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## Harshvardhan Chamria Appointed as Chief Digital Officer at Magma Fincorp



**Mumbai, 29 May 2019:** Mumbai-based NBFC, Magma Fincorp Limited today announced the appointment of Harshvardhan Chamria as Chief Digital Officer at Magma Fincorp. Harsh was earlier Chief Strategy Officer – SME Loans & Magma Housing Finance. His new role will involve him leading the digital transformation projects for Magma Group and he will additionally manage Technology, Operations, Customer Service and Cross Sell verticals.

Commenting on the new role, **Mr Harshvardhan Chamria, Chief Digital Officer, Magma Fincorp Limited** said, "I have the privilege of being part of Magma's digital transformation journey, where we aim to prioritize customer experience through FinTech solutions implemented at scale across 300+ branch offices, and 10,000+ Magmaites family. We plan to use data analytics, artificial intelligence, and machine learning to better assess repeat loan requirements, and cross-sell to our large customer-base of informal income customers".

Harsh served as a Director on the board of Experian India, and he is a member of FICCI's Fintech Committee, and the Entrepreneur's Organization (EO) Kolkata. Harsh graduated from Cornell University, majoring in Electrical and Computer Engineering. He completed his MBA from Stanford University.

### **About Magma Fincorp Limited**

Magma Fincorp Limited ("Magma") a Mumbai-based non-deposit taking non-banking finance company (NBFC), is registered with the Reserve Bank of India (RBI) as an Asset Finance Company. The Company started operations



nearly three decades back and is listed on the Bombay Stock Exchange Limited and the National Stock Exchange in India.

Magma a financial conglomerate offers a bouquet of financial products including commercial finance, agri finance, SME finance and mortgage finance and has a general insurance joint venture. Magma is focused on the rural and semi-urban sector with a widespread coverage and presence across 310 Branches. Magma has served over 2.4 million customers and manages a loan book of Rs 17,029 crores.

For more information please log on to: [www.magma.co.in](http://www.magma.co.in)

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