



Digital Personal Loans

Mar 2026

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- This report captures the trends for digital lending by analysing the personal loans of 110+ Digital NBFCs from Apr 2022 to Mar 2026.
- Based on our market understanding, the report groups the Digital NBFCs as NBFCs primarily offering digital personal loans through their own/in-house digital lending apps (DLAs) or in partnership with DLAs of LSPs. This set does not include NBFCs/Banks that offer both digital and non-digital loans, as it is not possible to distinguish between them in the credit bureau data. In that sense, the report is short on presenting the totality and plurality of digital lending, as the overall size of credit through digital is even larger.
- Observing these Digital NBFCs' personal loans gives us a measure of progress in scale, outreach, and customer segments. We also place digital loans in the broader context of the personal loan market to highlight the differences and similarities.
- We sourced data for this report from [Crif High Mark](#), a credit bureau.
- Please note that we have changed the underlying peer group for digital NBFCs from our previous reports titled FinTech Personal Loans, as the market has evolved in two years since we first identified the digital-first/only NBFCs. We have also narrowed the period under consideration to Apr 2022 for recency and a steady-state view, removing COVID-induced abnormalities in the trends.

- Digital NBFCs sanctioned 13.2 Cr loans amounting to Rs 214,873 Cr, with an average ticket size of Rs 16,238.
- Digital personal loans by digital NBFCs have steadily increased their share in the overall personal market, with 19% by sanction value, accounting for 77% of the sanction volume. Digital personal loans continue to expand their reach by seizing opportunities in vast, underserved markets and serving customer preferences for digital credit.
- It is worth noting that customers take personal loans for multiple reasons to manage cash flows, tap opportunities and deal with the unexpected events. Access to convenient and timely digital credit is a crucial component of a financial toolkit for managing finances and building economic resilience.
- During FY 25-26, over 58% of sanction value went to young (< 35 years of age), 82% to males, and about 39% to customers from Tier III cities and beyond.
- Digital loans are climbing up in ticket sizes, bureau vintage and risk chain, with more than half of the sanction value coming from customers with ticket sizes > Rs 50k and bureau vintage of 5 years+ and mid-low credit risk.
- Loan amount outstanding as of Mar 2026 is Rs 1.43 Lakh Cr.
- Overall, the average ticket size is Rs. 16,238, but there is much diversity. The ticket size is larger for borrowing in metro/urban areas and increases with age and vintage, as expected.

- Digital NBFCs: Report groups the Digital NBFCs as those who primarily do digital loans through digital lending apps (DLAs) as per our market understanding.
- Other NBFCs: NBFCs other than those grouped as Digital NBFCs.
- Banks: All types of banks.
- Credit scores: Very High Risk= 300-399, High Risk= 400-577, Medium Risk= 578-644, Low Risk: 645-693, Very Low Risk= 694-900
- Sanction value: Total amount of loans sanctioned during a specified period
- Sanction volume: Total number of loans sanctioned during a specified period
- Percentages in the stack charts may not always add up to 100% due to rounding off.

Avg	Average
dpd	Days past due
FY	Financial Year
LSP	Lending Service Provider
PAR	Portfolio at Risk
Pos	Portfolio outstanding
Q	A quarter of an FY
Rs	Rupee

Part 1: placing digital personal loans in the overall personal loan market

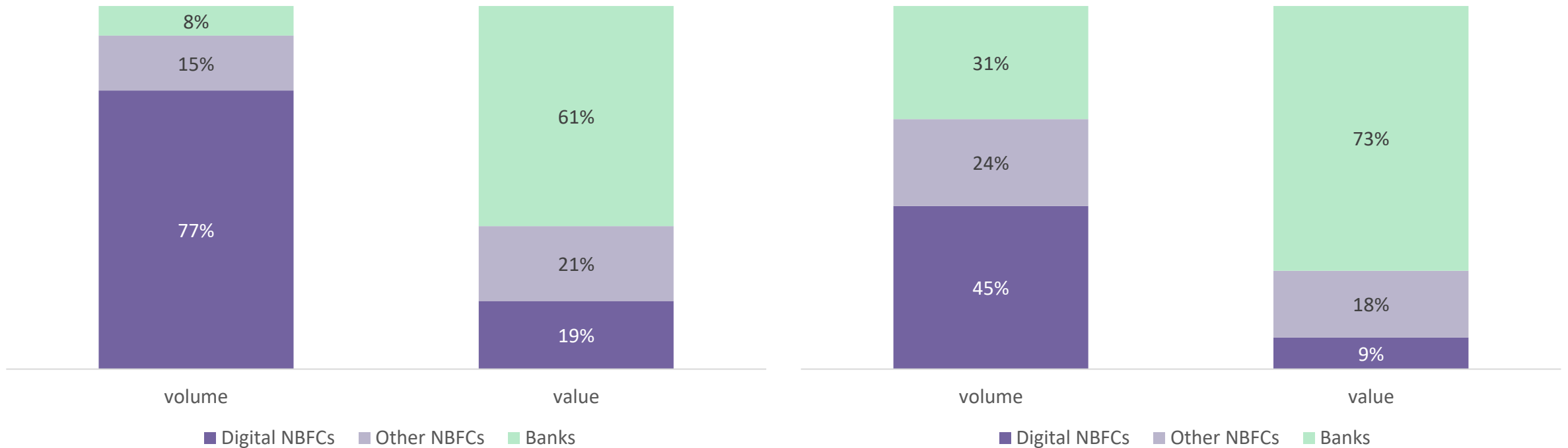
By FY 25-26, the overall personal loan sanctions were 17.3 Cr, totalling Rs 11.45 lakhs Cr. Digital NBFCs sanctioned 13.2 Cr loans amounting to Rs 214,873 Cr, with an average ticket size of Rs 16,238. Digital loans accounted for 19% of the sanction value and 77% of the sanction volume.

FY 25-26 Sanctions	volume, Cr	value, Rs Cr	avg sanction value per loan, Rs	share in volume	share in value
Digital NBFCs	13.2	214,873	16,238	77%	19%
Other NBFCs	2.6	236,245	90,547	15%	21%
Banks	1.4	694,283	491,219	8%	61%
Total	17.3	1,145,401	66,379	100%	100%

During FY 25-26, digital loans accounted for 19% of the sanction value and 77% of the sanction volume, with a focus on underserved segments that need small-value loans. Similarly, in loans outstanding, the share of Digital NBFCs is just 9% of the total value of personal loans outstanding as of Mar 26, but accounts for 45% of active loans.

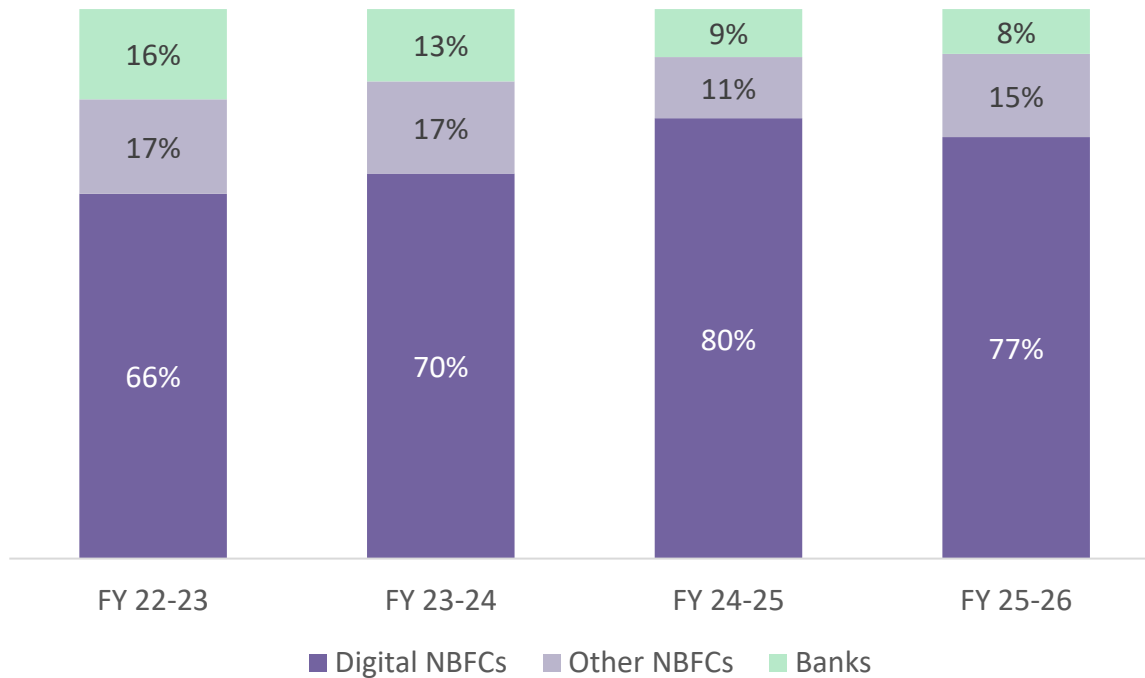
sanctions, FY 25-26

loan outstanding, Mar 2026

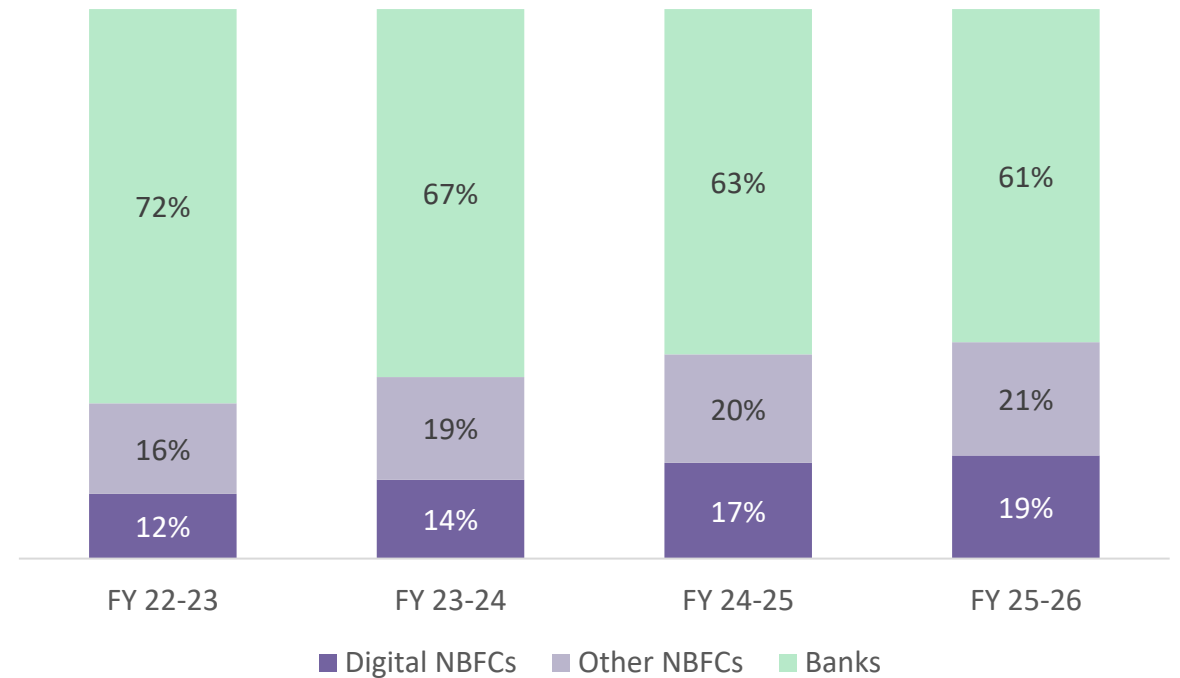


Digital loans are consistently increasing their share in the personal loan market.

