks	1.2	5,51,928	4,49,547	8%	63%
Total	14.6	8,80,030	60,168	100%	100%

In FY 24-25 , FinTech loans accounted for 12% of the sanction value but 74% of the sanction volume, focusing on sizeable underserved segments that need small-value loans. Similarly, in loans outstanding, the share of FinTech NBFCs is just 5% of the total value of personal loans outstanding as of Mar 25 but accounts for 40% of active loans.

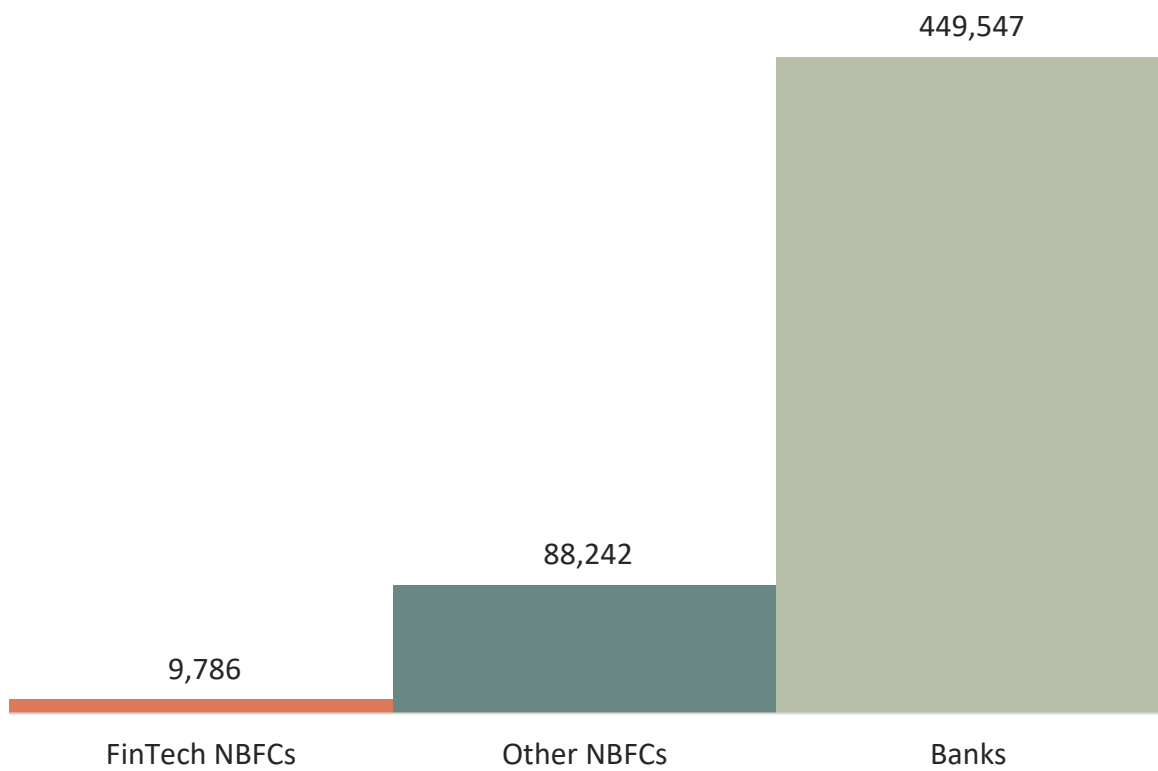


FinTech loans are gradually increasing their share in the personal loan market, with nearly threefold rise in sanction value and volume since FY 18-19.

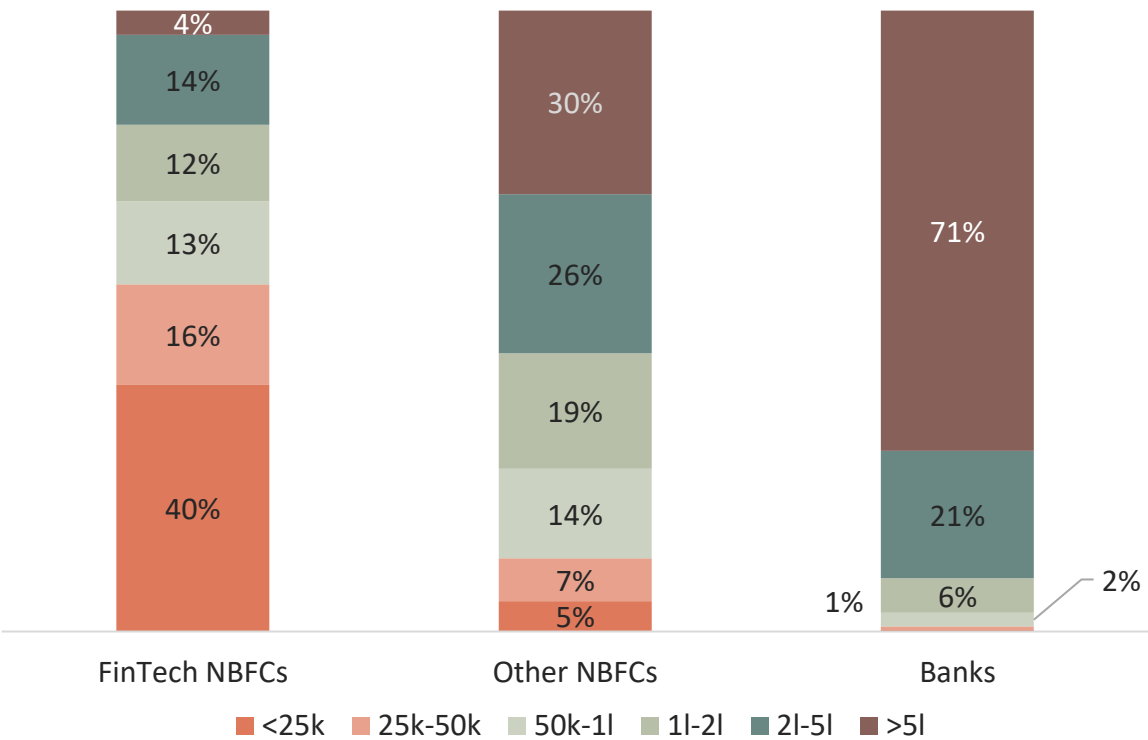


FinTech business models are distinct in their ability to reach the customer segments (potentially over 50 Cr adults with annual family income between Rs 3-12 Lakhs), most of whom are young and need small-value loans for a variety of reasons.

