

“Omidyar Network Team Visits Vistaar Offices & Customers”

Omidyar Network has been one of the early investor in Vistaar and infused equity capital in last three rounds. We appreciate Omidyar Network’s continued support and believing in our vision of addressing the credit needs of the underserved MSME segment. The Omidyar Network Team visited Vistaar’s Kunigal Branch and customers followed by Head Office on 08th February, 2017. Mr. Tilman Ehrbeck, Partner, Omidyar Network, shares his experience on the visit as hereunder.

Snapshot – February, 2017	
Branches	200
Districts	135
Customers	81,291
Employees	2,346
Disbursements (₹ Crs.)	613*
Portfolio (₹ Crs.)	1,105

* YTD



Tilman Ehrbeck
Partner
Omidyar Network

“Omidyar Network’s financial inclusion investment team experienced first-hand positive outcomes of Vistaar’s work to provide underserved populations with access to credit during an enriching field visit to rural India in February. Our time with the Vistaar team began with a visit to a branch about 75 kilometers from Bengaluru, where we learned more about the Company’s go-to-market strategy and delved deep into Vistaar’s business model, discussing the importance of branches structure, location, sales channel and customer segment.

Vistaar has mastered an approach tailored to delivering value to customers in remote areas, through non-traditional means of credit assessment. We observed this directly, as we spoke to two customers: a farmer who used his access to credit to purchase cattle for a dairy farm and a textile designer (power-loom) operating two weaving machines from his home.

The farmer expressed his sincere gratitude for Vistaar’s services, which have enabled him to expand his business, generating surplus income. The textile designer told us how the loan from Vistaar allowed him to purchase one of his machines, doubling his production and earnings, an achievement that has helped him to provide to his large family.

Throughout our time with these customers, we were impressed by Vistaar’s unique methodology for evaluating their creditworthiness – a key component of conducting a successful loans operation.

If these two customers had been salaried workers in urban locations, their options for credit access would have been much broader. By offering affordable finance to rural entrepreneurs, Vistaar is truly helping the missing “middle segment” of consumers to scale up and join the financial mainstream.”



ON Team with Power-loom customer



ON Team @ Kunigal Branch