share by sanction volume

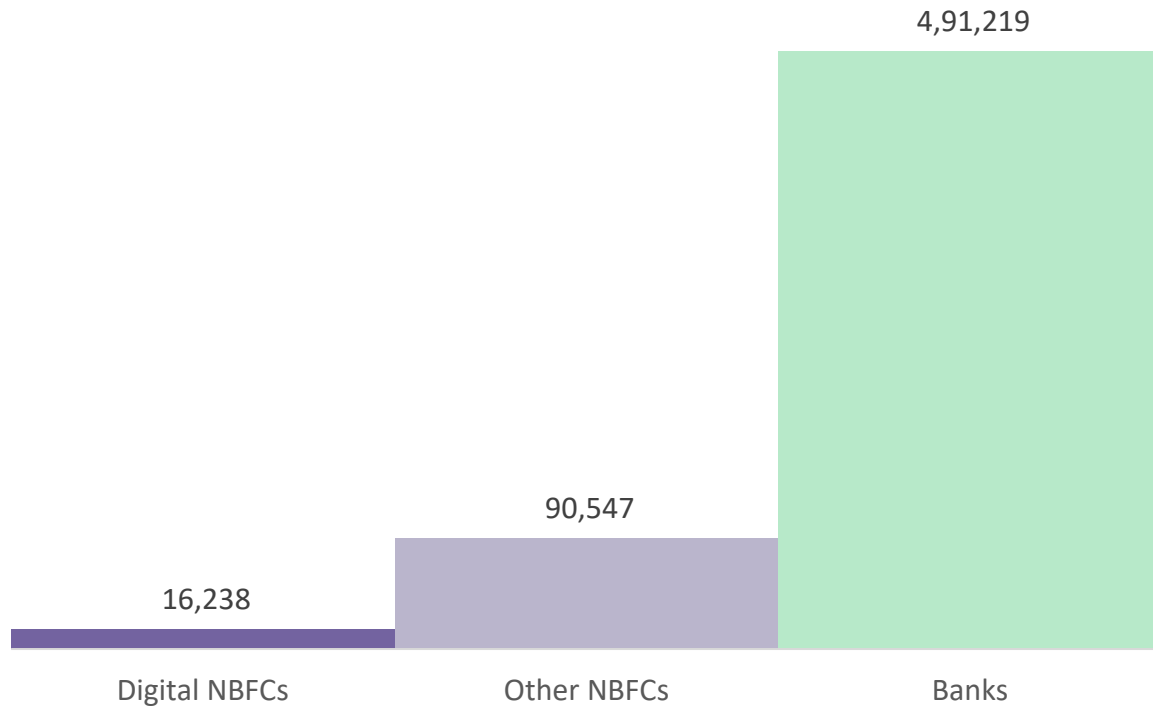


share by sanction value

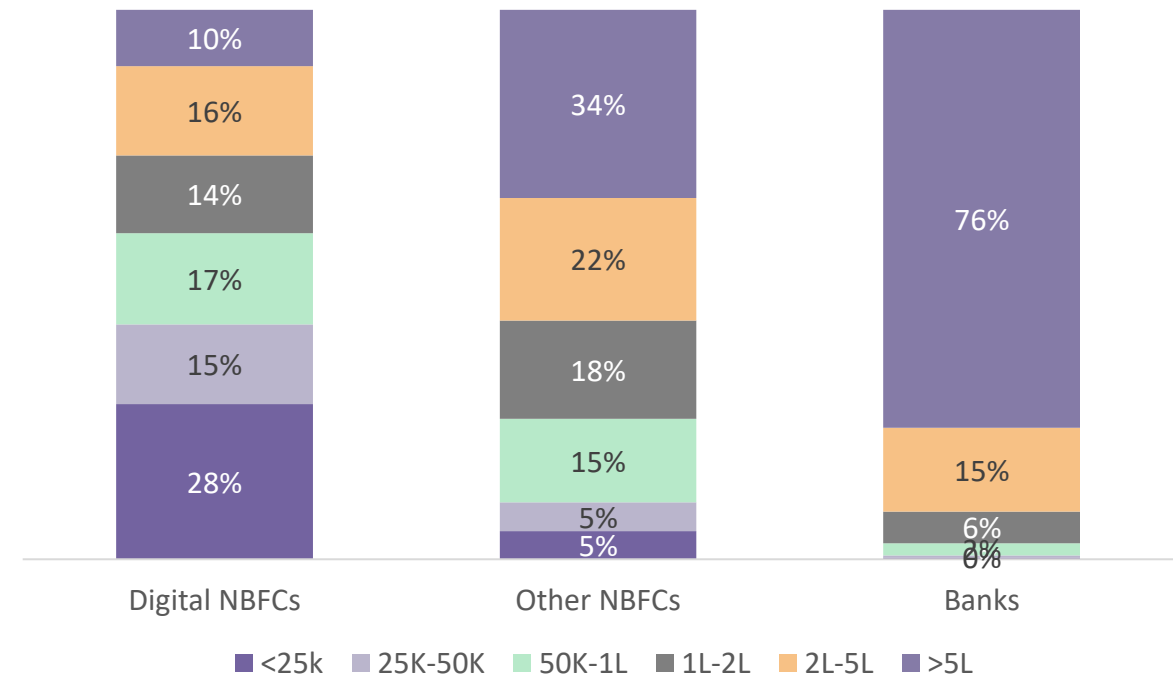


Digital lending models are unique in their ability to reach customer segments that require small-value loans for a short period.

average ticket size, Rs FY 25-26



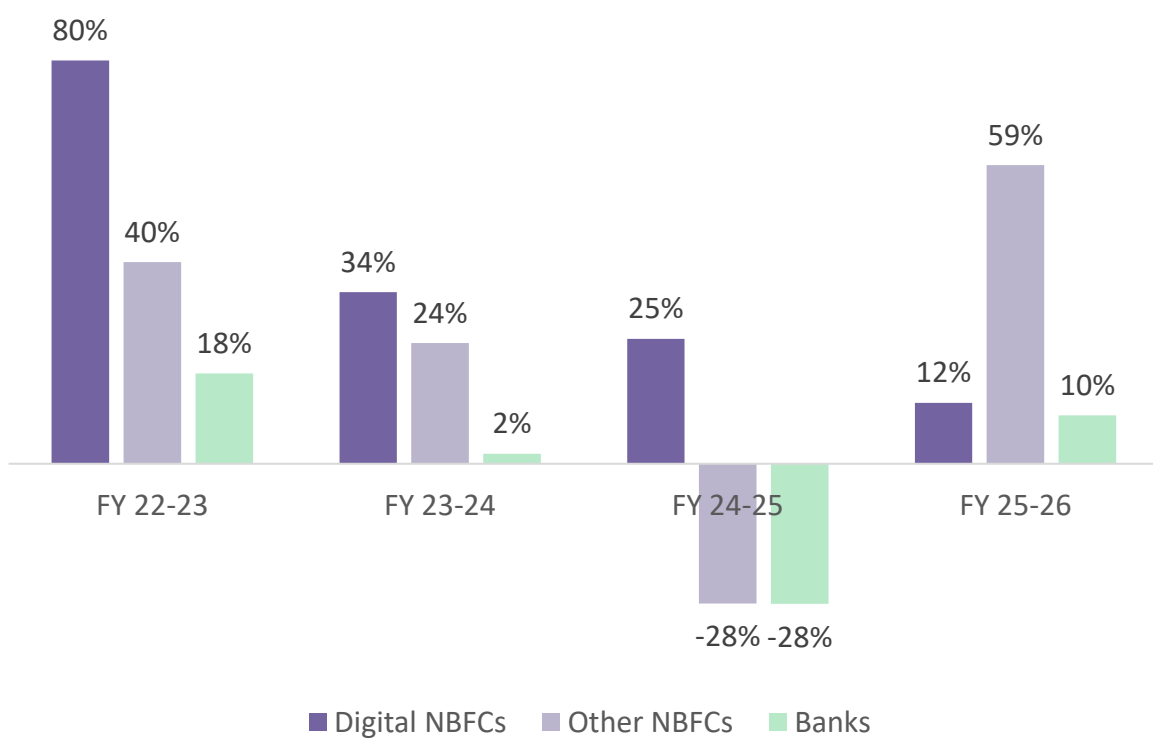
ticket sizes, Rs, FY 25-26



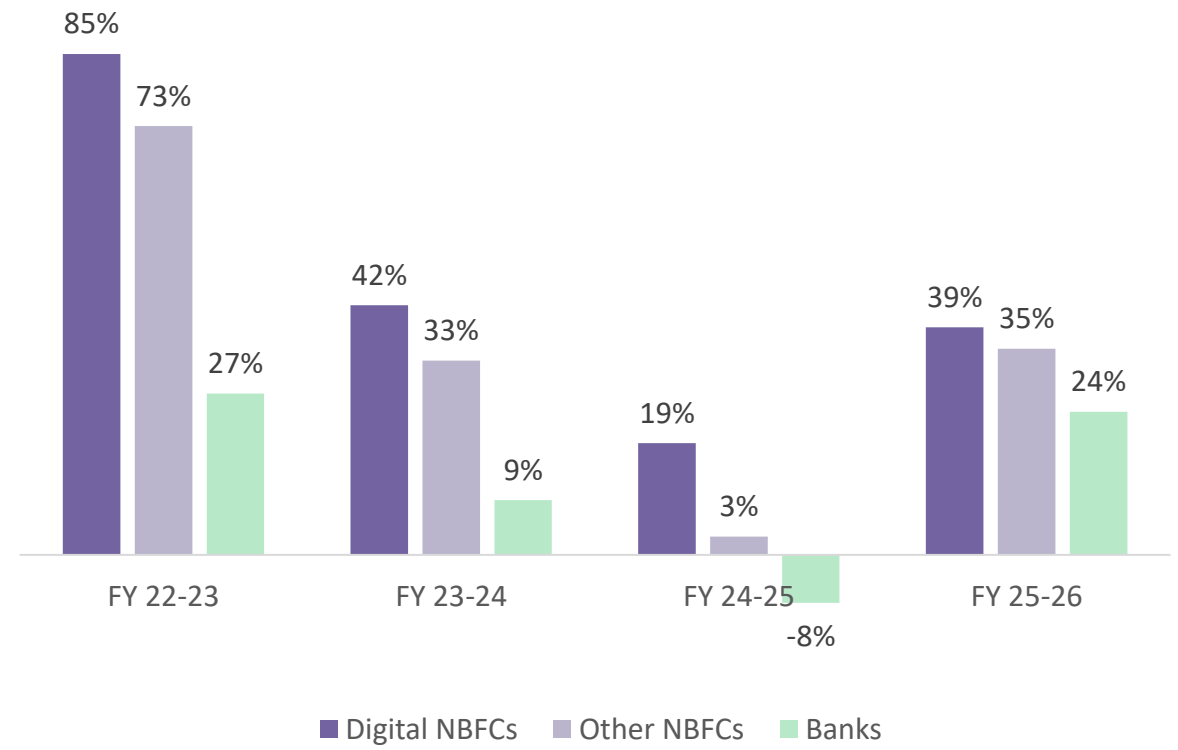
avg ticket size = sanction value/sanction volume.