average ticket size, Rs FY 24-25

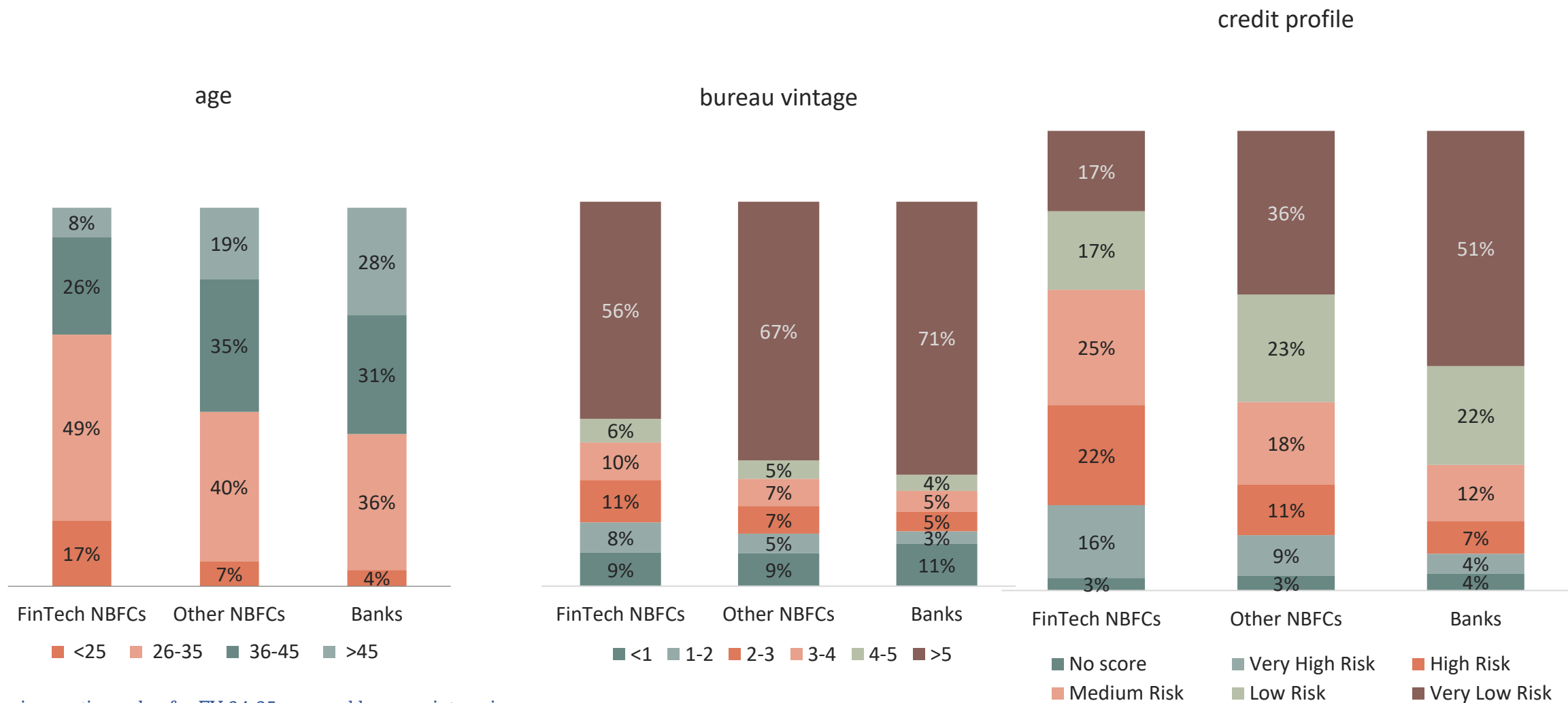


ticket sizes, Rs FY 24-25



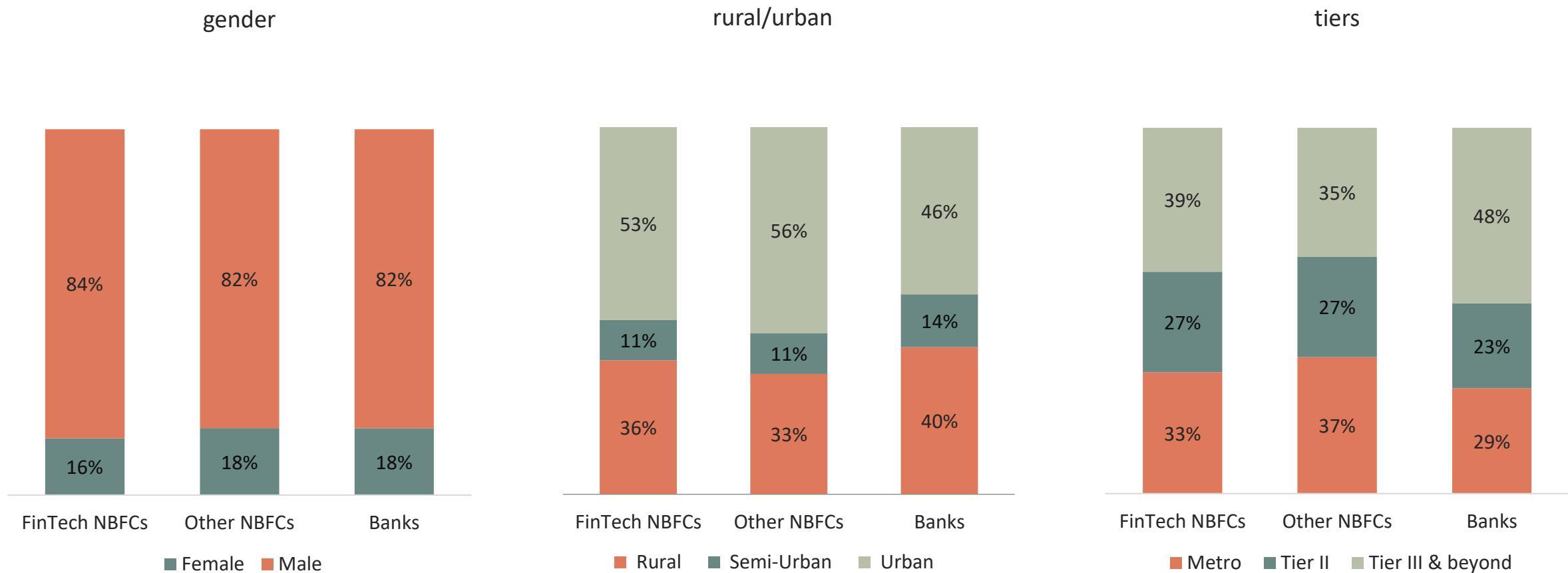
avg ticket size = sanction value/sanction volume for FY 24-25

FinTech loan customers are younger, with over two-thirds coming from the age bracket < 35 years. 44% of loans are to customers who have a bureau vintage of < 5 years and 59% to customers having a mid-low risk profile.



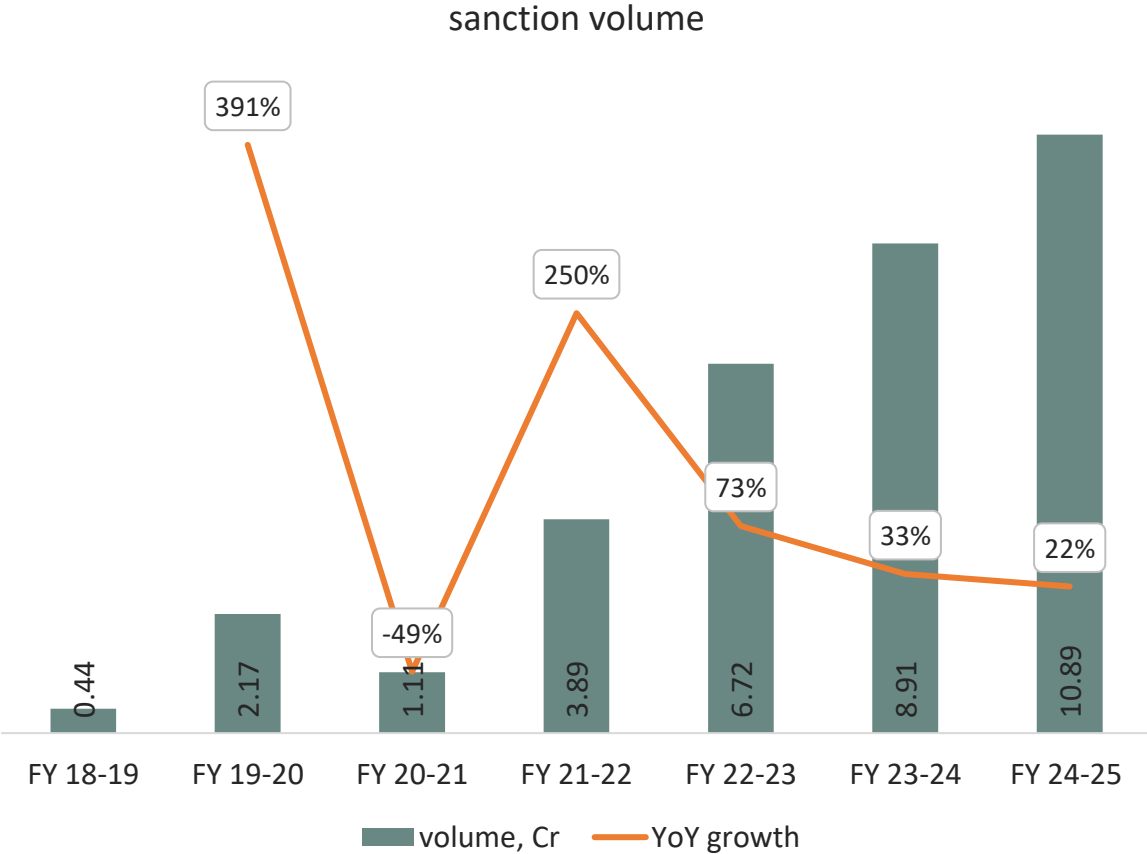
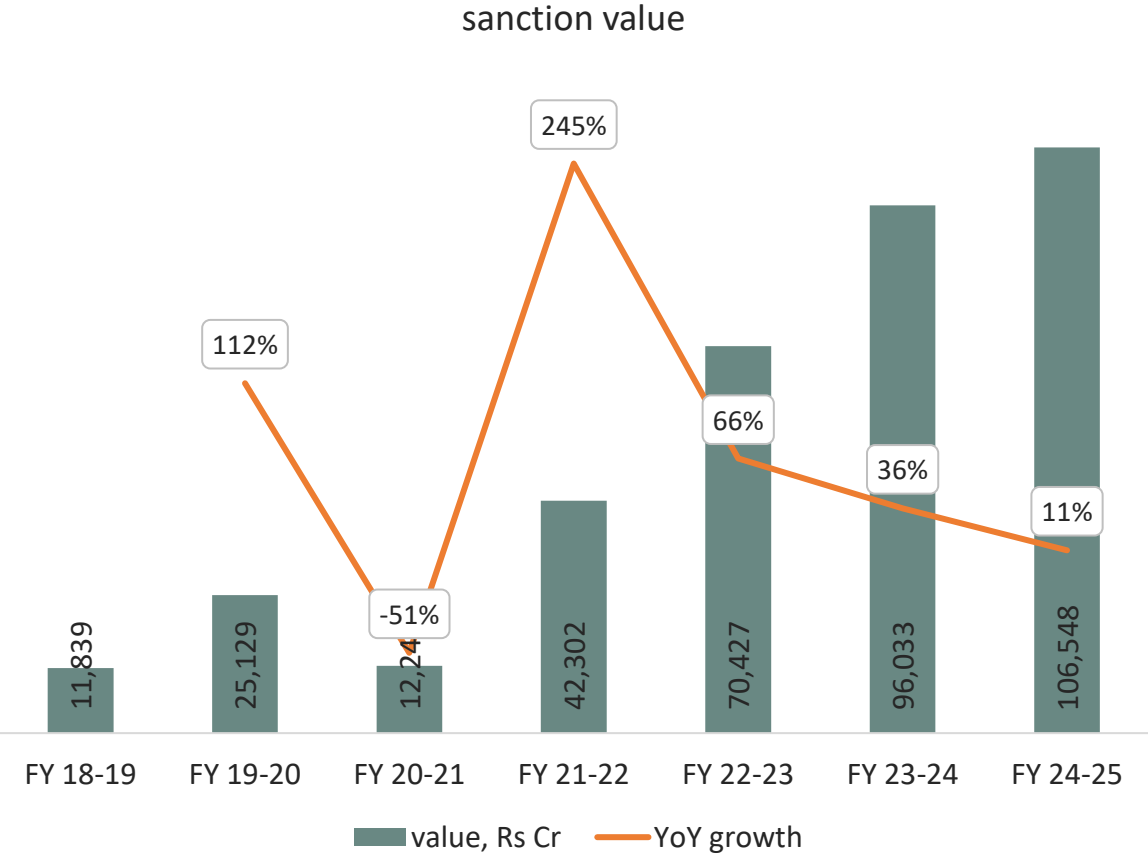
share in sanction value for FY 24-25, age and bureau vintage in years.

Gender and location composition are not too different for FinTech loans compared to peers, which gives scope to diversify and expand by offering suitable products.

