



APRIL 2025
MUMBAI

TEAM**MARKSMEN**

NbFC

**TRANSFORMATION
CONCLAVE & AWARDS 2025**



**CATALYSING
INDIA'S ECONOMIC ASCENT
THROUGH FINANCIAL INCLUSION**

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A hand in a dark suit sleeve holds a white tablet horizontally. The background is a collage of financial data: a candlestick chart, a bar chart, and a network diagram with nodes and lines. A large blue circle is partially visible behind the hand. The overall color scheme is green and yellow.

Non-Banking Financial Companies (NBFCs) have emerged as pivotal players in India's financial landscape, driving financial inclusion and economic growth. As India maintains its position as the world's fastest-growing major economy, **NBFCs** have demonstrated remarkable resilience and adaptability, capturing a substantial **22%** share of the credit market. This impressive growth trajectory has positioned **NBFCs** at the forefront of India's financial revolution, particularly in reaching underserved segments of society.



Projections indicate a robust **17%** growth rate for **NBFCs** in **FY25**, underscoring their increasing importance in India's financial ecosystem. This growth is not just about numbers; it represents millions of individuals and businesses gaining access to formal financial services, often for the first time. By leveraging technology, innovative business models, user-friendly apps, integrated payment gateways, and advanced analytics, **NBFCs** have revolutionized the delivery of financial services, making them more accessible, efficient, and tailored to the needs of diverse customer segments.

PATH TO SUSTAINABLE GROWTH

However, the rapid growth and expanding influence of **NBFCs** also bring forth a set of unique challenges. Risk management stands out as a critical area requiring attention, especially given the diverse and often high-risk customer base served by **NBFCs**. Ensuring robust security measures to protect sensitive financial data and transactions is paramount in an increasingly digital landscape. Moreover, while technology has been a key enabler, it also presents challenges in terms of implementation, maintenance, and continuous innovation to stay ahead of market demands and regulatory requirements.





NBFCs must navigate these challenges while adhering to a 'compliance first' culture, maintaining strong risk management frameworks, and upholding fair practices codes to ensure sustainable growth and customer trust. In light of these opportunities and challenges, Team Marksmen Network organizing the **NBFC Transformation Conclave 2025** to bring together industry leaders, policymakers, and innovators in the **NBFC sector**. This event will serve as a platform to discuss emerging trends, share best practices, and collaboratively explore ways to navigate the complex landscape of financial inclusion and regulatory compliance. By fostering dialogue on critical issues such as sustainable business goals, operational efficiency, and customer-centric innovations, we aim to chart a course for the future of **NBFCs** in India. This conference represents a unique opportunity to shape the narrative of financial inclusion and responsible growth in one of the world's most dynamic economies.



WHY ATTEND?

- Gain valuable insights into current trends impacting the financial sector
- Be at the forefront of technological innovations driving the NBFCs
- Collaborate with over **140 leaders** from leading NBFC's, Fintech, Technology providers
- Engage in day long interactive panel discussions stay abreast of regulations shaping the sector
- Explore effective strategies to navigate challenges faced by NBFCs

WHO SHOULD ATTEND?

- Chief Technology Officer
- Chief Information Officer
- Chief Digital Officer
- Chief Information Security Officer
- Chief Risk Officer
- Chief Innovation Officer
- Head Digital Lending
- SVP, EVP, VP and Heads of
 - Information Security
 - Information Technology
 - Data Analytics
 - Risk Management
 - Digital Initiatives
 - Technology

WHY SPONSOR?



Meet your target audience

- Connect with industry professionals, decision-makers, and executives from leading NBFCs.



Brand Positioning as an Industry Leader

- Visibility among industry leaders and experts from the sector



Lead Generation & ROI

- Generate qualified leads through booth interactions, speaking engagements, or dedicated sponsor outreach during the event with measurable ROI.



Networking Opportunities

- Prime opportunity to build relationships with key stakeholders, including CIOs, CROs, CDOs, CISOs, CTOs





Showcasing Solutions & Expertise

- Opportunities for product demonstrations, solution showcases, or keynote sessions, giving them the chance to present their technology and services to an interested audience.



Thought Leadership Opportunities

- Participate in panel discussions, fire-side chats and thought leadership sessions to enhance the company's positioning as an expert in the field.



Exclusive Media Exposure

- High visibility across social media, industry-specific publications, and digital platforms increases brand exposure to a broader audience beyond the event attendees.



ABOUT TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



**Social
Media**



Digital



Print



Television



**Bespoke
Experiences**

ABOUT MARKSMEN DAILY

Marksmen Daily is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex.

MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

WWW.MARKSMENDAILY.COM

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contact@teammarksmen.com



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