The sanction volume growth rate has steadily declined year over year for digital NBFCs. Sanction volume and value growth rates for other NBFCs and banks increased significantly in FY 25-26 from FY 24-25.

y-o-y growth, sanction volume

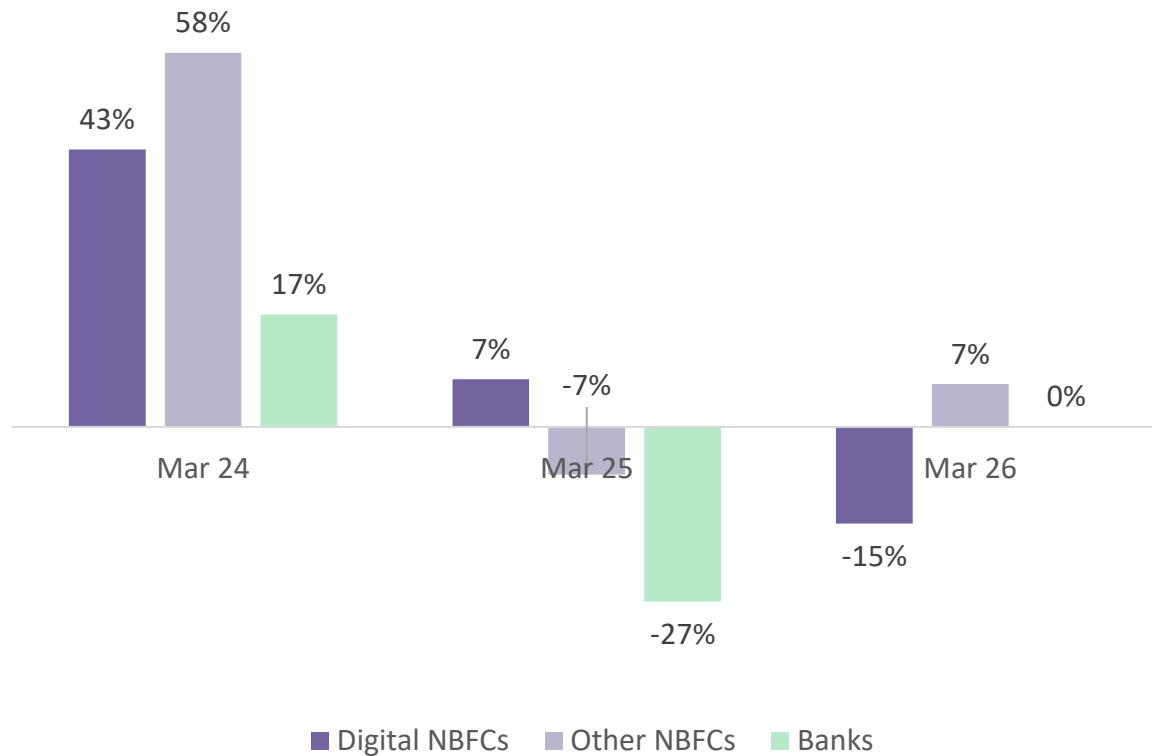


y-o-y growth, sanction value

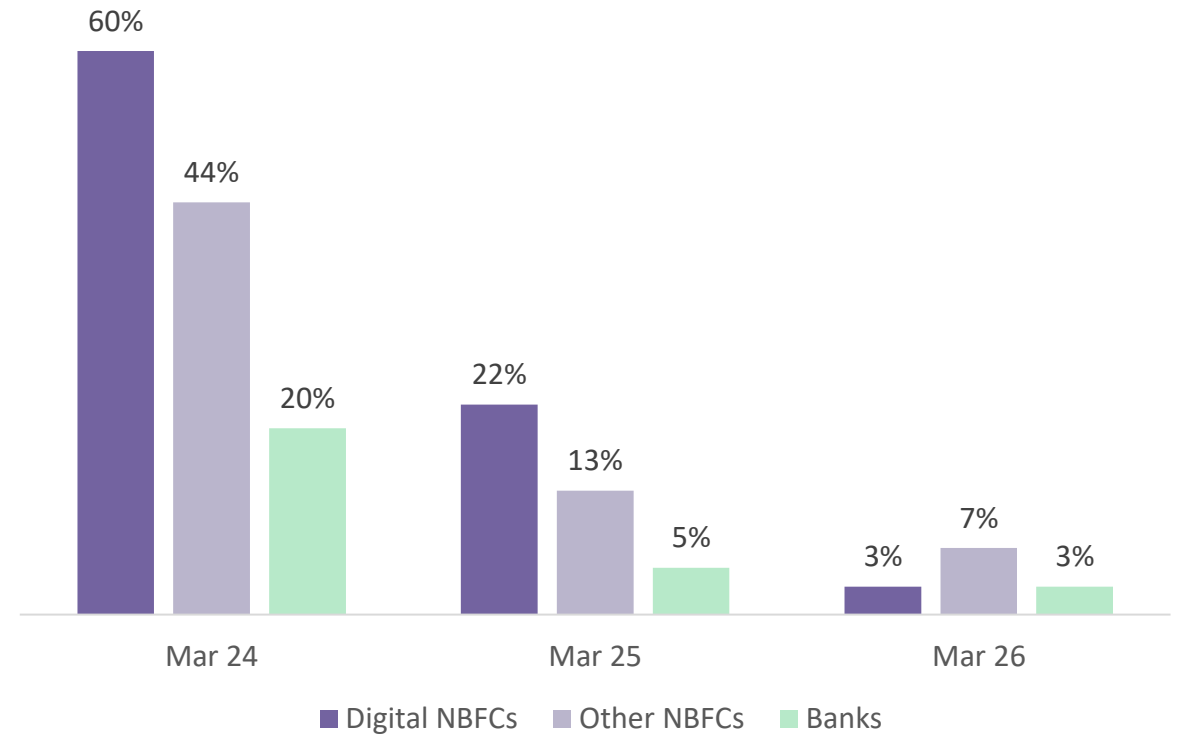


Overall loan outstanding growth rate has consistently improved over years for digital NBFCs compared to peers.

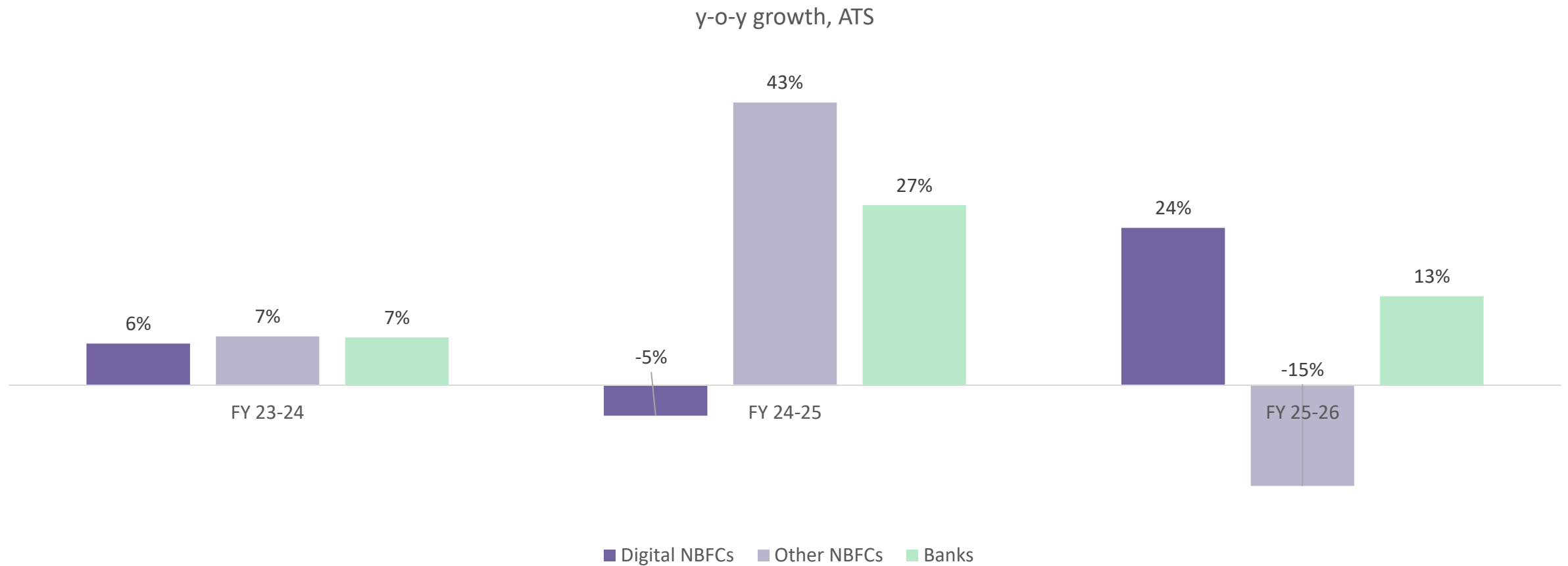
y-o-y growth, loan outstanding, volume



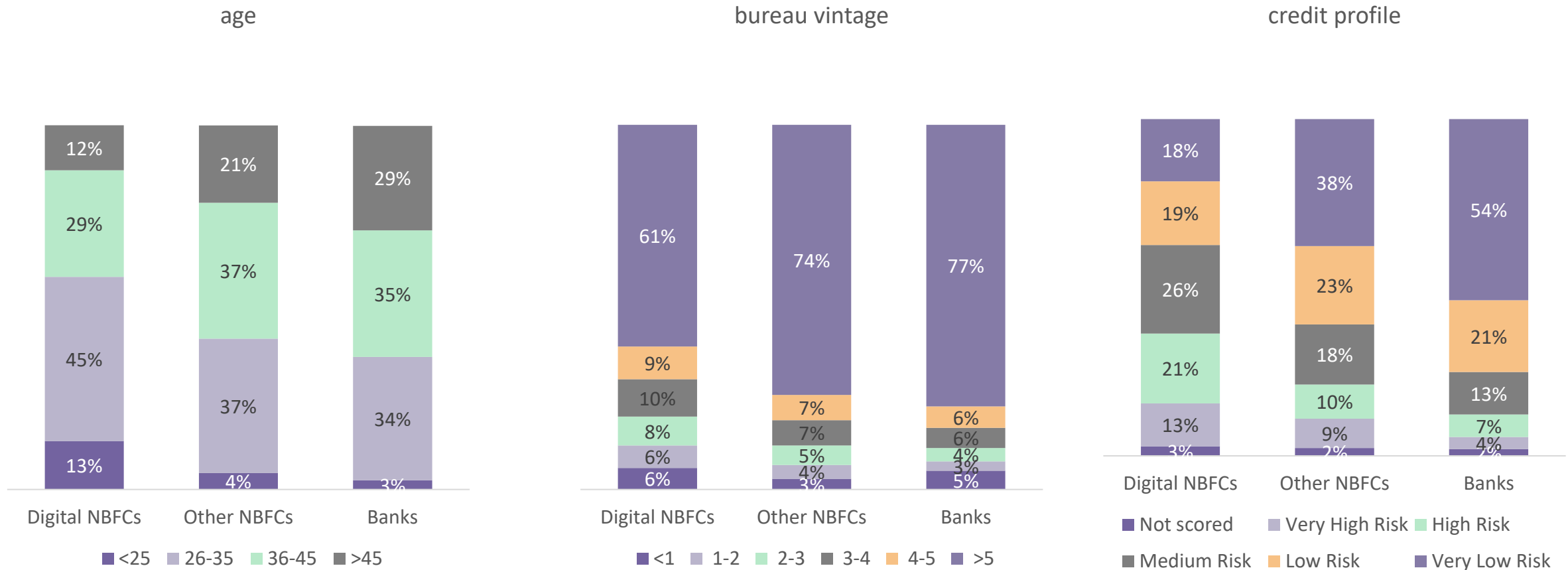
y-o-y growth, loan outstanding, value



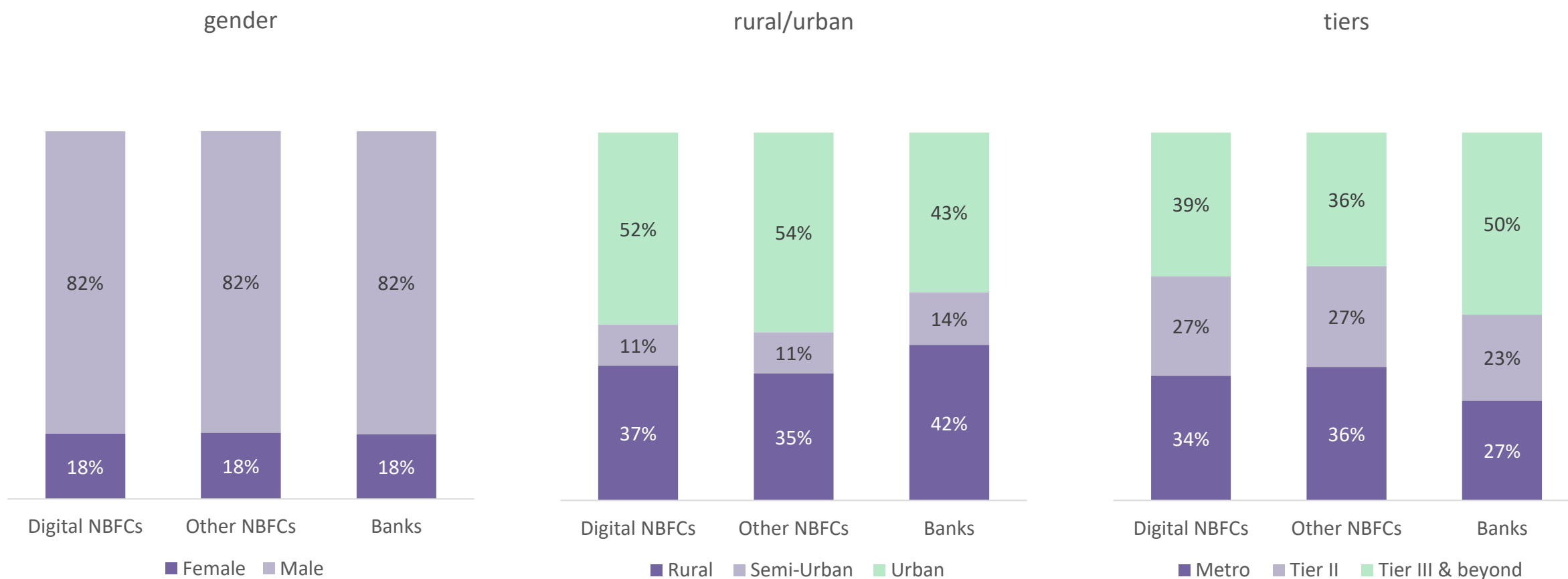
Average Ticket Size (ATS) growth rates vary significantly among the peer groups.