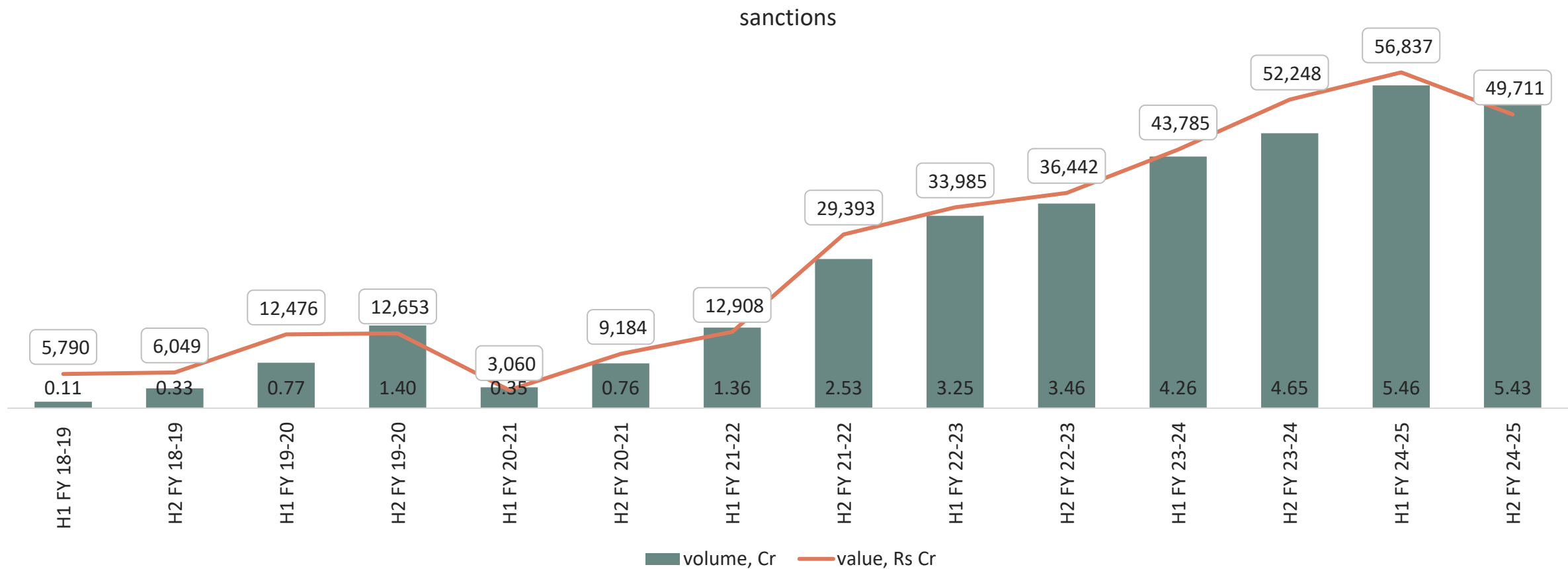


share in sanctioned value for FY 24-25

In FY 24-25, the growth rate of the sanctions has decelerated compared to FY 23-24.

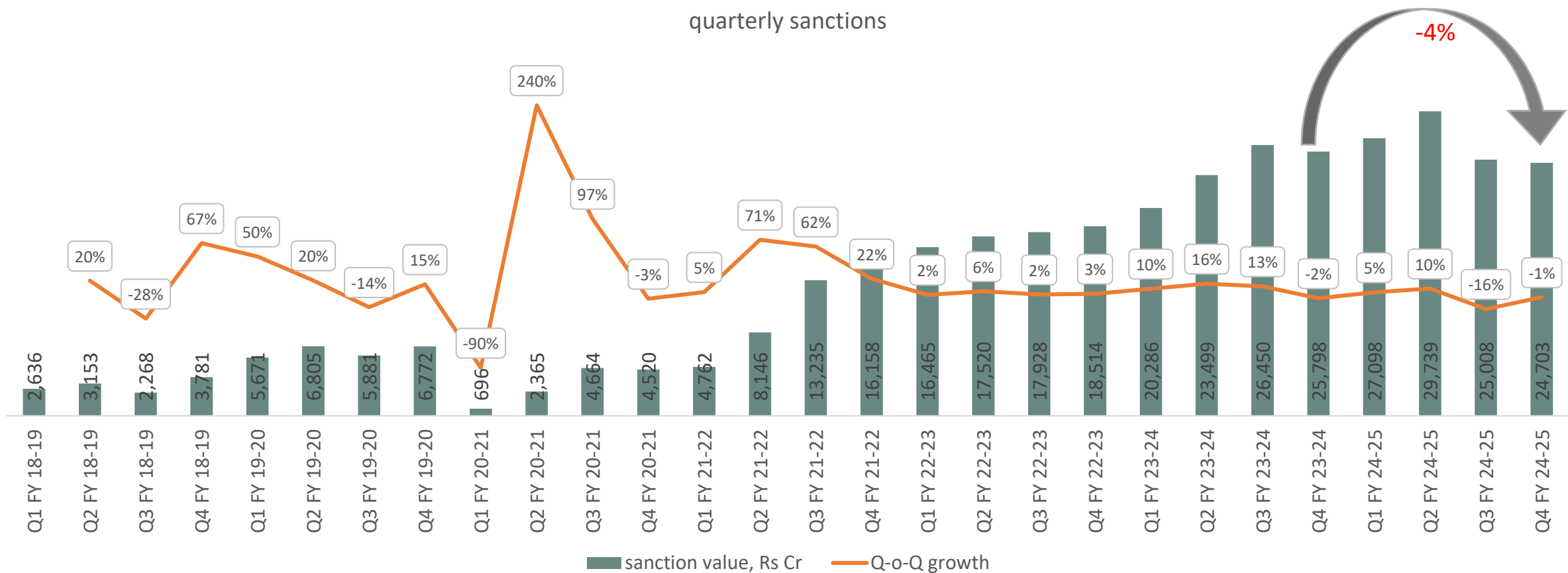


Like the overall personal loan market, FinTech personal loans have steadily grown. The emergence of FinTech loans has played a transformative role in bringing new market segments to formal credit, sanctioning 33.2 Cr personal loans amounting to Rs 3.6 Lakh Cr since Apr 18. FinTech loans account for 62% of loan volume sanctioned in the last six years.



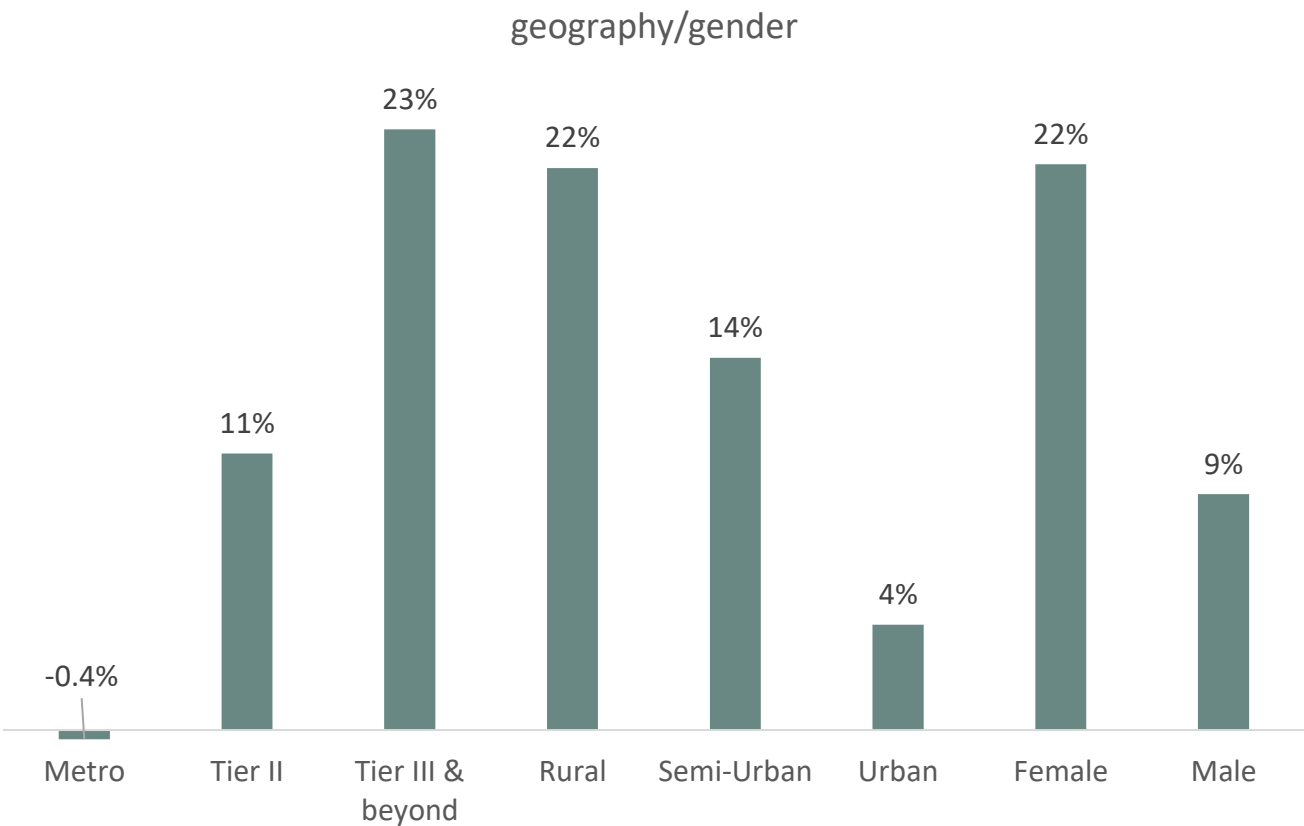
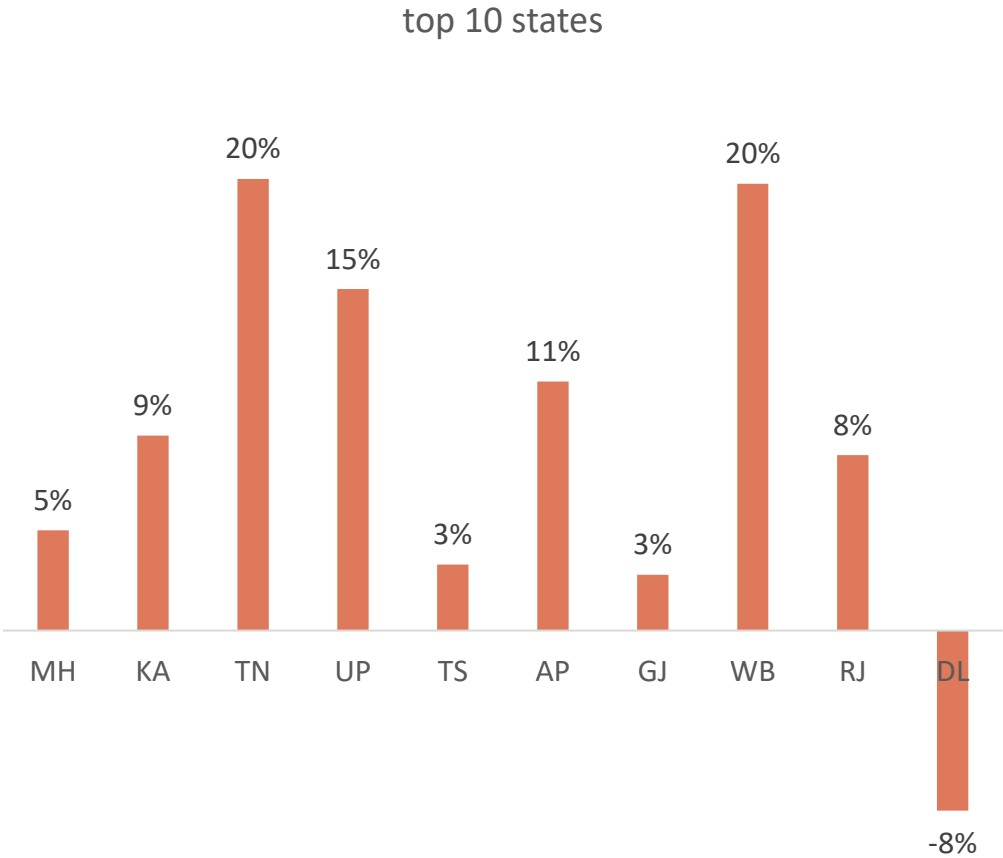
FY 20-21 was worst of pandemic leading to sharp decline in sanctions.

