

KARUR VYSYA BANK

# Karur Vysya Bank's Digital transformation with Cloud Lending



## Industry

Banking Financial services

## Business Location

India

## Benefits summary

Cloud Lending helps Karur Vysya Bank (KVB):

- Enable customers to get loans sanctioned and disbursed in minutes (down from days and weeks)
- Go-live for Home Loans, and Small and Medium Enterprises (SME) within 90 days

**CLOUD LENDING**  
a Q2 company

## The challenge

Under their “Digital Technology Transformation Mission”, KVB needed an end-to-end digital solution that would help them transform their lending processes from application submission to funding. The digital workflows needed to be configured to provide an exceptional borrower experience.

And this was needed to be done in a short span of time with the same ROI. KVB evaluated many Loan Origination Systems (LOS) and most of those provided with only the digitalization of the existing paper processes.

## The solution

Cloud Lending emerged as a game changer that could provide fully API-driven highly flexible, and configurable digital workflows LOS that not only addressed all their requirements but also aligned well with their mission of complete digital transformation.

## Benefits and Results

Cloud Lending with the KVB project team could achieve the following key transformation objectives:

- For their lending rules, KVB could successfully move away from the lender discretion that was time consuming and involved risks to an automated rules-based scoring system ensuring standard lending workflows.
- KVB was also able to leverage the native APIs from CL Originate; a Cloud Lending product, to design built-in rules and scoring, providing lending scoring from anywhere at anytime.
- With the help of Cloud Lending professional services team, KVB could Go-Live for Home Loans, and Small and Medium Enterprises (SME) within 90 days. This time of 90 days between the project start and the Go-Live was a historical achievement in the banking industry.

For more information on Cloud Lending, go to [cloudlendinginc.com](http://cloudlendinginc.com)

“We saw all the LOS systems, most of them have only digitalized the paper process. CLS was the only one born to API’s and this changes the game. We were able to go to market with speed and the Turn Around Time for loan contracts is down to minutes, all in a completely digitized workflow.”

- J Natarajan, President & COO  
Karur Vysya Bank

### About Karur Vysya Bank

Karur Vysya Bank (KVB) is a 100-year old Indian private-sector bank with over 7000 employees across 800 branches.

KVB provides services such as personal (housing loan, personal loan, insurance, and fixed deposits), corporate, and agricultural banking to NRIs and MSME.

For more information about Karur Vysya Bank, please visit [www.kvb.co.in](http://www.kvb.co.in)