Digital loan customers are younger, with 58% of loans going to the < 35-year-old age bracket. 40% of loans are to customers with a bureau vintage of <5 years, and more than 60% are to customers with a mid-low risk profile.

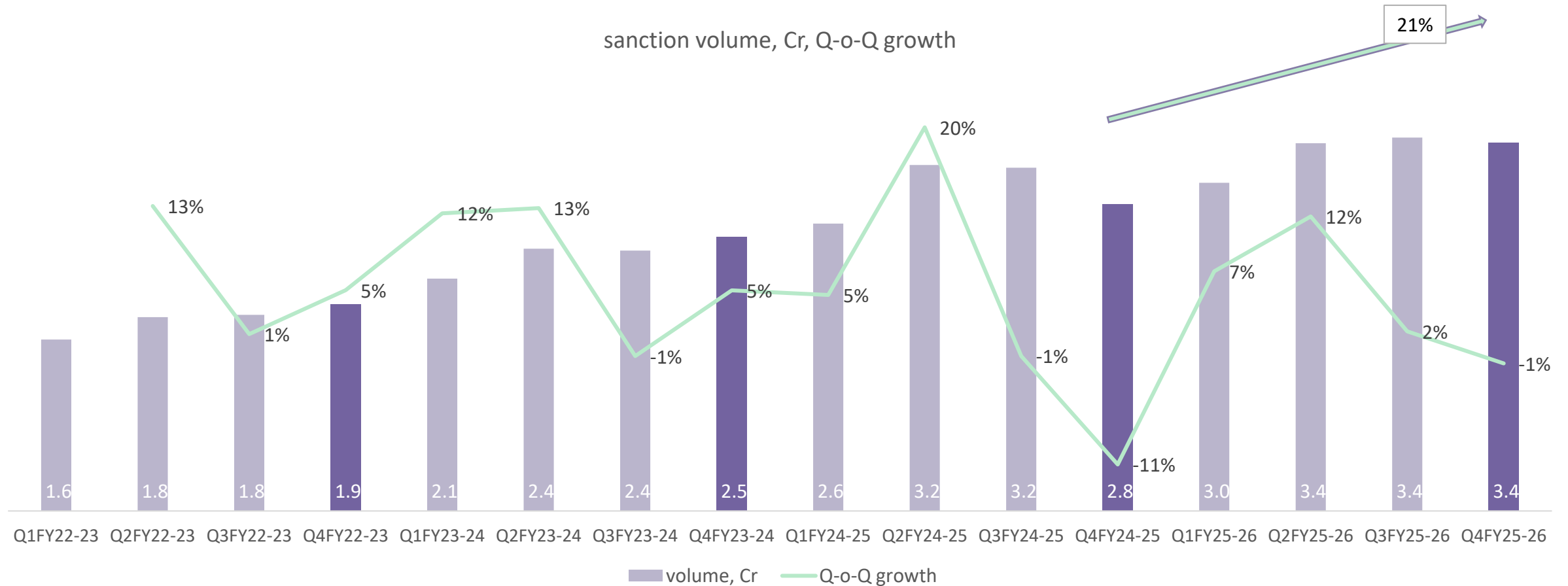


The composition of gender and location for personal loans by Digital NBFCs is not much different from that of their peer. This shows deeper persistent challenges in women's participation in the credit market. It also presents scope to diversify and expand by offering suitable products.



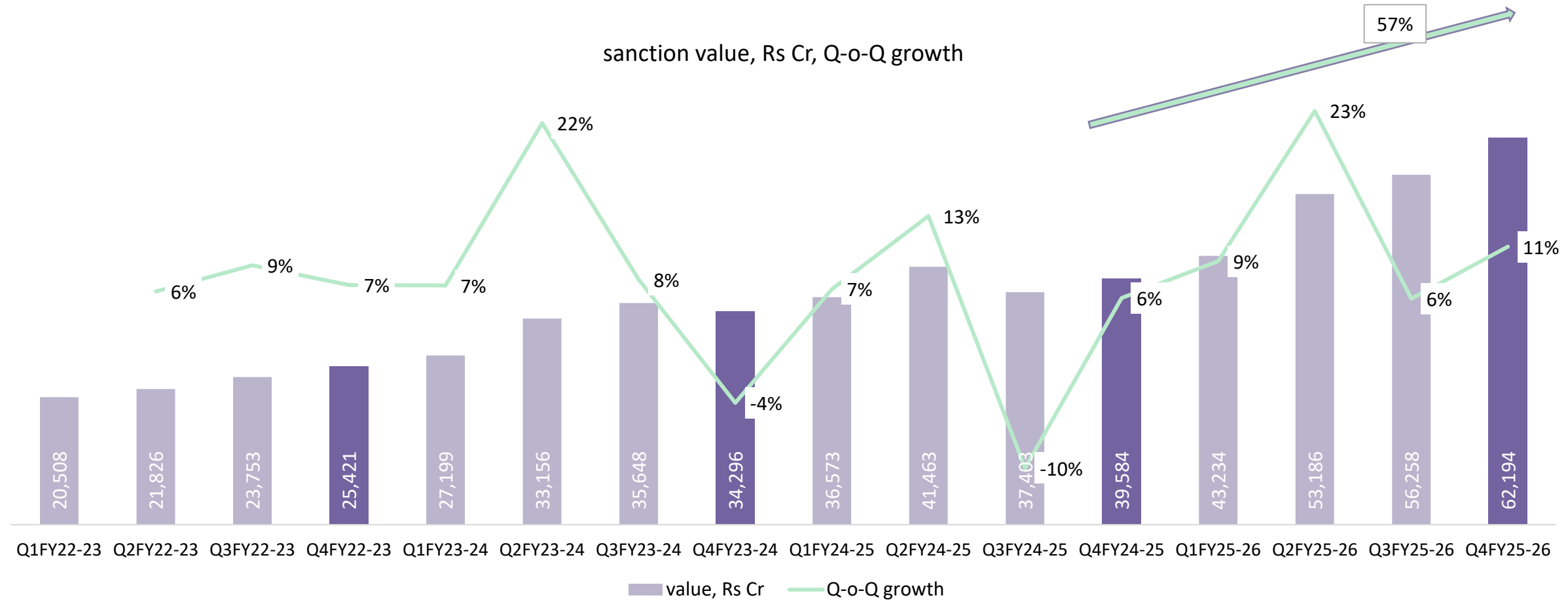
Part 2: digital personal loans

The growth rate of the sanction volume is moderating over time. In Q4 FY 2025-26, the sanction volume fell by 1% from Q3 FY 2025-26, and increased by 21% from Q4 FY 24-25



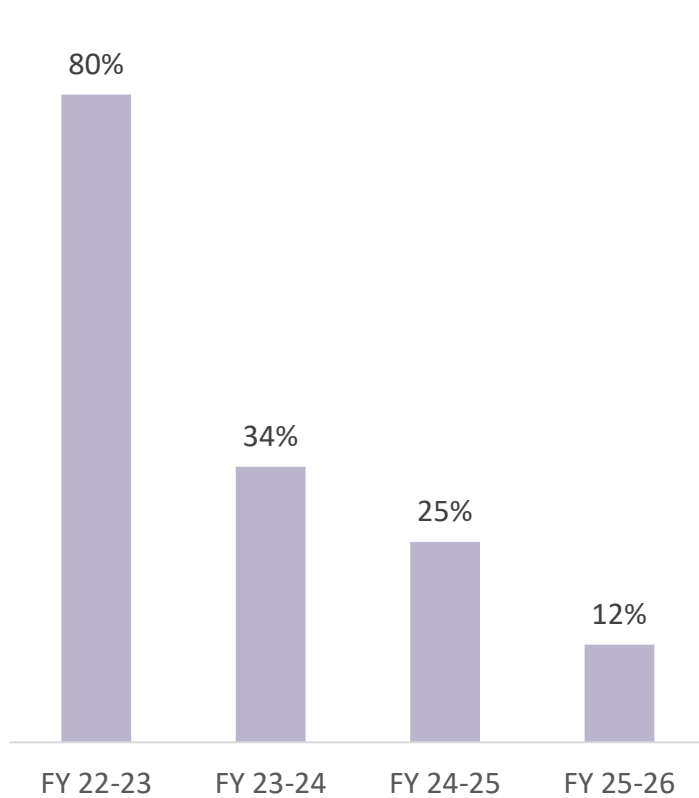
In Q4 FY 2025-26, the sanction value increased by 11% from Q3 FY 2025-26, and by 57% from Q4 FY 24-25.

sanction value, Rs Cr, Q-o-Q growth

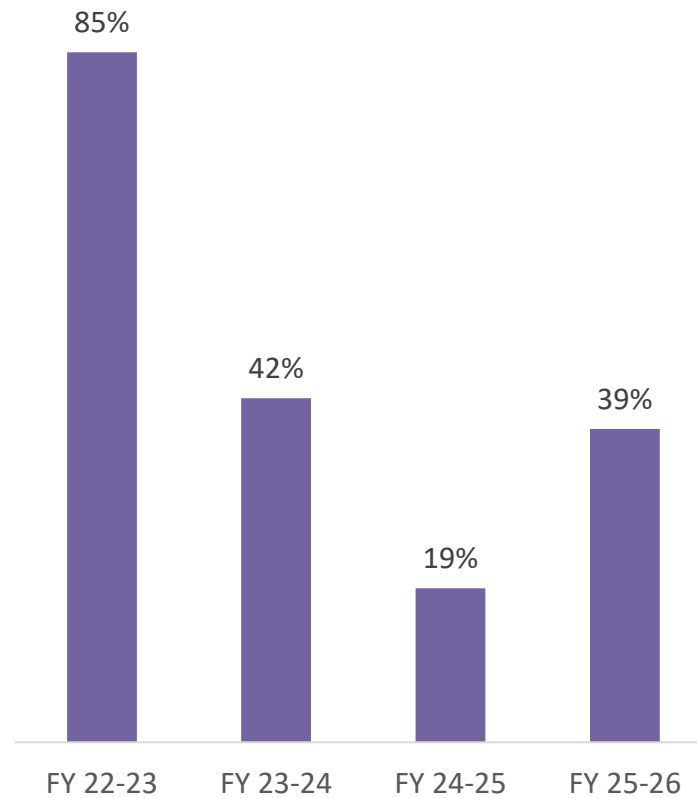


The growth rate of sanction volumes is progressively declining for digital NBFCs. However, the growth rate in sanction value has increased on the back of a higher average ticket size.