For FinTech loans, the initial growth spurt came from a low base and post-pandemic recovery. Now, growth rates are normalising and last two quarters saw degrowth. There is a decline of 4% Q4 FY 24-25 as compared to Q4 FY 23-24.

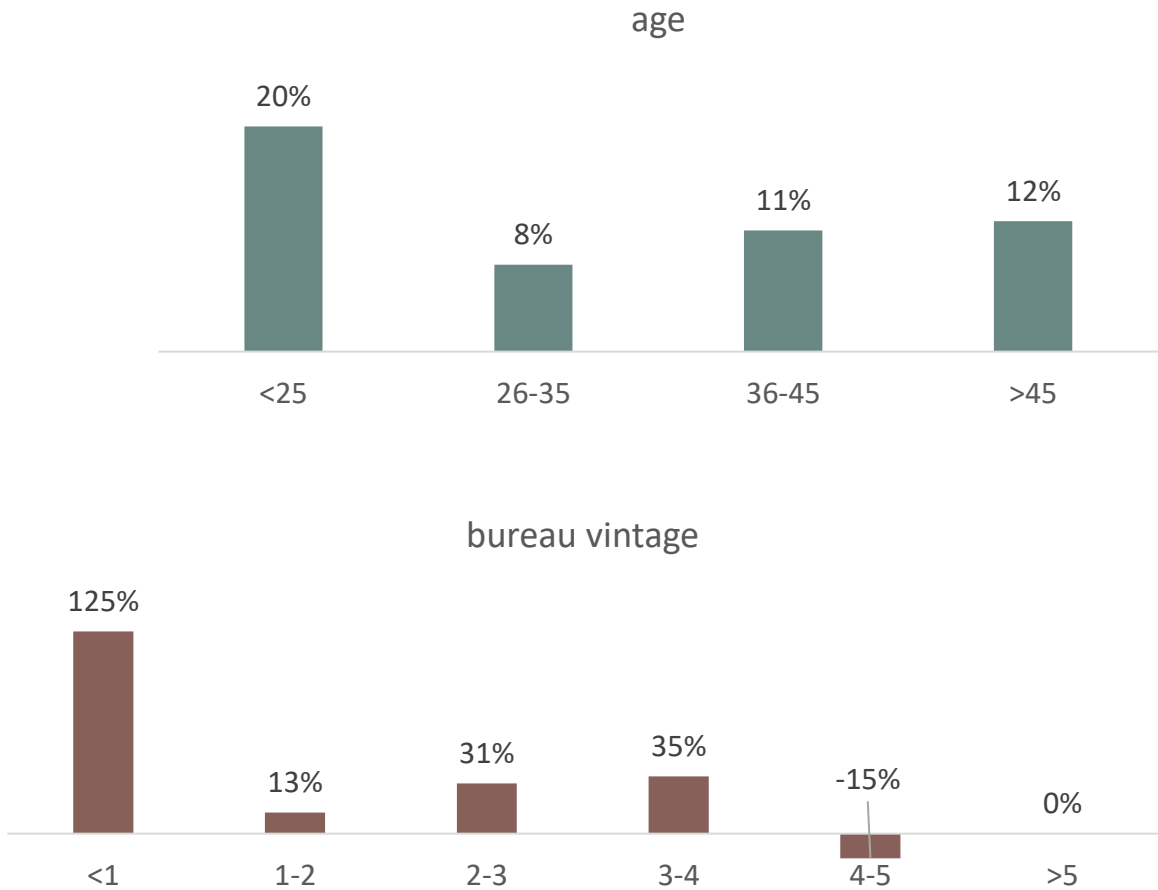
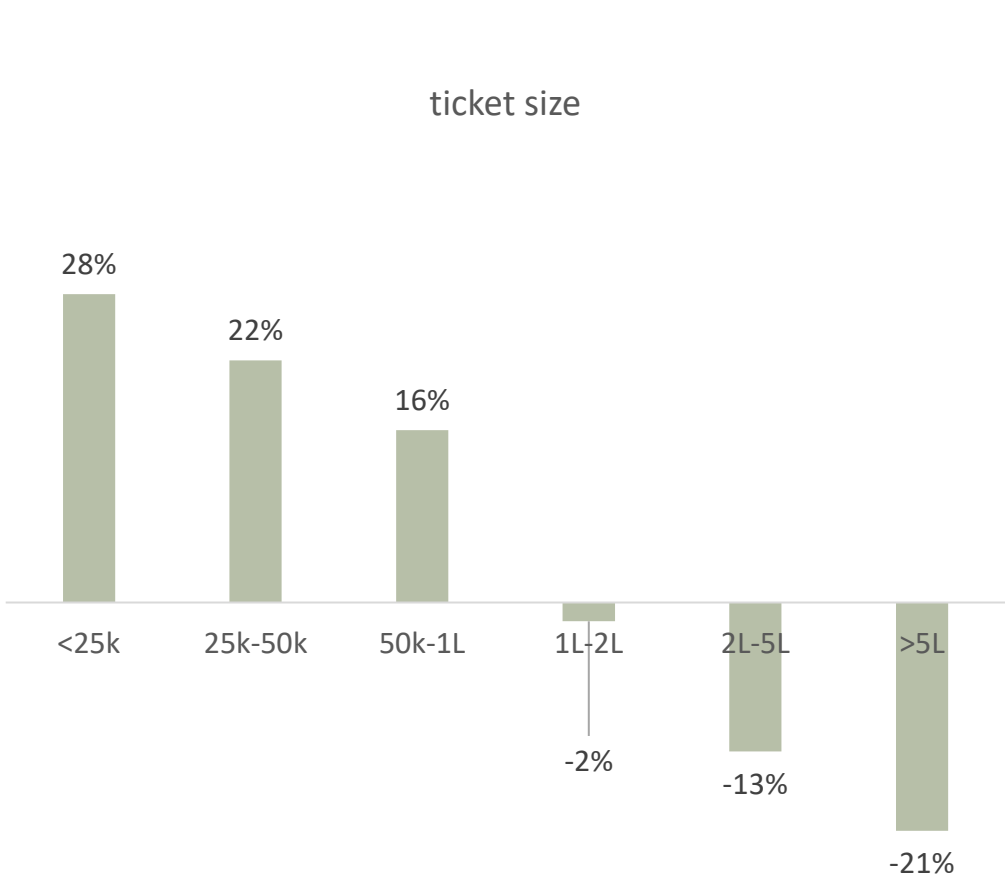


FY 20-21 was the worst of the pandemic, leading to a sharp decline in sanctions.

