

Neo Banking platform SaveIN aims to revolutionize how Indians bank



Gurgaon, Nov 12, 2020 ([IssueWire.com](https://www.issuewire.com)) - **Ex-Banker and Fintech expert Jitin Bhasin** is setting up a **neo-banking platform** named **SaveIN**, that aims to disrupt the way Indians access and consume banking products and services.

After having set up large, successful and profitable lending start-ups Rupeeredee and digital Non-Banking Financial Company, Fincfriends, Bhasin has now set his eyes on disrupting the wider financial services market addressing all key segments of customers' financial needs starting from a digital savings bank account, debit and credit cards, loans, payments, insurance and investment solutions. SaveIN is also bringing several novel offerings in personal finance space that the company is in the process of patenting.

"Banking is no longer something that you do occasionally, it is something that you do daily and hence we aim to create SaveIN as a neo-banking platform that will help users in making smarter financial decisions at each step of their lives", says **Bhasin, Founder & CEO, SaveIN**.

He is being joined by **Gaurav Luthra (serial entrepreneur, ex-founder Whatsup life)** and **Anurag Varma (senior banking and consulting professional, Ex EY, Hong Kong)** as co-founders who

bring with them decades of trans-national experience across financial services, consulting and media.

SaveIN team has been working closely with a select set of banks to co-create unique products and experiences with an intent to launch the platform in early 2021.

Neo-banking, while being a recent phenomenon in India, is an established business model in the Europe and US economies. The global neo-banking market is expected to reach ~\$400 bn by 2026.

Neo Banks are known for rapid customer acquisition, innovative product suite and significantly richer UI/UX as compared to legacy banks. In India, neo-banks have already raised over \$140 mil in the last few years and are expected to create the next set of disruption in banking.



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