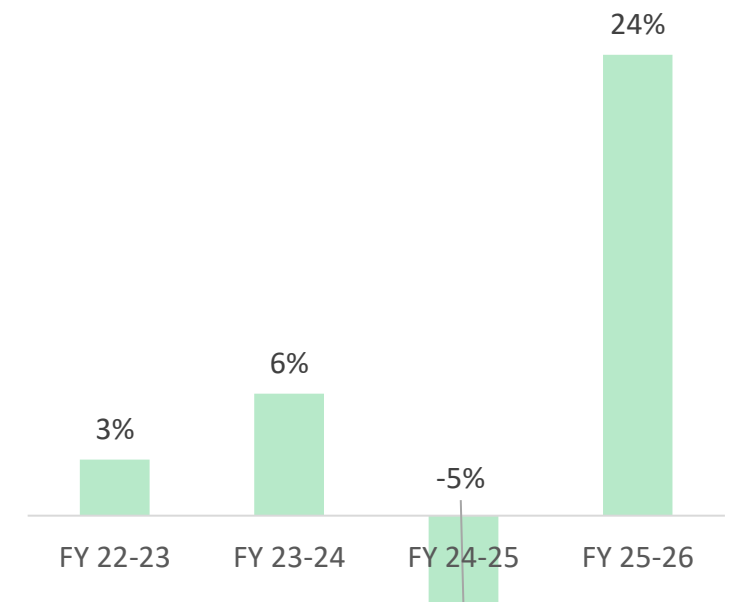
y-o-y growth, sanction volume



y-o-y growth, sanction value

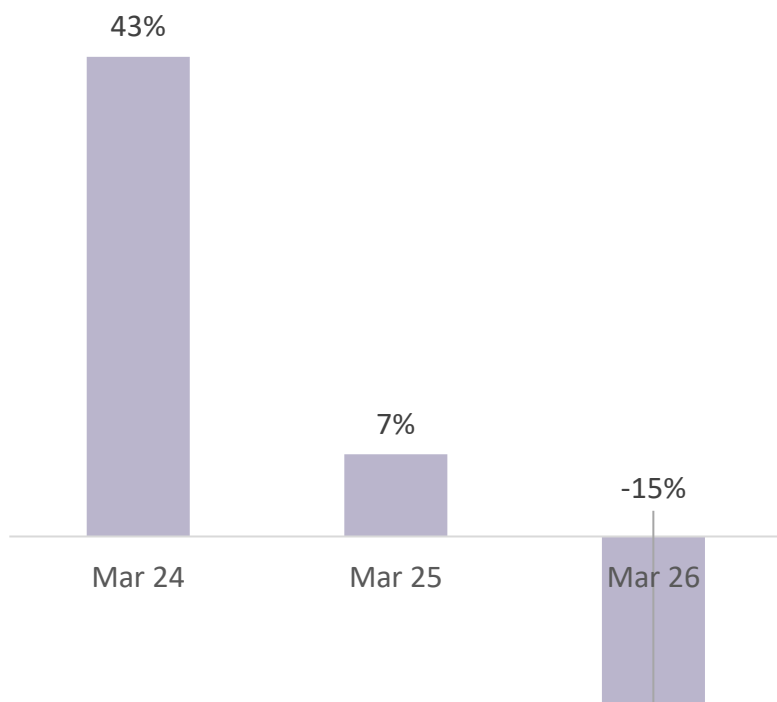


y-o-y growth, ATS

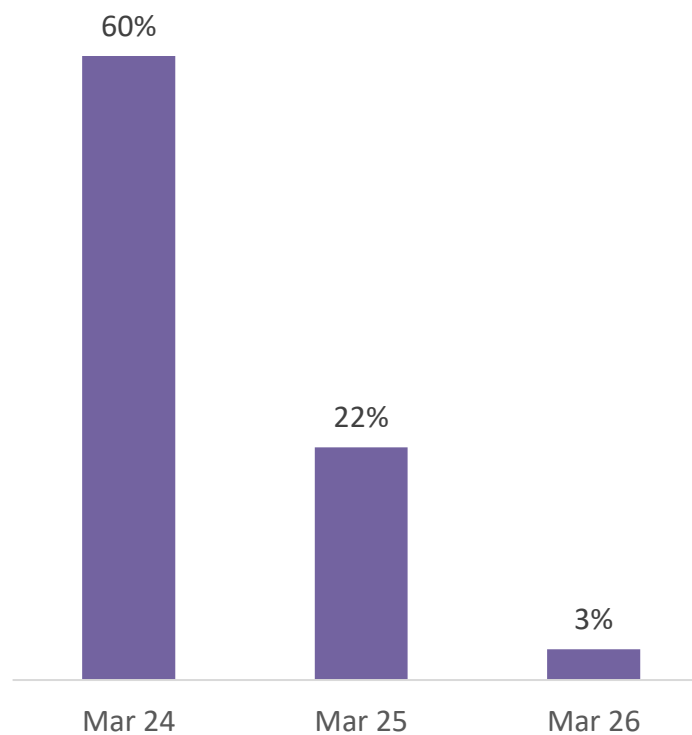


The growth rate of loan outstanding volumes and value has consistently declined. Lower drop in value compared to volume due to higher average loan amount outstanding per loan.

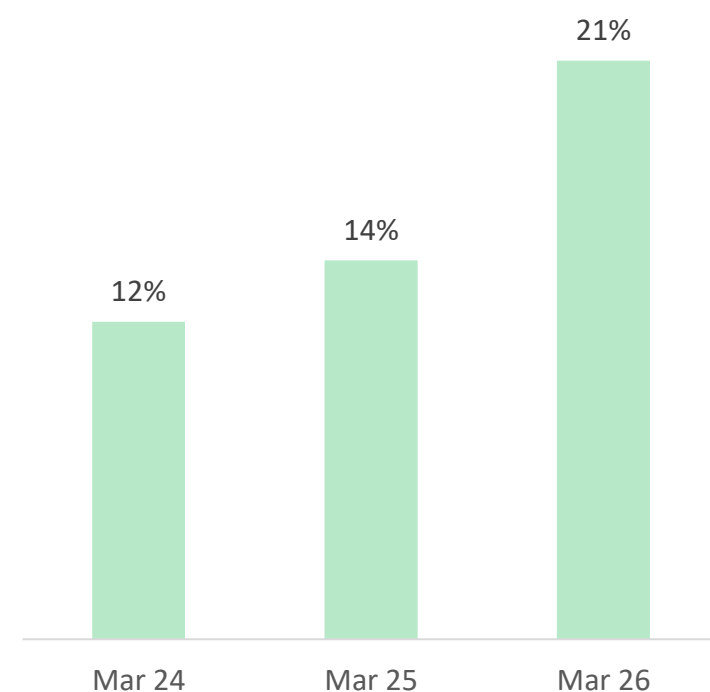
y-o-y growth, loan outstanding volume



y-o-y growth, loan outstanding, value

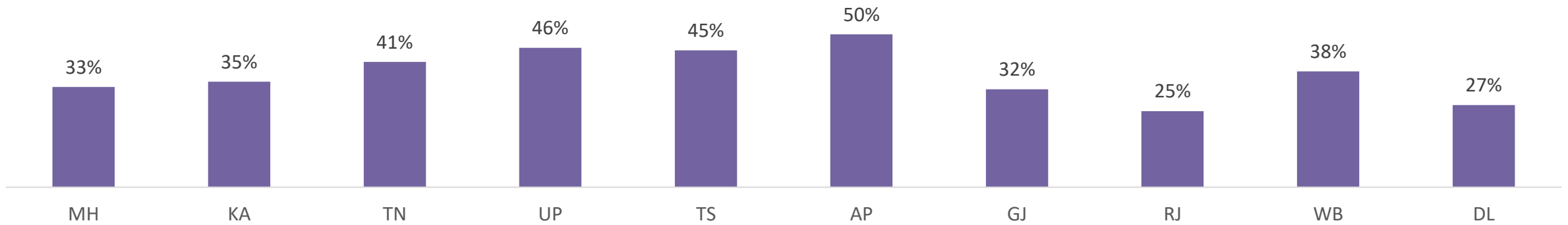


y-o-y growth, avg loan amount outstanding per loan

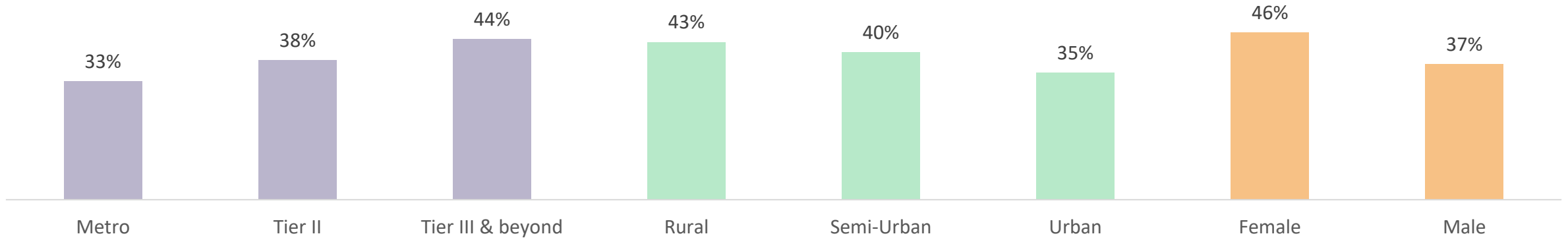


The charts below show the change in sanction value in FY 25-26 over FY 24-25 across the top 10 states, geography and gender.