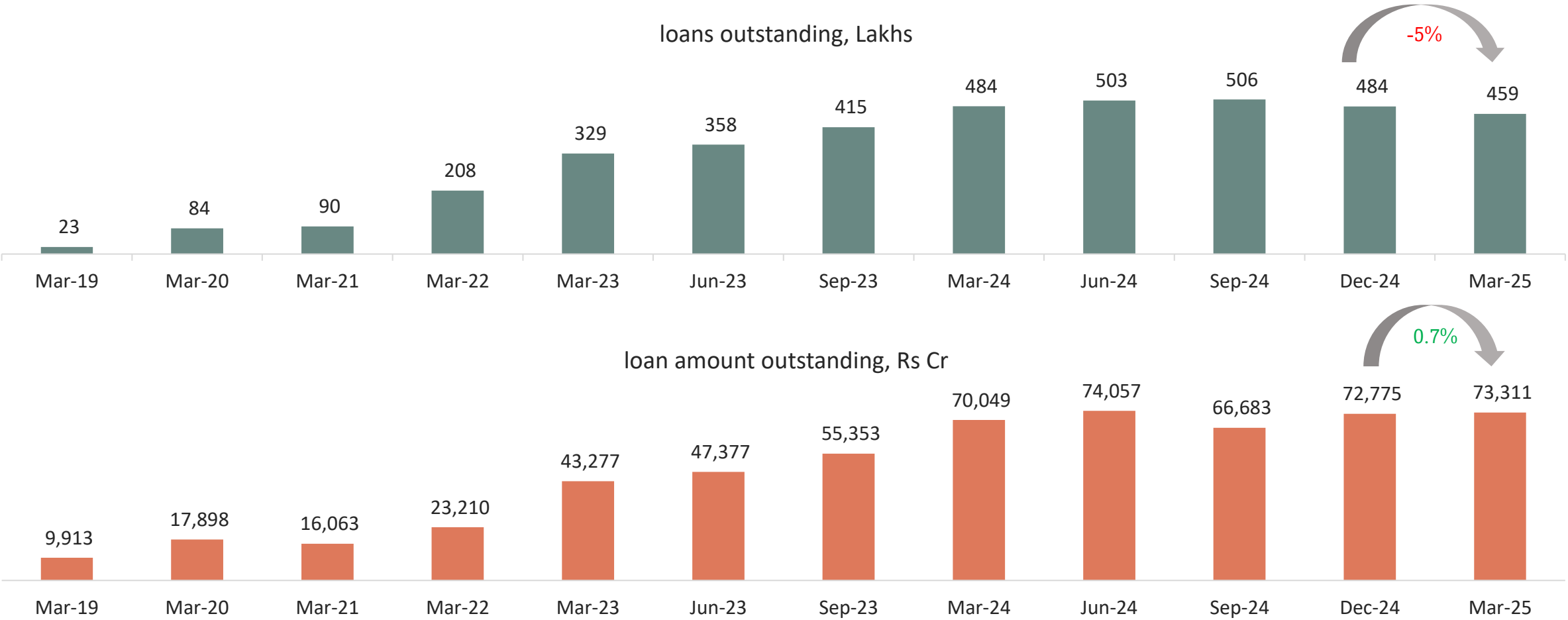
The charts below present the YoY change in sanction value in FY 24-25 over FY 23-24 for top 10 states and across geography and gender.



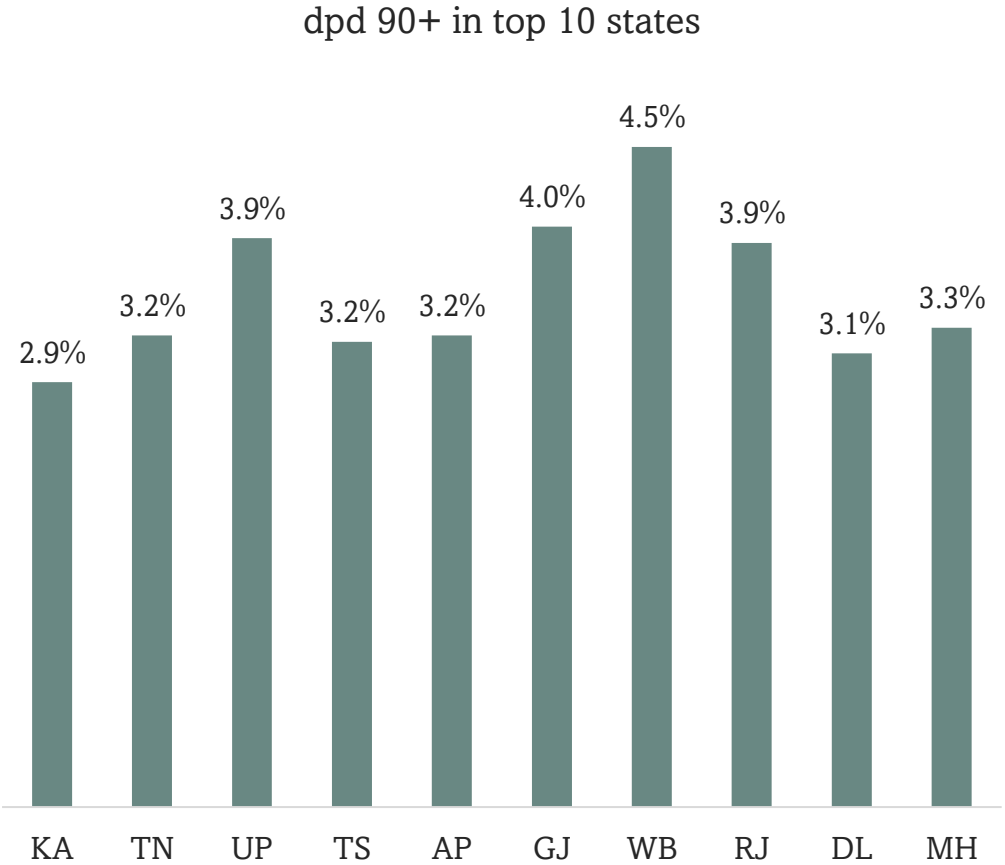
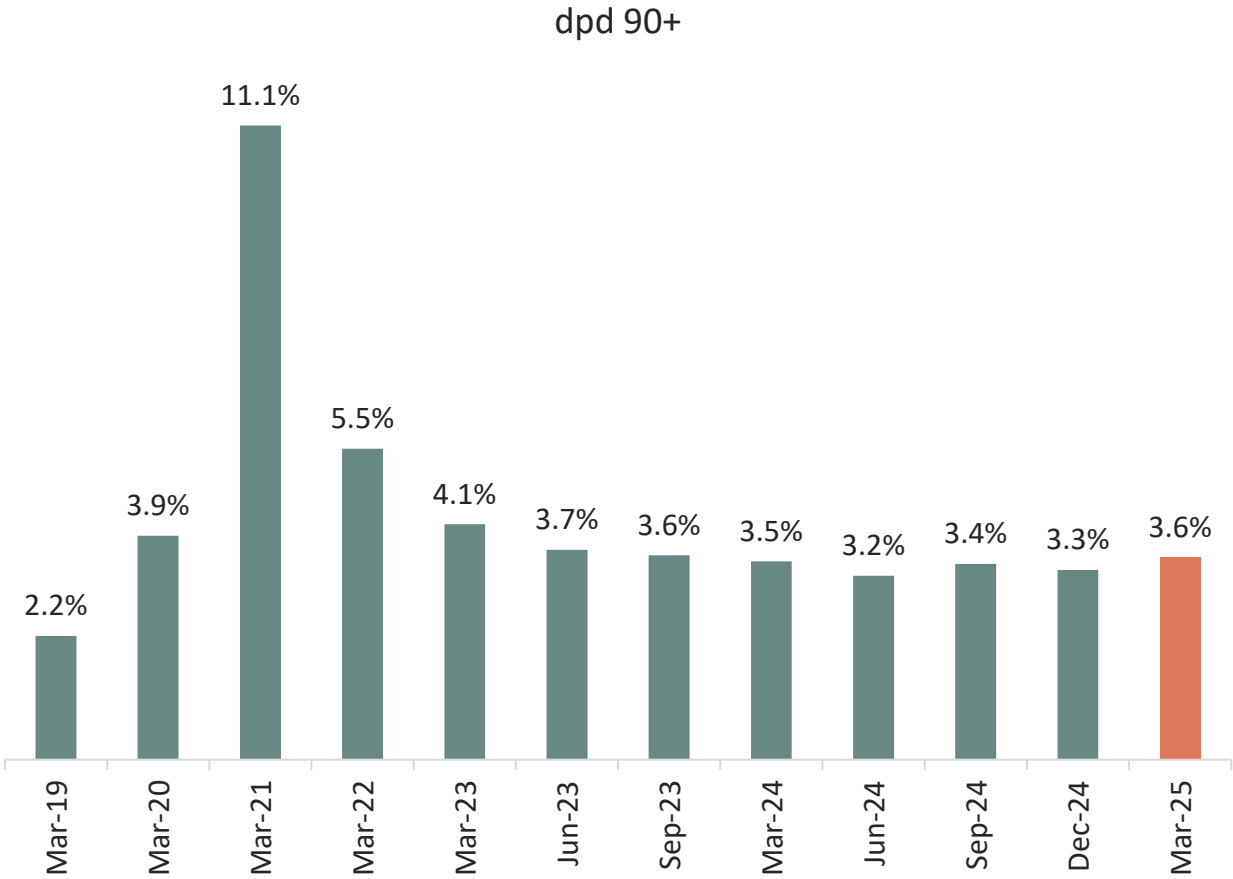
The charts below present the YoY change in sanction value in FY 24-25 over FY 23-24 for across ticket sizes and borrower age and bureau vintage.



As of Mar 25, the FinTech personal loan volume is 4.59 Cr with an outstanding value of Rs 73,311 Cr

