CredenTek
The NxtGen Technology Company
NEWSLETTER
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From Enterprise to Empowerment:Transforming MSME Lending Through Innovation

From small village businesses and local artisans to modern manufacturing companies, MSMEs play a vital role in India's economy. They create jobs, encourage innovation, and support millions of families across the country.

With government support, digital technology, and easier access to finance, skills, and new markets, MSMEs are growing faster than ever. Their contribution to employment, manufacturing, and exports continues to strengthen India's economy.

As India moves towards the vision of Viksit Bharat 2047, MSMEs will remain one of the biggest drivers of entrepreneurship, economic growth, and sustainable development.

Did you know ?

Credit Assessment Model (CAM) is a digital loan appraisal system that uses verified data to enable faster and objective assessment of MSME loan applications.

Between 1st April and 31st December, 2025, Public Sector Banks sanctioned more than 3.96 lakh MSME loan applications using a new digital credit assessment system. The total value of these sanctions exceeded ₹52,300 crore

Why Traditional Credit Assessment Needs a Change

Conventional loan evaluation focuses on historical financial documents, offering only a partial view of a business. This often leads to:

Limited visibility into the actual financial health of MSMEs

Longer loan approval cycles

Difficulty assessing first-time borrowers

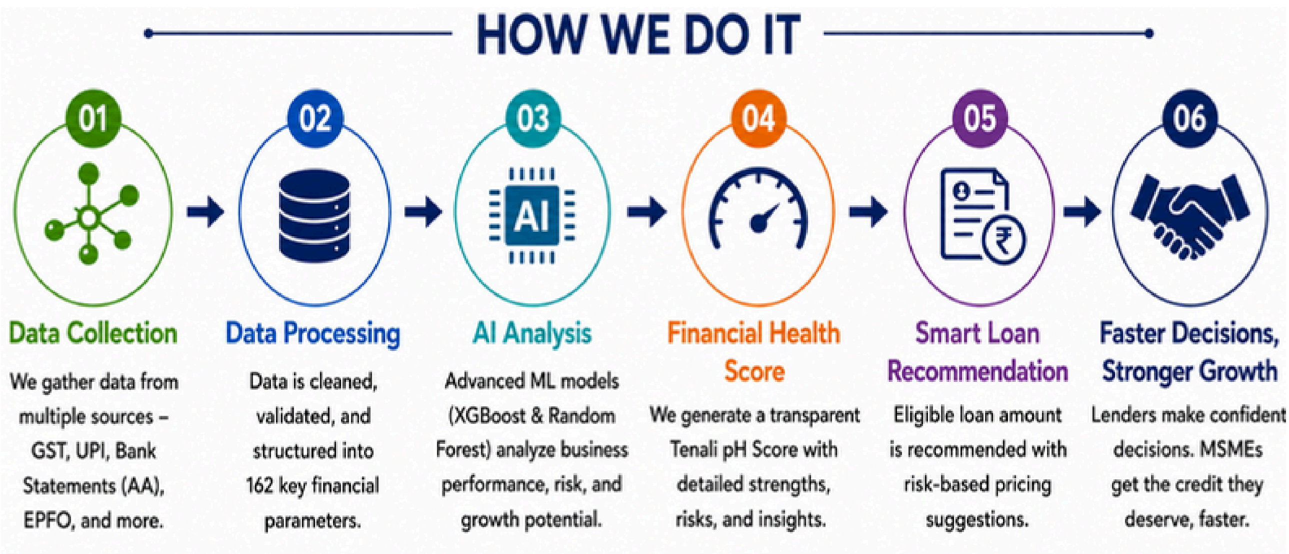
Missed opportunities for deserving businesses

Tenali pH changes this approach by combining financial intelligence with Artificial Intelligence to create a comprehensive Financial Health Score

Reimagining Credit Assessment for India's Growing MSME Ecosystem

India's Micro, Small and Medium Enterprises (MSMEs) are the backbone of the nation's economy, contributing significantly to GDP, employment, manufacturing, and exports. Yet millions of businesses continue to face one common challenge—limited access to timely and fair credit. Traditional lending models depend heavily on financial statements and credit history, making it difficult for New-to-Credit (NTC) and New-to-Bank (NTB) businesses to obtain loans.

To address this challenge, Tenali pH (Prospect Health) introduces an AI-driven 360° Financial Health Assessment Platform that enables smarter, faster, and more transparent lending decisions.



Recognising these challenges, we came up with a solution that looks beyond traditional financial assessment. The solution brings together financial data, alternative data, and key business parameters to create a more comprehensive view of an MSME's financial health.

Some businesses have years of financial statements and established credit histories that make them easier to evaluate. **But what about a young business?** A New-to-Credit (NTC) or New-to-Bank (NTB) MSME? What if the business is growing, generating digital transactions, maintaining cash flows, and operating in a competitive market—but its complete financial story is scattered across different sources.
This is where traditional assessment can face a challenge.

The problem is not always a lack of information. Sometimes, the problem is that the right information is spread across too many places.
Tenali pH – Prospect Health is built around a simple idea:

Don't just look at the numbers. Understand the business behind them.
Instead of depending only on traditional financial statements and credit history, Tenali pH brings together multiple financial and business signals to create a 360° Financial Health Profile of an MSME.

Behind the Intelligence: How AI Powers Financial Decision Making

Once the financial information is collected, the platform follows a structured AI workflow to generate meaningful insights.

Data Collection ➤ Data Cleaning & Validation ➤ Feature Engineering ➤ AI Model Analysis

By leveraging Artificial Intelligence and alternative data sources, Tenali pH enables smarter, faster, and more reliable credit assessment for banks, NBFCs, and MSMEs.

- Faster loan approvals
- Better risk assessment
- Reduced manual verification
- Improved portfolio quality
- Transparent decision-making

From a Fragmented View to a 360° Picture

Imagine evaluating an MSME not through a single window, but through multiple lenses.
Tenali pH considers information from sources such as:

GST | UPI | Bank Statements | Account Aggregator | EPFO

But the assessment doesn't stop there.
It also looks at important business dimensions such as:
Debt & Liabilities | Cash Flow & Transaction Behaviour | Business Infrastructure | Promoter & Founder Profile | Management Team | Local Market Competition | Business Stability & Growth Trends

Why does this matter?

Because financial health is rarely defined by one number.
A business's GST activity may tell one part of the story. Its transaction behaviour may reveal another. Its promoter experience, operational capacity, existing liabilities, and market environment can add further context.
When these signals are considered together, the assessment can move beyond a traditional financial snapshot toward a more complete understanding of the business.

The result?

A broader view of where the business stands, what risks it may face, and where opportunities may exist.

The Bigger Vision

The future of MSME lending may not depend only on asking:
"How much financial history does this business have?"
It may also depend on asking:

"How much can we understand about this business?"

- Every MSME has a unique story.
- Its transactions tell a story.
- Its cash flows tell a story.
- Its promoter tells a story.
- Its employees, infrastructure, market, liabilities, and growth journey all tell a story.

Tenali pH brings these different pieces together with the aim of creating a more complete 360° Financial Health Profile

Poulami Mondal
Business Analyst