sanction growth in top 10 states

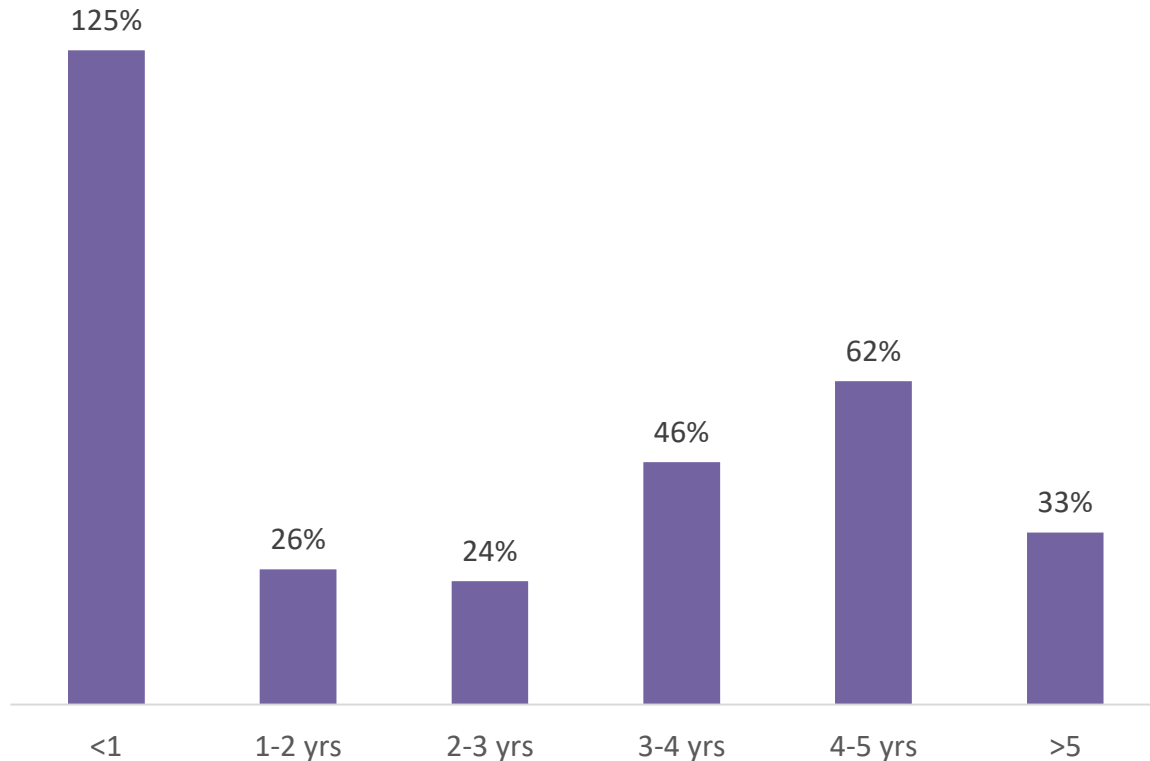


sanction growth across demographics

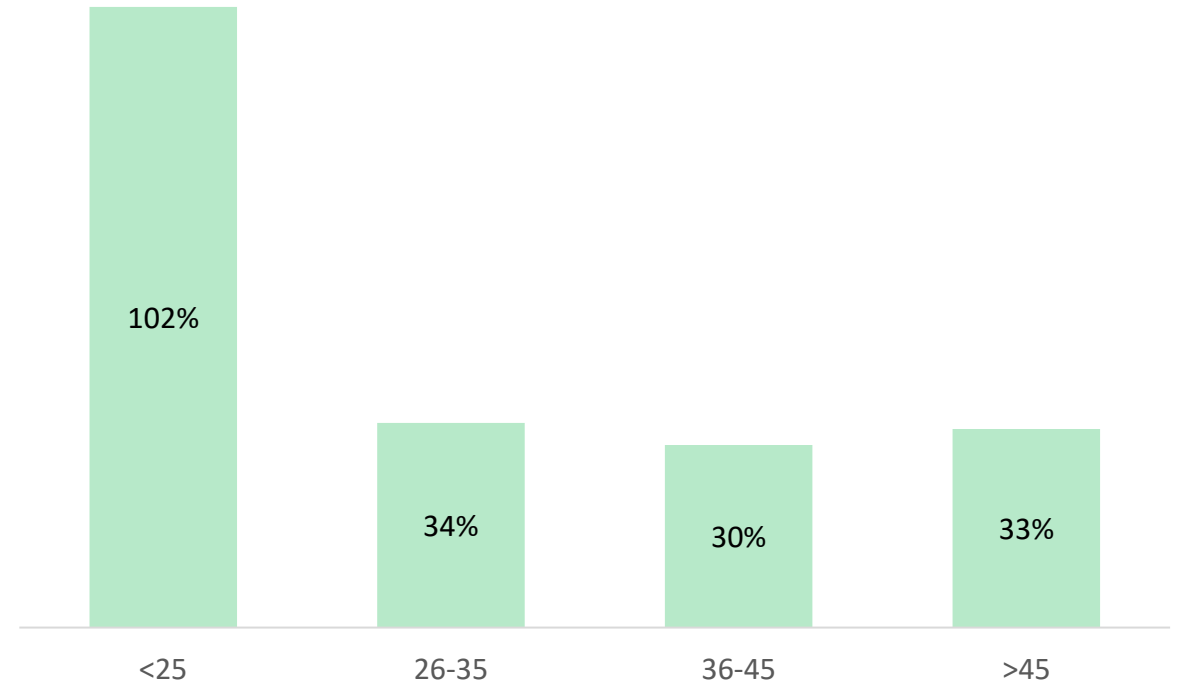


The growth rate across bureau vintage and age for digital NBFCs is shown in the charts below. The growth is significantly higher among low-bureau vintage and younger customers.

growth, sanction value, bureau vintage



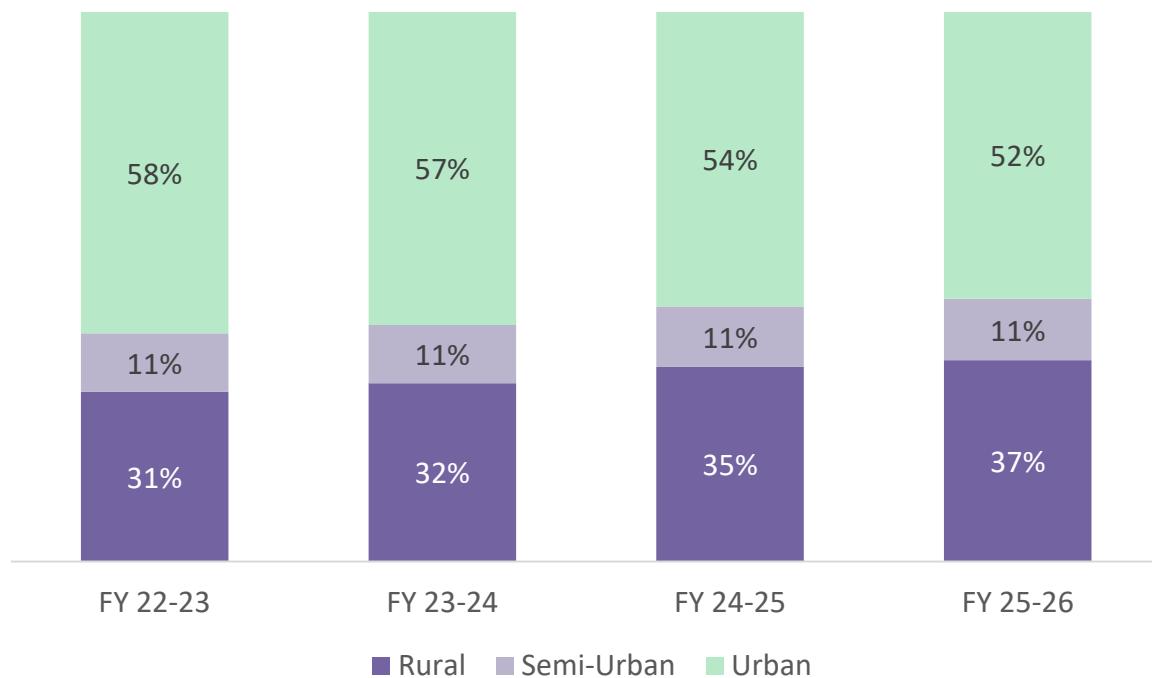
growth, sanction value, age



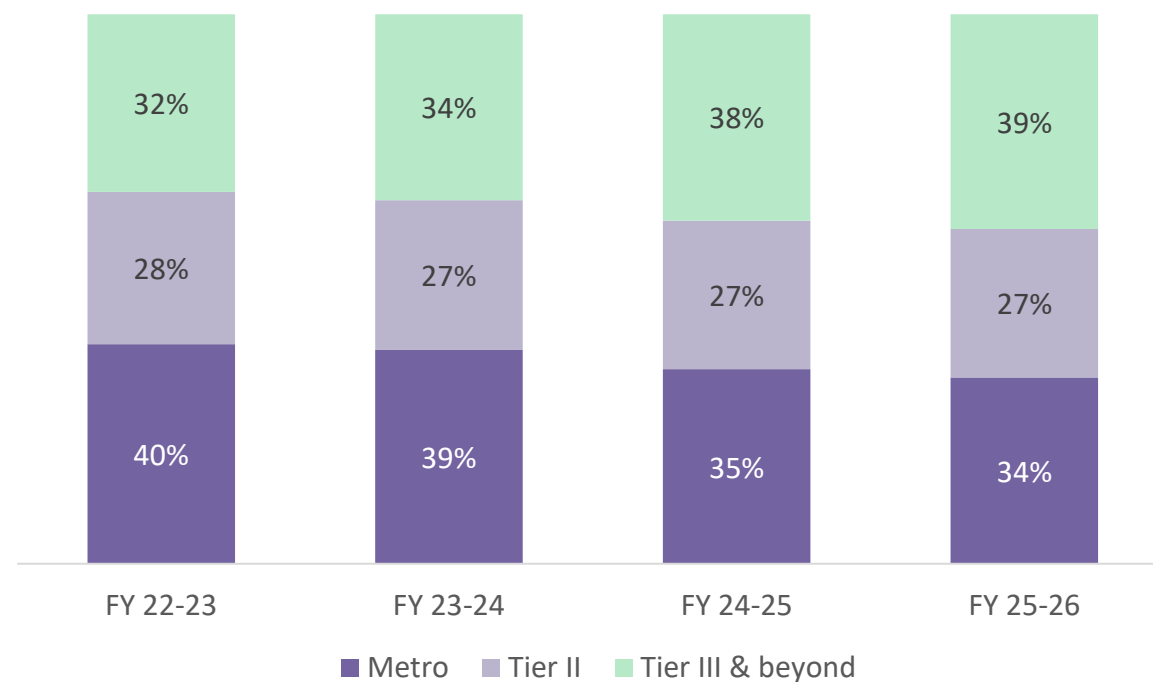
Bureau vintage and age, in years, for customers. Growth in sanction value, YoY in FY25-26 over FY24-25

The share of customers from rural areas is marginally increasing, although they are less likely to reside there. We note that a) mapping of rural/urban is based on the 2011 census and is not truly reflective of the current reality of urbanisation, and b) many new urban migrants submit permanent home addresses in rural areas. Most customers belong to Tier III and beyond.

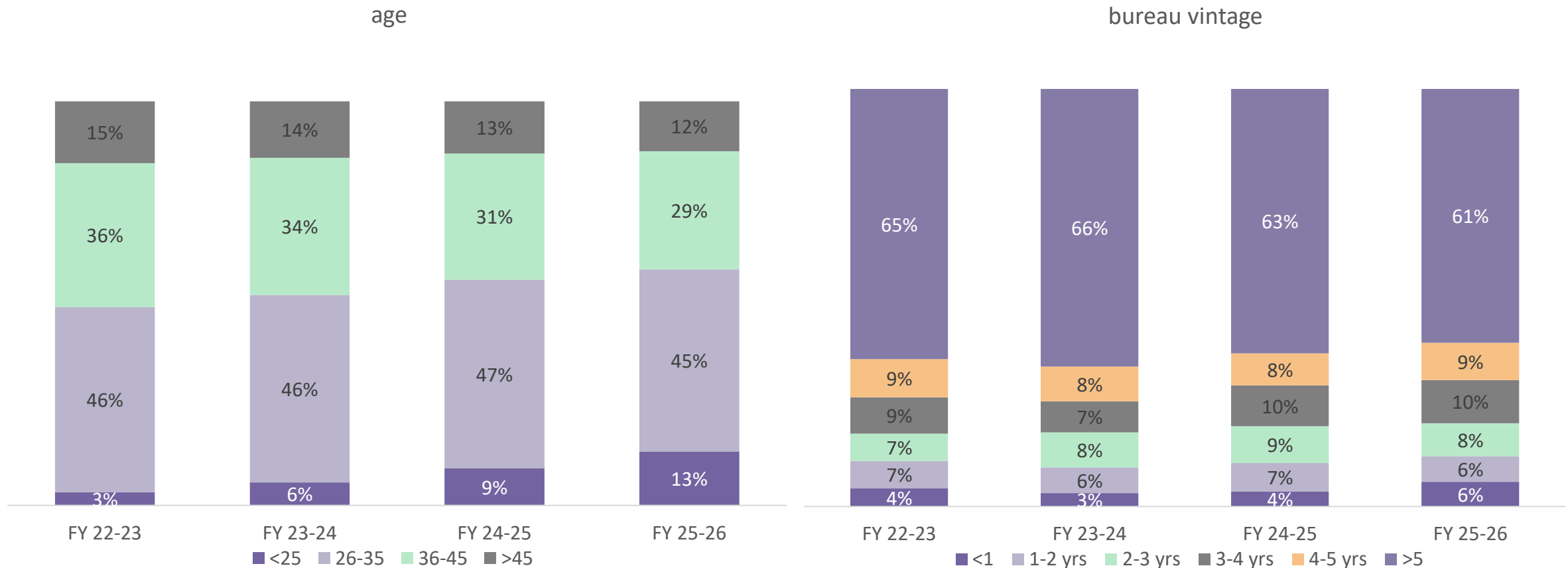
rural/urban



tiers



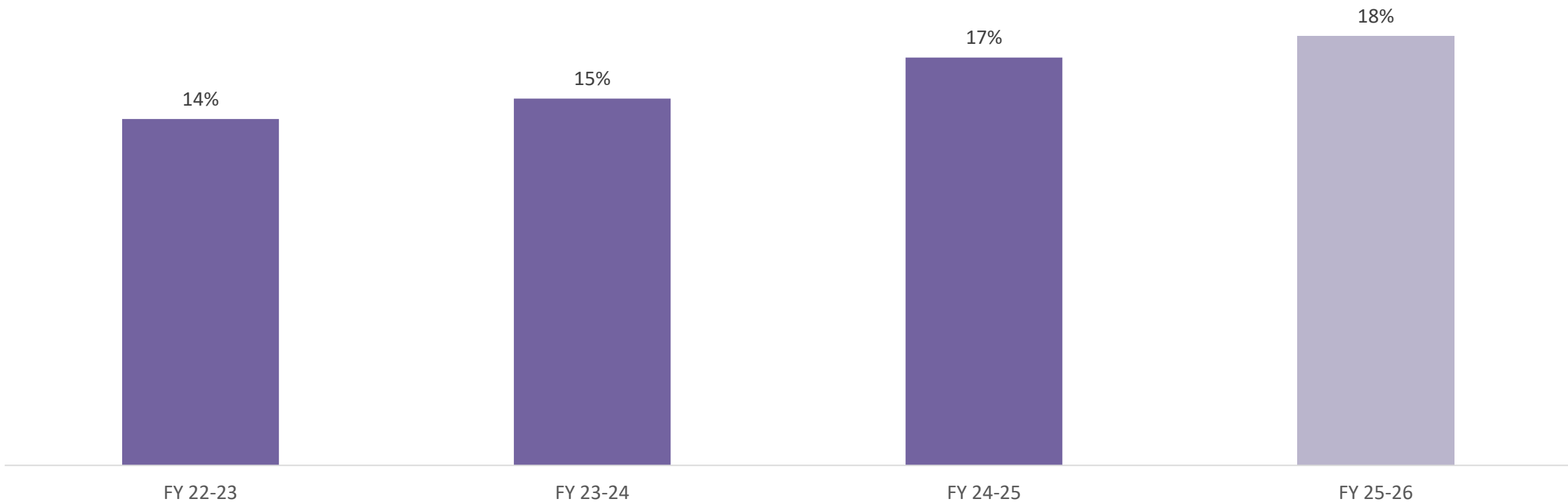
For young customers, digital lending is the choice, with 58% of loan sanction value to customers aged <35 years. Digital lending's ability to meet the opportunities presented by credit demand for current and future needs holds enormous promise for responsible and sustainable growth over the long term.