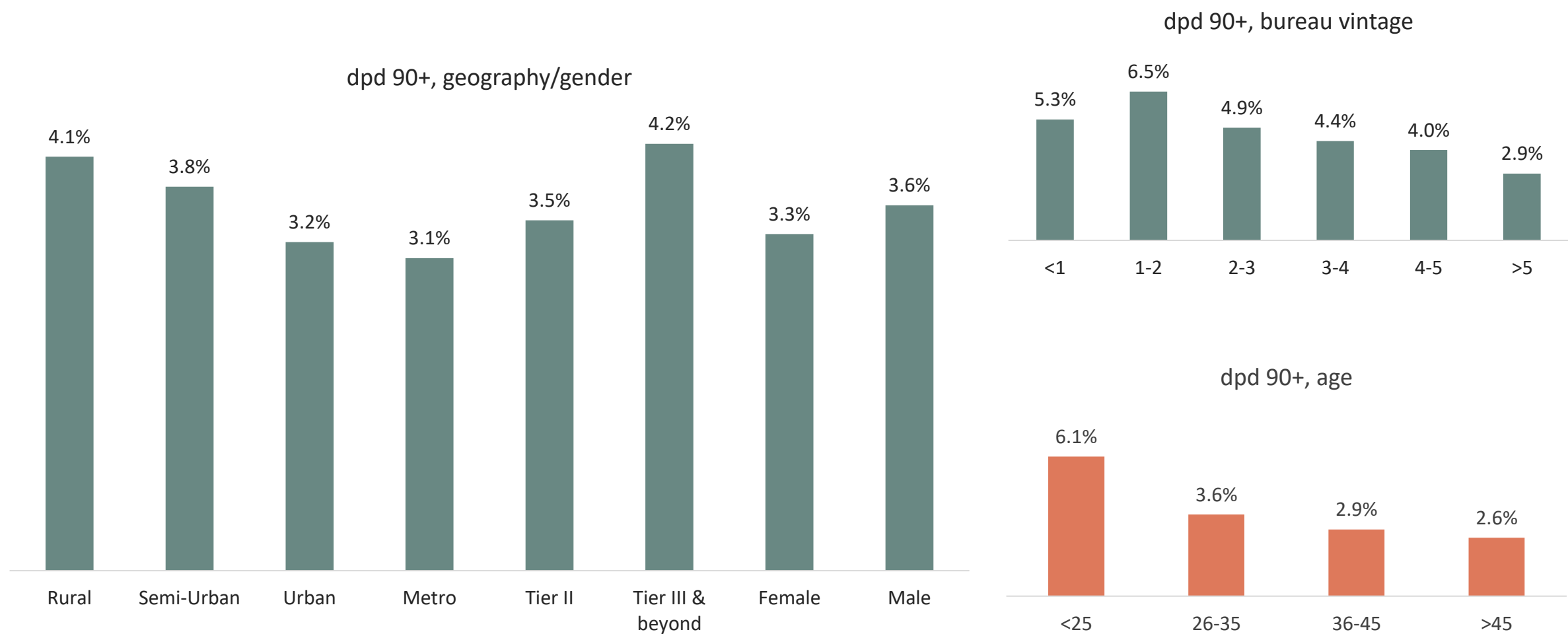


Overall, the portfolio quality (dpd 90+) has declined in Mar 25.

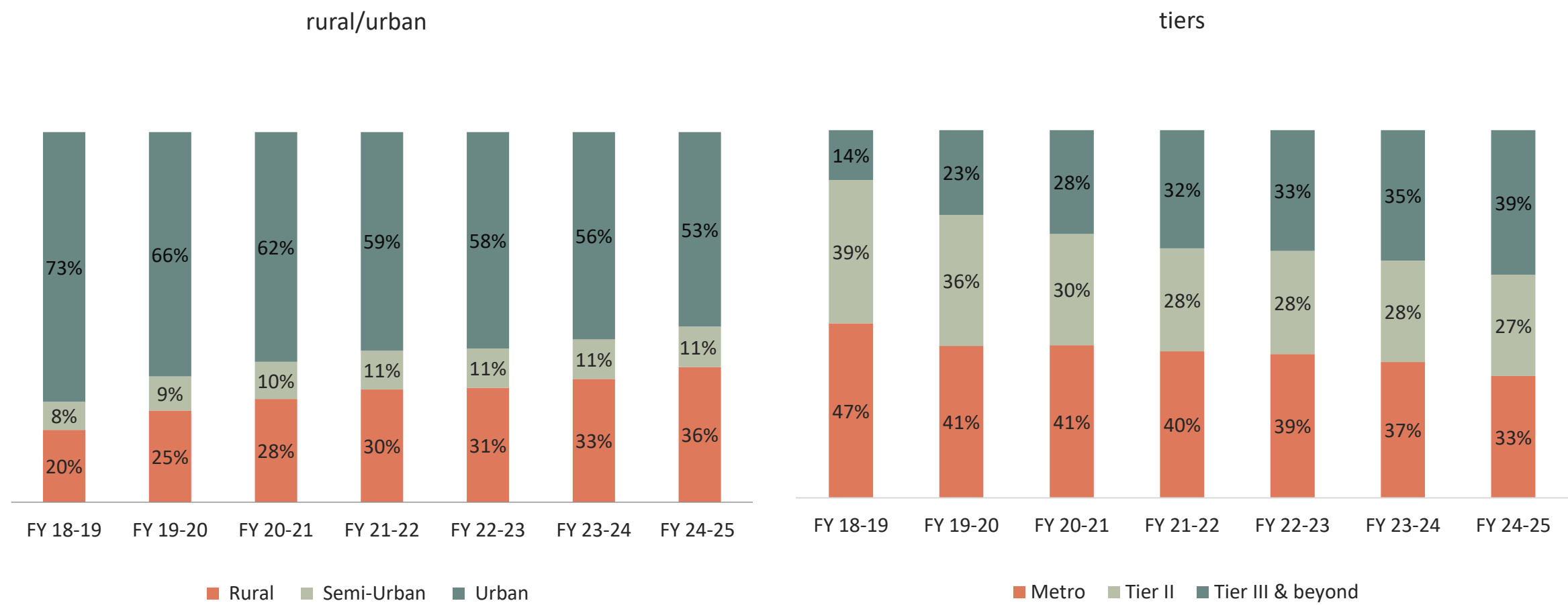


dpd 90+% = loan outstanding (90 to 180 dpd)/loan outstanding (0 to 180 dpd). Top 10 states based on sanction value in FY 24-25.

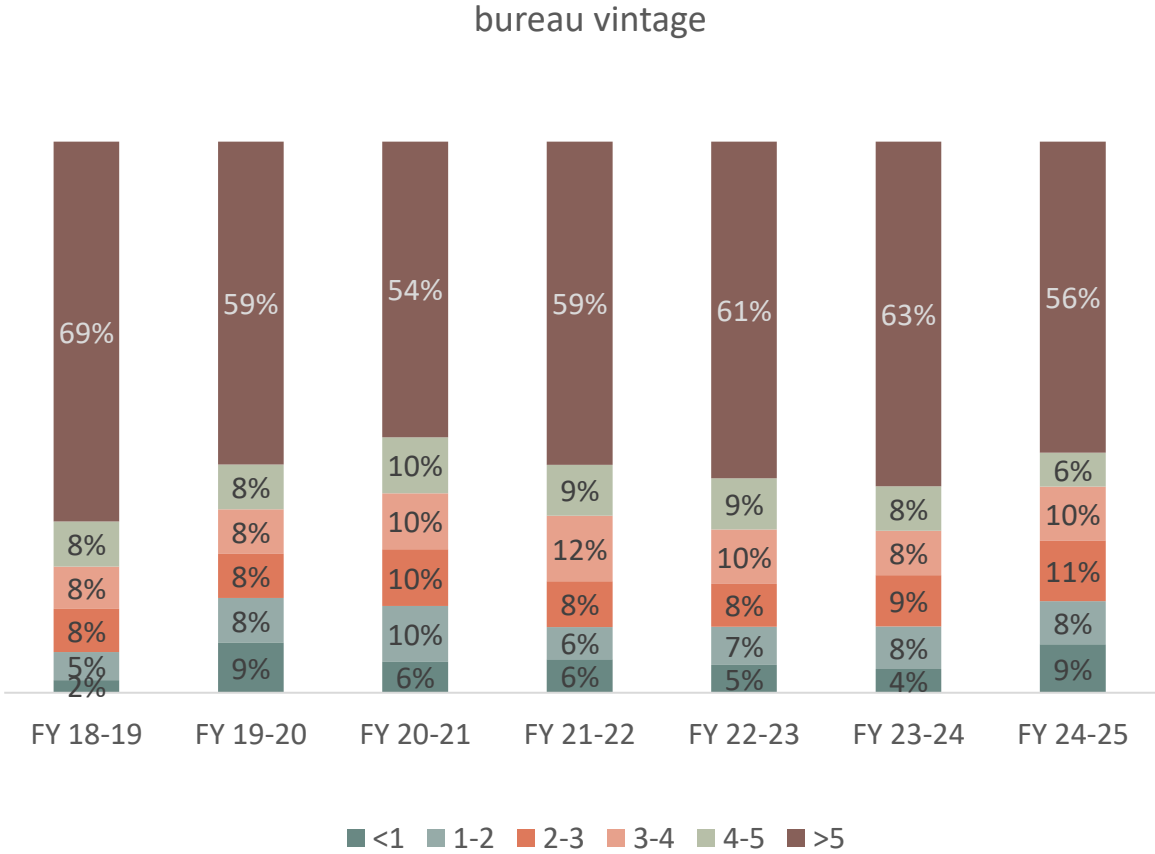
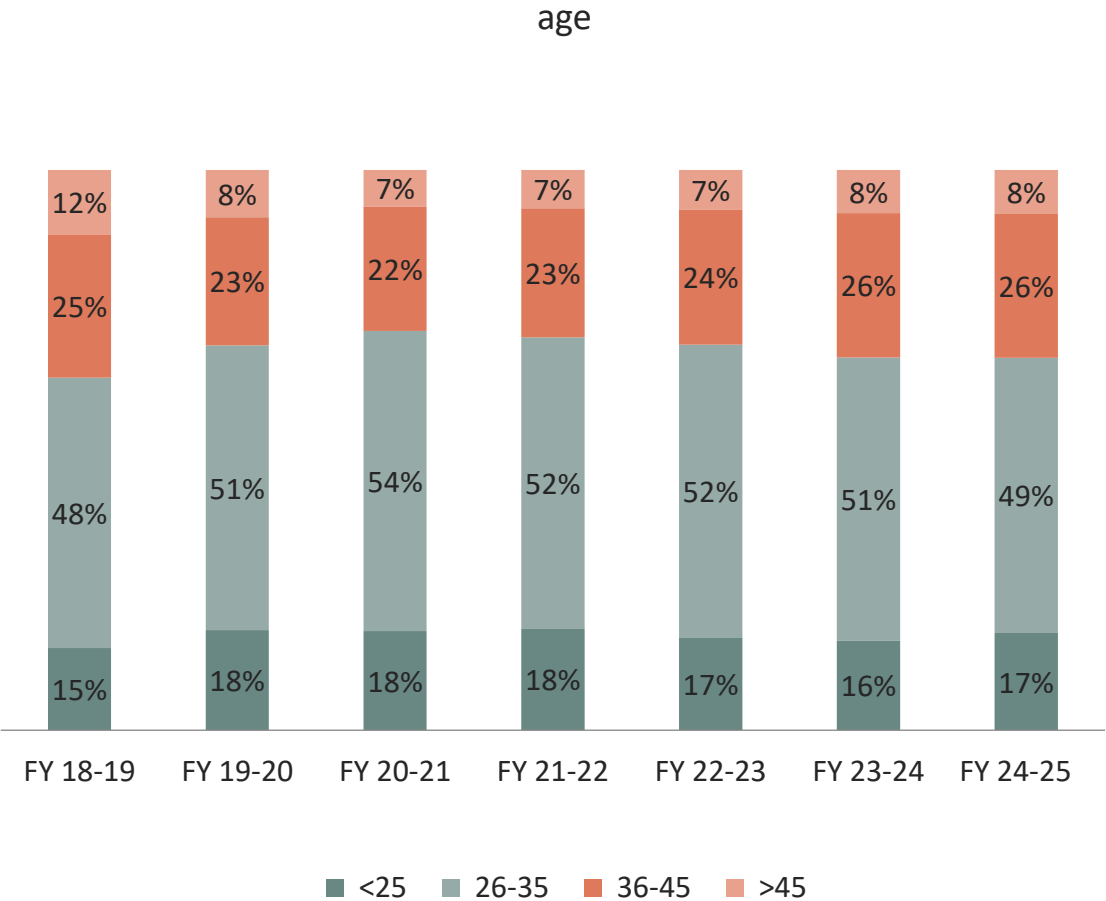
Portfolio quality varies across market segments, is shown in the chart below.



