



FOR IMMEDIATE RELEASE:

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PEERLEND – #1 ON-DEMAND SOFTWARE FOR P2P LENDING

San Francisco, California, April 11th, 2016:

PeerLend (<http://www.peerlend.in>), a peer-to-peer lending platform based out of India, launched today PeerZoom™, a cutting edge toolkit aimed at revolutionizing the P2P lending experience. PeerZoom™ lets you customize and configure our peer-to-peer lending platform in the shortest time possible. Ensure a positive customer experience and accelerate growth while effectively managing costs of development, innovation challenges, and meeting regulatory compliance.

Key elements to PeerLend's unique approach to supporting you!

- **Change catalysis and architecting** – PeerLend's engagement model utilizes intense workshops to clarify business objectives, generate potential alternative solutions to the problems, quantify the business value of these solutions, structure the broader effort into independent streams of work, and then kick-start the work with practical visualizations of the desired end-results.
- **Collaborative application development and integration** – PeerLend's efficient collaborative development approach combines Rapid Application Development (RAD) with Capability Maturity Model (CMM) process quality. Utilizing PeerLend's high-powered PeerZoom™ process, which incorporates proprietary software and a comprehensive in-built library of tools streamlines product development and deployment.
- **Program management expertise** – PeerLend establishes a program office to orchestrate and integrate multiple concurrent streams of work to maintain change momentum and to deliver on commitments.
- **Fintech expertise** – PeerLend prides itself on bringing together a strong team with their vast experience and expertise in the financial and digital technology services sectors to deliver on its commitments with quality and on time and budget.



BENEFITS OF SOFTWARE LICENSING AND REUSE	
INCREASED DEPENDABILITY	Licensed & Reused software can be tried and tested in working systems
REDUCED PROCESS RISK	The cost and risk of existing software is already known
EFFECTIVE USE OF SPECIALISTS	Licensed & Reused software encapsulates their knowledge
ACCELERATED DEVELOPMENT	Both development and validation time may be reduced

CUSTOMER TESTIMONIALS

PeerLend is simple, quick and easy to operate. I registered as a lender in less than 10 minutes and was approved in a few hours to start lending on the platform. The PeerLend staff is friendly and answered all the questions to my satisfaction. --- SATYA (*Lender*)

I got a loan from Peerlend website very quickly, in 3 days, without having to supply any collateral. I liked the process of collecting the documents online. The website is very user-friendly and fast, and just needs a web login. Thank you PeerLend for helping me with this loan. --- KRISHNA BANDARI (*Borrower*)

FincSquare Fintech Private Limited (<http://www.fincsquare.com>), a FinTech startup that owns and operates the peer-to-peer lending platform **PeerLend**, was incorporated in March 2015 in Hyderabad, India. FincSquare provides customized innovative solutions in the (digital) financial services, Crowd Lending space. FincSquare is the realization of the larger vision to deliver lending solutions by providing peer-to-peer loans to individuals and business loans to micro-enterprises.

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