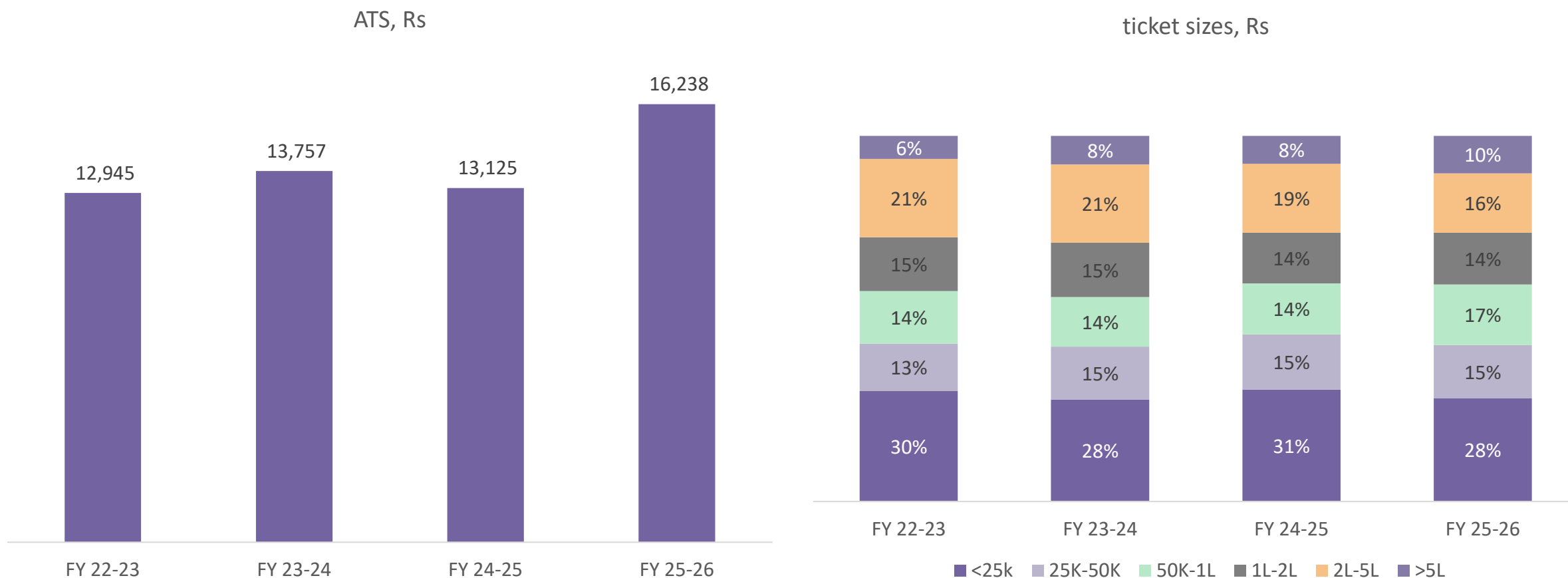
Share on sanction value, bureau vintage and age for customers in years

Female participation in the digital personal loan market is gradually improving.

female participation



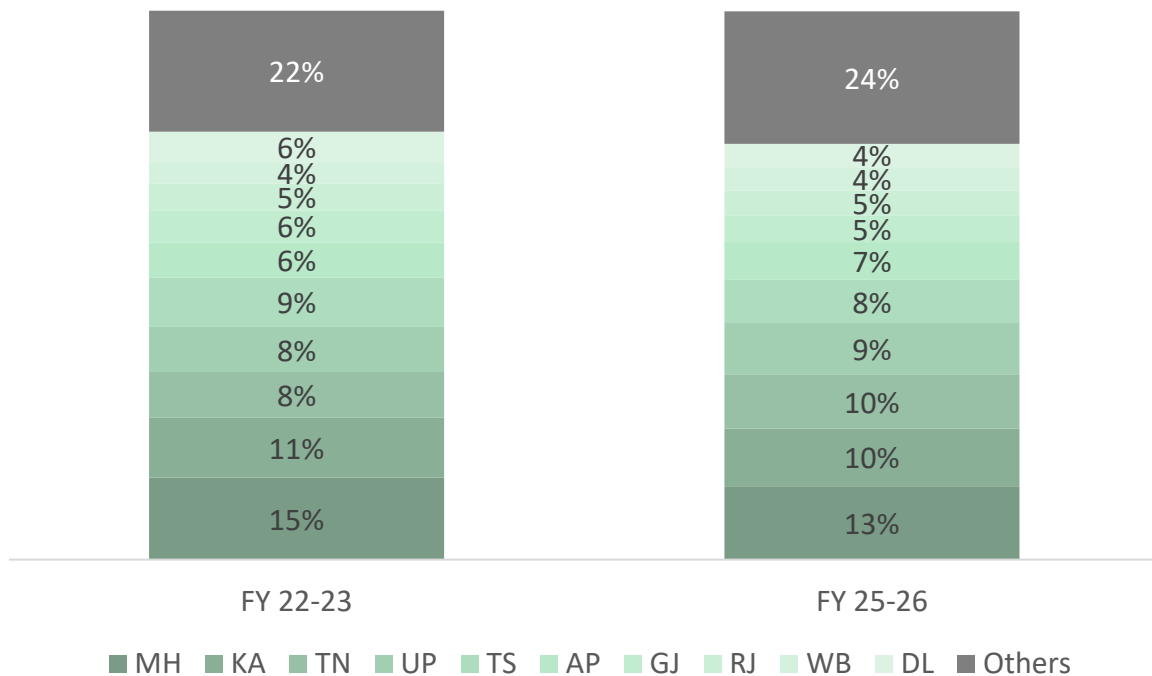
At the aggregate level, the average ticket size (ATS) is a little over Rs 16k, driven by a higher volume of small-value loans. However, the overall composition of digital loans is more diverse and spread across a wider range of ticket sizes.



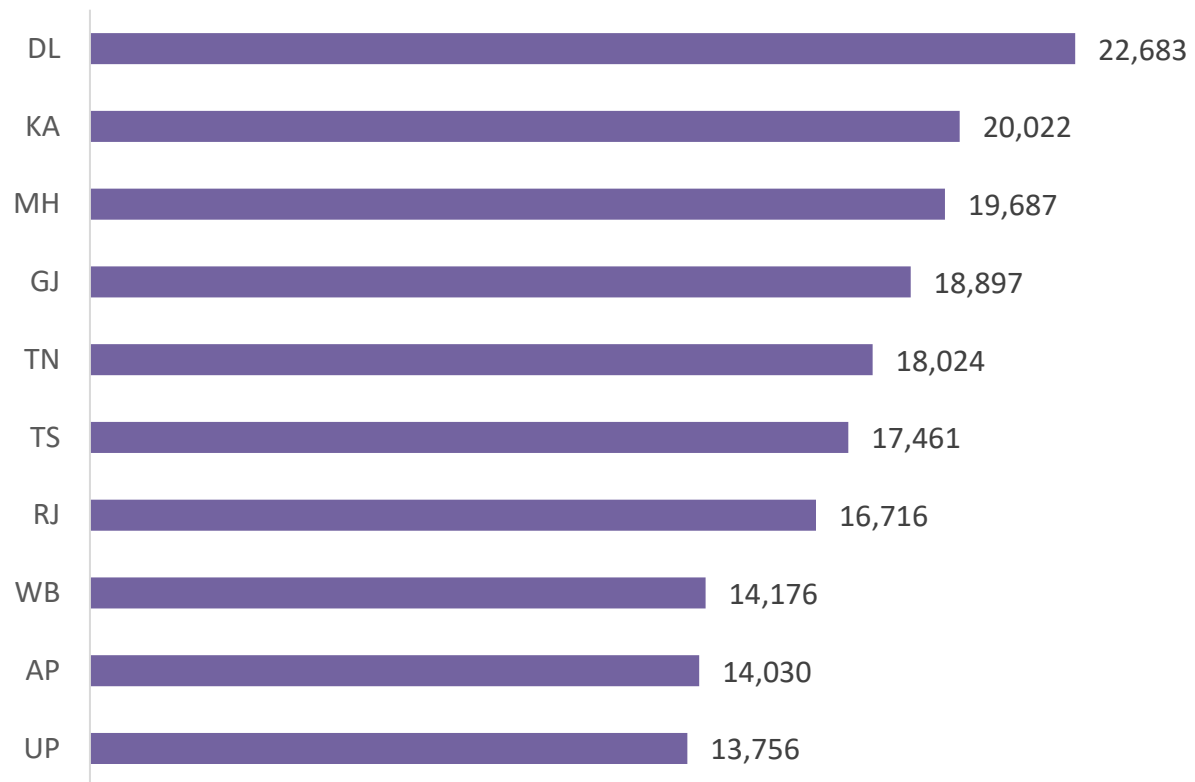
avg ticket size = sanction value/sanction volume

Charts below show loan sanctions and average ticket size across states.