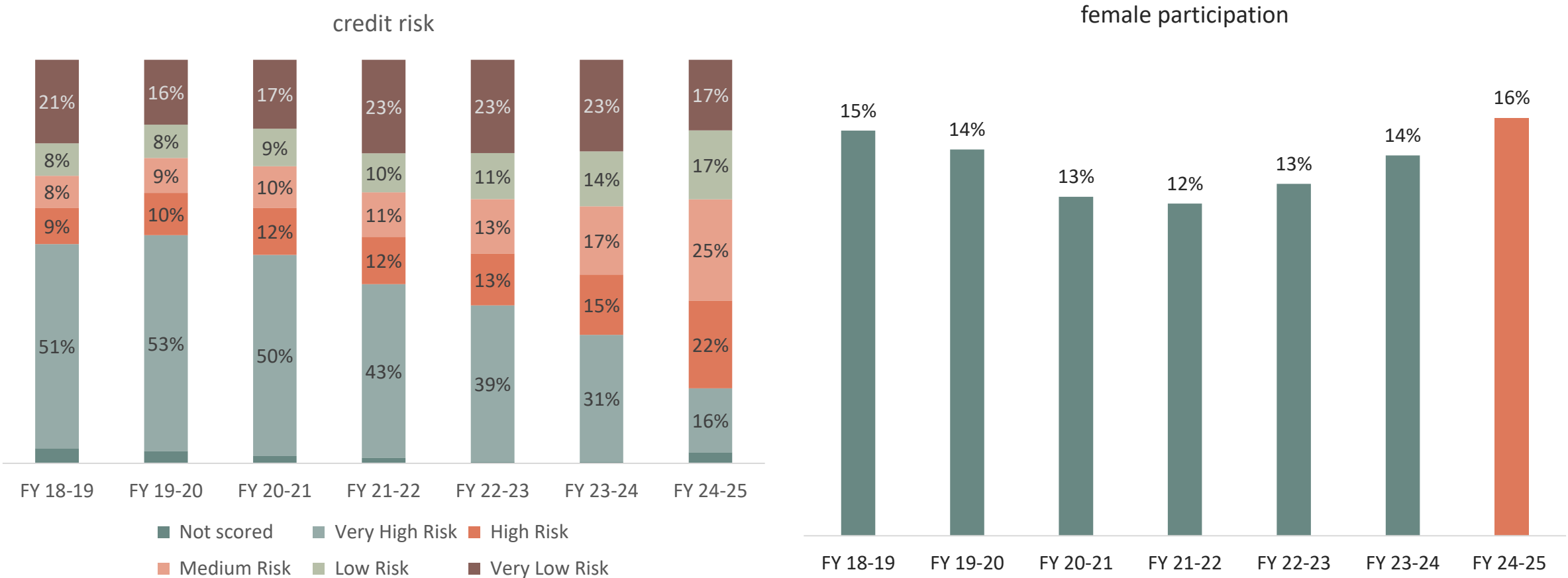
The share of customers belonging to rural areas is increasing, though customers are less likely to be living there. Two points here. One, the mapping of rural/urban is based on the 2011 census and is not truly reflective of the current reality of urbanisation. Two, many new urban migrants submit permanent home addresses in rural areas. Nearly 40% of customers belong to Tier III and beyond.



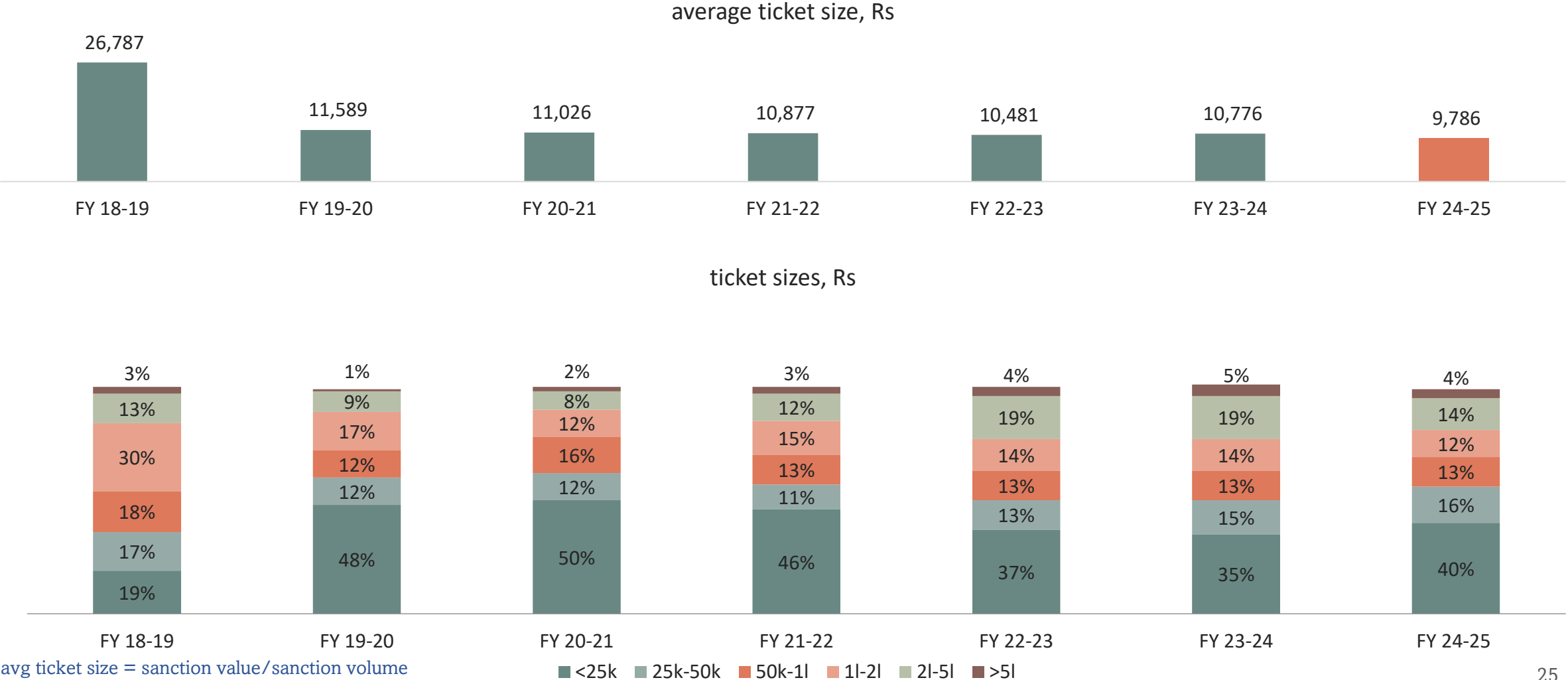
For young customers, FinTech lending is the choice, with two-thirds of loan sanction value to customers aged <35 years. FinTech lending’s ability to seize the opportunities offered by a growing segment for their current and future needs holds enormous promise to grow responsibly and sustainably for many years.



The credit profile of borrower is improving over the years with nearly 60% coming from low-mid risk scores. The female participation is improving in FinTech personal loan market but very gradually.

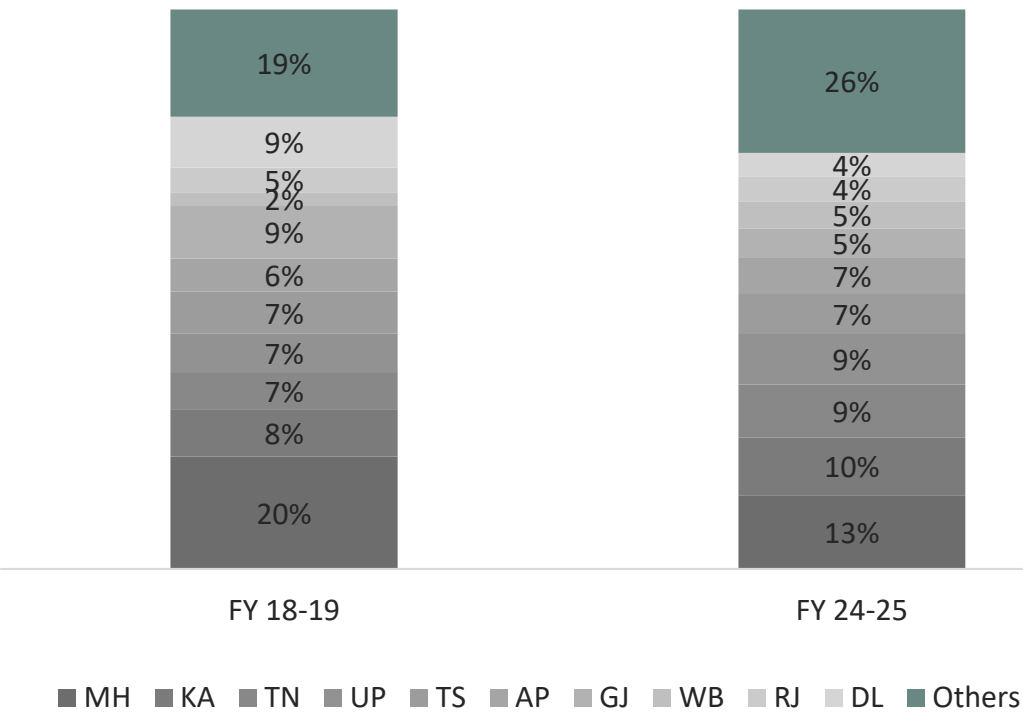


At an aggregated level, the average ticket size is hovering around Rs 9k-11k, driven by a higher volume of small-value loans. There is slight variation across top states. However, the overall composition of FinTech loans is more diverse and spread in different ticket sizes. As compared to FY 23-24, the average ticket size in FY 24-25 has come down marginally by ~10%

