



Vinayak Deousker
Chief Business Officer

Vinayak V Deousker is a seasoned business leader with over 25 years of cross-industry experience, including 20 years in financial services and 20 years specifically in housing finance.

As Chief Business Officer at Easy Home Finance Ltd., Vinayak plays a critical role in steering the company's growth and expansion strategy. His leadership has been instrumental in building a robust distribution network and designing high-impact business processes that support the company's mission of making homeownership more accessible across India.

Vinayak Deousker's extensive expertise in housing loans and his hands-on approach have enabled Easy Home Finance to scale operations efficiently while enhancing customer experience. He has led key initiatives to strengthen credit governance, streamline end-to-end loan processing, and drive performance across sales, credit, and operations

teams.

Prior to joining Easy Home Finance, Vinayak Deousker held leadership roles across reputed organizations, where he contributed to setting up new businesses, expanding into underserved markets, and building sustainable, customer-centric lending models. At Easy Home Finance, his focus on operational excellence, field engagement, and channel innovation has helped establish the company as a trusted brand in affordable housing finance.

With a sharp eye for growth opportunities and a deep understanding of borrower needs, Vinayak continues to drive Easy Home Finance's market expansion while maintaining a focus on execution discipline and financial prudence.

Through his strategic foresight, people-first mindset, and industry experience, Vinayak Deousker remains a key force in shaping Easy Home Finance's next phase of growth—for sure.