CREDARIS™
Credit. Precisely.

Credaris

Intelligence Infrastructure for Modern Financial Distribution

PRESS KIT

Company Overview

About Credaris

Credaris is an AI-powered fintech infrastructure company focused on transforming retail loan distribution, financial sales operations, and digital financial ecosystems through intelligent technology platforms.

Built as a next-generation B2B2C fintech ecosystem, Credaris enables banks, NBFCs, DSAs, financial advisors, channel partners, and enterprises to manage the complete lifecycle of financial product distribution using automation, analytics, AI systems, and workflow intelligence.

The platform combines CRM intelligence, loan origination systems, partner management, AI-driven analytics, and automation engines into a unified operating system for modern financial distribution.

Credaris is focused on building scalable technology infrastructure that simplifies customer acquisition, underwriting workflows, operational efficiency, and financial product accessibility across India and global markets.

Vision

Mission

To become the world's leading AI-powered financial distribution infrastructure platform enabling intelligent, scalable, and transparent financial ecosystems.

- Simplify financial distribution using AI and automation
- Empower DSAs and financial businesses with intelligent infrastructure
- Build scalable fintech systems for banks and enterprises
- Enable faster, smarter, and more transparent lending journeys
- Create a connected digital ecosystem for financial growth

Core Business Areas

1. AI-Powered Financial Infrastructure

- AI-based workflow engines
- Predictive analytics systems
- Intelligent CRM infrastructure
- Decision-support systems
- Automation orchestration

2. Digital Lending Ecosystem

- Personal loans
- Business loans
- Home loans
- LAP products
- Credit cards
- Insurance distribution
- Embedded finance solutions

3. SaaS & Enterprise Solutions

- Loan Origination Systems (LOS)
- Lead Management Platforms
- Partner Management Systems
- DSA CRM Systems

4. B2B2C Financial Marketplace

Connecting:

- Banks
- NBFCs
- Financial institutions

- API integrations
- Operations dashboards
- Analytics platforms

- DSAs
- Sales teams
- Channel partners
- Customers

What Makes Credaris Different

- **AI-Native Architecture:** Credaris is designed as an intelligence-first platform integrating automation, analytics, and machine learning capabilities directly into financial workflows.
- **Unified Operating System:** A single ecosystem for lead management, customer onboarding, partner operations, underwriting support, and analytics.
- **Scalable Financial Infrastructure:** Designed for enterprises, DSAs, fintech companies, and large-scale financial distribution networks.
- **Real-Time Integrations:** Seamless API integrations with lenders, financial institutions, CRMs, verification systems, and operational tools.
- **Intelligent Automation:** Reduction of operational inefficiencies through automated workflows, smart routing, data processing, and AI-assisted operations.

Products & Platforms

Credaris Intelligence OS

An enterprise fintech intelligence platform designed to power financial sales, operations, underwriting workflows, analytics, and partner ecosystems.

Key Modules:

- AI Command Center
- Smart CRM
- Loan Origination System
- Partner Management
- Workflow Automation
- AI Analytics Engine
- Performance Intelligence
- Risk Insights
- Data Processing Layer
- API Infrastructure

Target Audience

Credaris solutions are designed for:

- Banks
- NBFCs
- Financial Institutions
- Fintech Companies
- DSAs
- Insurance Distributors
- Enterprises
- Sales Organizations
- Financial Advisors
- Aggregators

Market Focus

Primary Markets

- India
- Southeast Asia
- Middle East
- Emerging fintech ecosystems globally

Industry Focus

- Retail Lending
- Financial Distribution
- Embedded Finance
- Insurance Distribution
- Digital Financial Infrastructure

Brand Positioning

Tagline Options

- Intelligence for Financial Growth
- The Future of Financial Distribution
- AI Infrastructure for Lending Ecosystems
- Powering Intelligent Finance
- Where Finance Meets Intelligence

Leadership

Prasanna Devadigga – Founder & CEO

Prasanna is a fintech product leader and technology strategist with extensive experience building large-scale financial technology products, digital lending

ecosystems, AI-enabled customer journeys, and enterprise financial platforms.

He has contributed to innovative fintech solutions including video bots, intelligent lending systems, chatbot ecosystems, CRM infrastructure, and large-scale financial distribution technology.

His focus with Credaris is to build an intelligent infrastructure layer for the future of financial distribution.

Technology Capabilities

Core Technology Areas

- Artificial Intelligence
- Workflow Automation
- Machine Learning
- API Infrastructure
- SaaS Platforms
- Cloud Architecture
- Data Intelligence
- Conversational AI
- Predictive Analytics
- Enterprise CRM Systems

Media Boilerplate

> Credaris is an AI-powered fintech infrastructure company focused on transforming retail financial distribution through intelligent technology platforms. The company provides digital lending infrastructure, CRM systems, automation tools, analytics platforms, and enterprise SaaS solutions for banks, NBFCs, DSAs, fintech companies, and financial institutions.
>
> By combining artificial intelligence, automation, and scalable cloud infrastructure, Credaris aims to redefine how financial ecosystems operate in the digital era.

Press Contact

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Suggested Media Headlines

- Credaris Launches AI-Powered Financial Intelligence Platform
- Credaris Aims to Redefine Retail Loan Distribution Infrastructure
- New Fintech Startup Credaris Builds AI Operating System for Financial Ecosystems
- Credaris Introduces Intelligent Infrastructure for Modern Lending Operations
- Credaris Expands B2B2C Financial Distribution Through AI & Automation

Company Descriptions

Short Elevator Pitch

Credaris is an AI-powered fintech infrastructure company building intelligent platforms for retail lending, financial distribution, and enterprise financial operations.

50-Word Company Description

Credaris is a fintech infrastructure company focused on AI-powered financial distribution, lending technology, CRM systems, automation, and enterprise SaaS solutions. The company enables banks, NBFCs, DSAs, and fintech businesses to streamline customer acquisition, operations, and financial workflows through intelligent digital platforms.

25-Word Company Description

Credaris builds AI-powered fintech infrastructure for lending, financial distribution, automation, CRM systems, and enterprise financial operations.

Social Media Bios

LinkedIn: AI-powered fintech infrastructure company building intelligent systems for financial distribution, lending ecosystems, and enterprise financial operations.

Instagram: Building the future of intelligent finance.

Twitter/X: AI-powered fintech infrastructure for modern financial ecosystems.

Keywords

Fintech, AI, Lending Technology, Financial Infrastructure, Loan Distribution, CRM, SaaS, Financial Marketplace, Automation, Embedded Finance, Financial Intelligence, Loan Origination, Enterprise Technology, Digital Lending, Fintech Platform.

Future Focus Areas

- AI-driven underwriting systems
- Embedded finance infrastructure
- Global fintech partnerships
- Intelligent financial ecosystems
- Predictive lending infrastructure
- Enterprise automation platforms
- Cross-border fintech integrations
- Financial operating systems