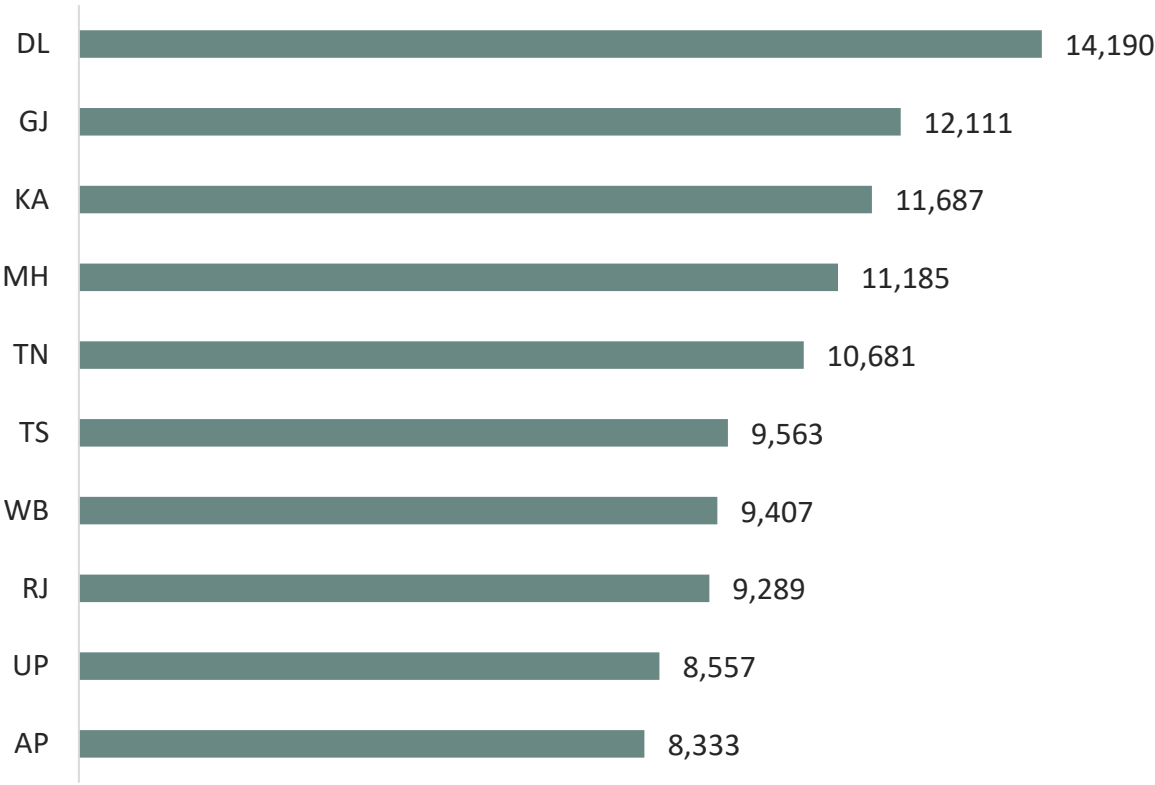


Charts below show loan sanctions and average ticket size across states.

top 10 states, sanction value



avg ticket size across states, Rs, FY 24-25



The average ticket size for FY 24-25 varies across demographics and customer vintage. It is higher for female, urban, and metro customers and increases linearly with age and vintage.



1: personal loan market, sanctions in FY 24-25

	volume, Cr	value, Rs Cr	avg sanction value per loan, Rs	share in volume	share in value
FinTech NBFCs	10.9	1,06,548	9,786	74%	12%
Other NBFCs	2.5	2,21,554	88,242	17%	25%
Banks	1.2	5,51,928	4,49,547	8%	63%
Total	14.6	8,80,030	60,168	100%	100%

2: personal loan market, loan outstanding, Mar 25

	volume, Cr	value, Rs Cr	avg outstanding per loan, Rs	share in volume	share in value
FinTech NBFCs	4.59	73,311	15,972	40%	5%
Other NBFCs	3.03	2,79,412	92,230	27%	19%
Banks	3.77	11,09,144	2,93,912	33%	76%
Total	11.39	14,61,867	1,28,310	100%	100%

3: loan outstanding volume, Cr, Mar 25

	FinTech NBFCs	Other NBFCs	Banks	Total
Mar-19	0.23	0.47	1.61	2.31
Mar-20	0.84	0.71	2.07	3.62
Mar-21	0.90	0.86	2.44	4.20
Mar-22	2.08	1.13	3.36	6.57
Mar-23	3.29	1.81	4.40	9.50
Mar-24	4.84	2.76	5.18	12.77
Mar-25	4.59	3.03	3.77	11.39

4: loan outstanding value, Rs Cr, Mar 25

	FinTech NBFCs	Other NBFCs	Banks	Total
Mar-19	9,913	58,201	3,57,400	4,25,514
Mar-20	17,898	78,274	4,64,790	5,60,962
Mar-21	16,063	84,039	5,61,688	6,61,790
Mar-22	23,210	1,09,255	6,90,001	8,22,466
Mar-23	43,277	1,58,786	8,68,856	10,70,919
Mar-24	70,049	2,32,981	10,44,202	13,47,233
Mar-25	73,311	2,79,412	11,09,144	14,61,867

5: sanction volume, Cr

	FinTech NBFCs	Other NBFCs	Banks	Total
FY 18-19	0.4	0.4	0.7	1.6
FY 19-20	2.2	0.9	0.9	4.0
FY 20-21	1.1	0.8	0.9	2.9
FY 21-22	3.9	1.3	1.5	6.8
FY 22-23	6.7	2.2	1.7	10.6
FY 23-24	8.9	2.8	1.8	13.5
FY 24-25	10.9	2.5	1.2	14.6

6: sanction value, Rs Cr

	FinTech NBFCs	Other NBFCs	Banks	Total
FY 18-19	11,839	45,274	2,34,656	2,91,769
FY 19-20	25,129	57,568	2,97,682	3,80,379
FY 20-21	12,245	44,830	3,08,740	3,65,814
FY 21-22	42,302	80,346	4,36,251	5,58,898
FY 22-23	70,427	1,48,062	5,56,489	7,74,978
FY 23-24	96,033	2,03,669	6,06,943	9,06,645
FY 24-25	1,06,548	2,21,554	5,51,928	8,80,030

7: average ticket size, Rs

	FinTech NBFCs	Other NBFCs	Banks	Total
FY 18-19	26,787	1,08,608	3,38,489	1,87,988
FY 19-20	11,589	60,579	3,40,258	95,251
FY 20-21	11,026	53,642	3,36,775	1,27,772
FY 21-22	10,877	58,736	2,90,552	82,696
FY 22-23	10,481	67,636	3,19,881	72,780
FY 23-24	10,776	71,814	3,44,218	67,105
FY 24-25	9,786	88,242	4,49,547	60,168

8: share across gender/rsu/tiers, sanctioned value FY 24-25

	Female	Rural	Semi-Urban	Urban	Metro	Tier II	Tier III & beyond
FinTech NBFCs	16%	36%	11%	53%	33%	28%	39%
Other NBFCs	18%	32%	11%	56%	37%	28%	35%
Banks	18%	40%	15%	46%	29%	23%	48%
Total	18%	37%	13%	49%	32%	25%	43%

9: share across age (years), sanctioned value FY 24-25

	<25	26-35	36-45	> 46
FinTech NBFCs	17%	49%	26%	8%
Other NBFCs	7%	40%	35%	19%
Banks	4%	36%	31%	28%
Total	6%	38%	32%	23%

10: share across bureau vintage (years), sanction value FY 24-25

	<1	1-2	2-3	3-4	4-5	>5
FinTech NBFCs	9%	8%	11%	10%	6%	56%
Other NBFCs	9%	5%	7%	7%	5%	67%
Banks	11%	3%	5%	5%	4%	71%
Total	10%	4%	6%	6%	5%	68%

11: share across credit profile, sanction value FY 24-25

	No score	Very High Risk	High Risk	Medium Risk	Low Risk	Very Low Risk
FinTech NBFCs	3%	16%	22%	25%	17%	17%
Other NBFCs	3%	9%	11%	18%	23%	36%
Banks	4%	4%	7%	12%	22%	51%
Total	3%	7%	10%	15%	21%	44%

12: share across ticket size (Rs), sanction value FY 24-25

	<25k	25k-50k	50k-1l	1l-2l	2l-5l	>5l
FinTech NBFCs	40%	16%	13%	12%	14%	4%
Other NBFCs	5%	7%	14%	19%	26%	30%
Banks	0%	1%	2%	6%	21%	71%
Total	6%	4%	7%	10%	21%	52%



Fintech Association for Consumer Empowerment (FACE) is the RBI-recognised Self-Regulatory Organisation in the FinTech sector (SRO-FT). Currently comprised of 240+ members, FinTech companies of all kinds come together at FACE to build an industry that enables customer-centric financial services that are safe, suitable, and transparent, delivering positive impacts on society and the economy.

Previous reports may be accessed [here](#). For clarification/suggestions on the report and membership inquiry, please reach us at teamface@faceofindia.org

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