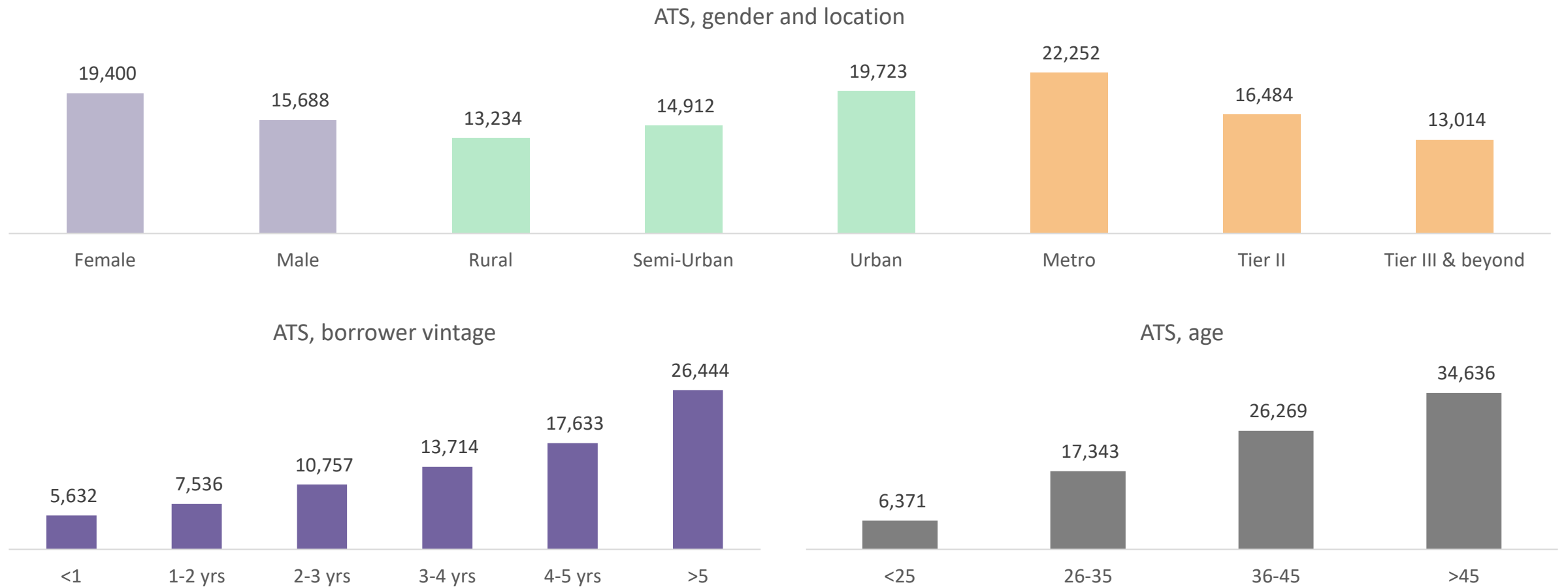
top 10 states, sanction value



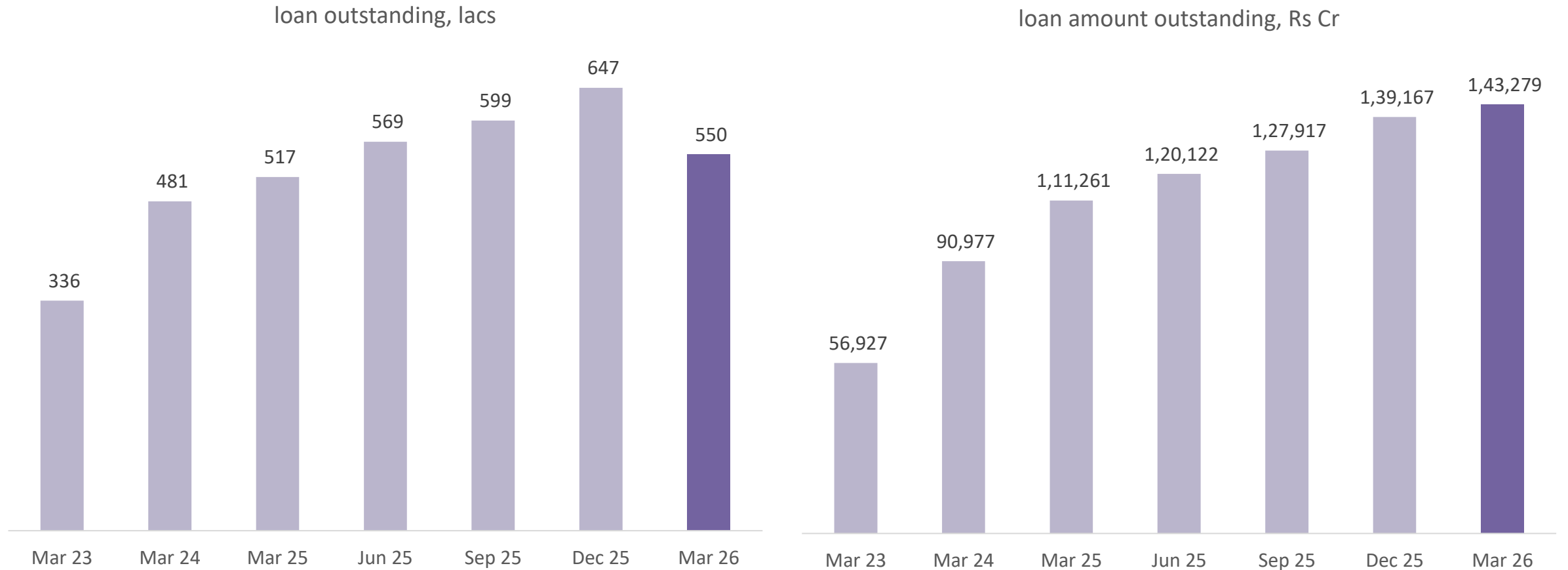
ATS, states, Rs, FY 25-26



The average ticket size for FY 25-26 varies across demographics and customer vintage. It is higher for female, urban, and metro customers and increases linearly with age and vintage.

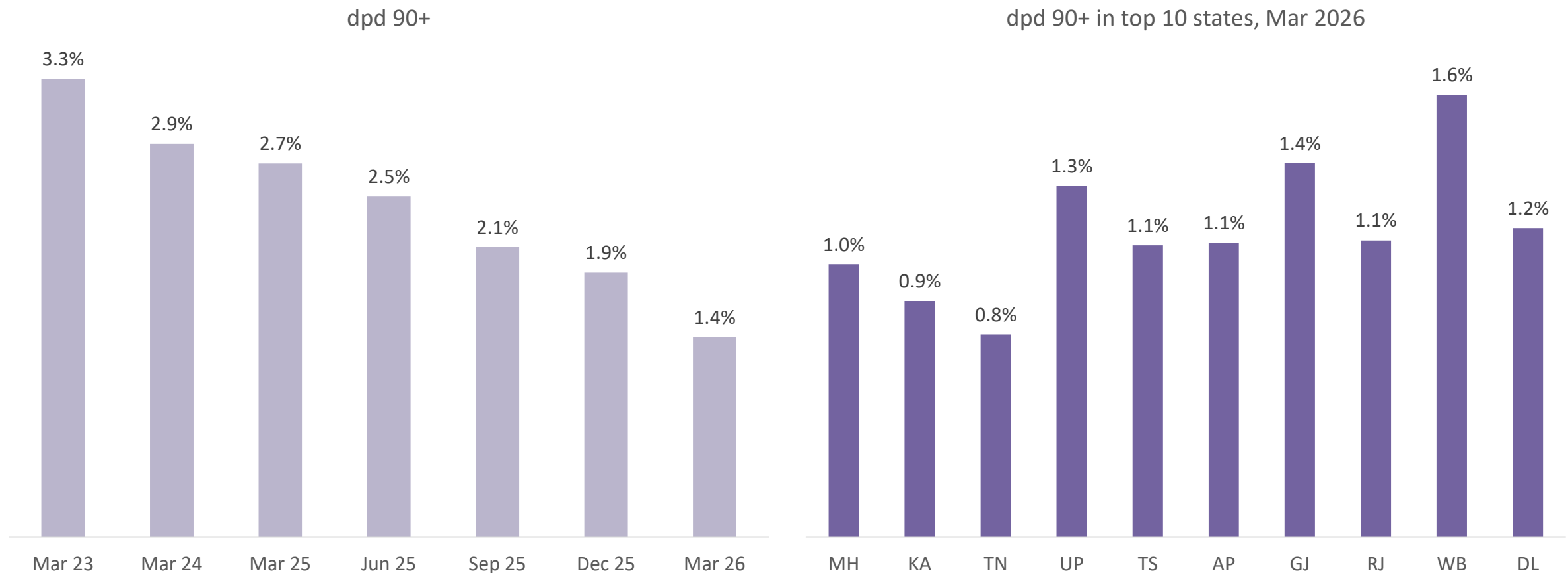


As of Mar 26, the digital personal loan volume is 5.5 Cr with an outstanding value of Rs 1.43 Lakh Cr



Loan amount outstanding includes 180+ portfolio

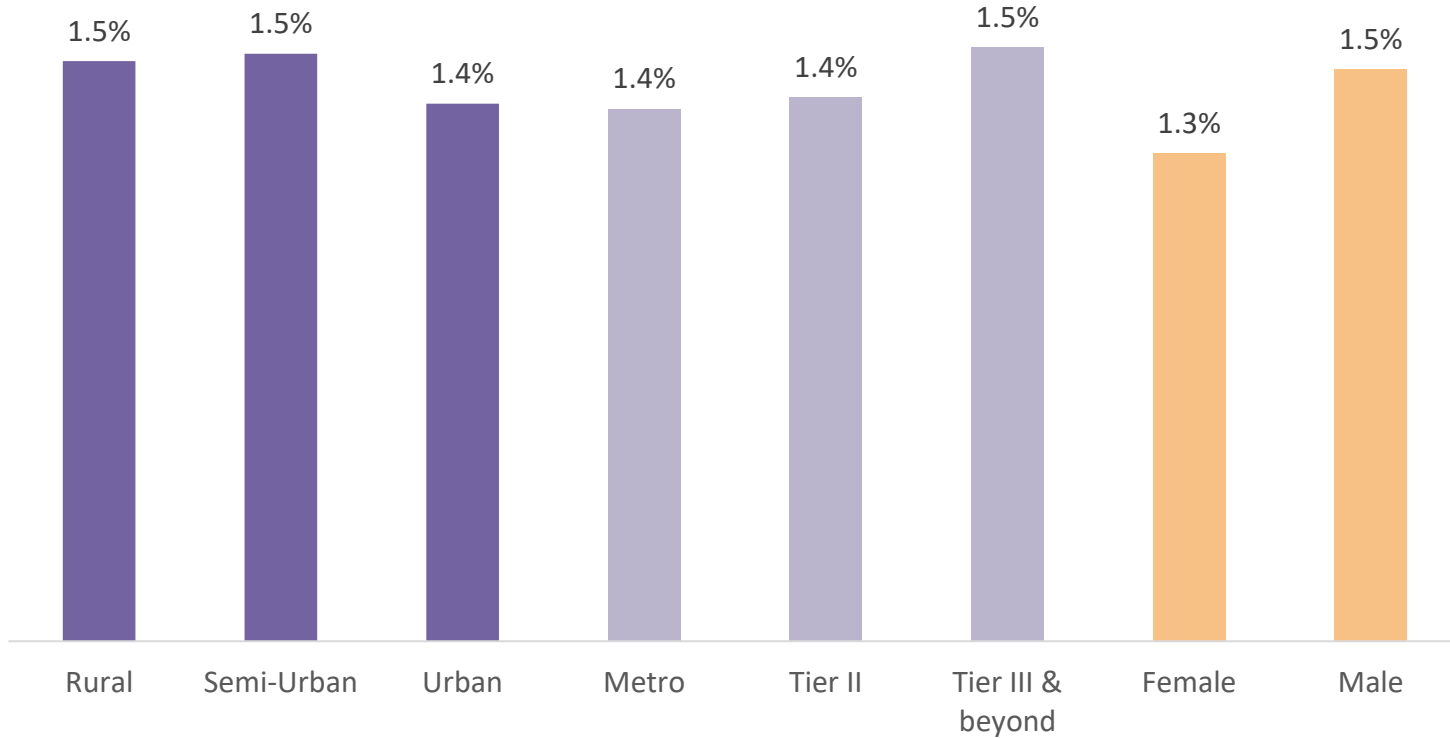
Overall, the portfolio quality (dpd 90+) is improving consistently and stands at 1.4%.



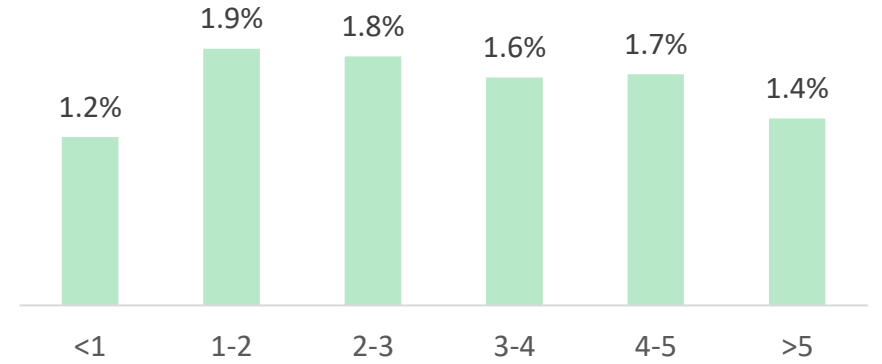
dpd 90+% = loan outstanding (90 to 180 dpd)/loan outstanding (0 to 180 dpd). Top 10 states based on sanction value in period FY 25-26.

Portfolio quality varies across market segments, as shown in the chart below.

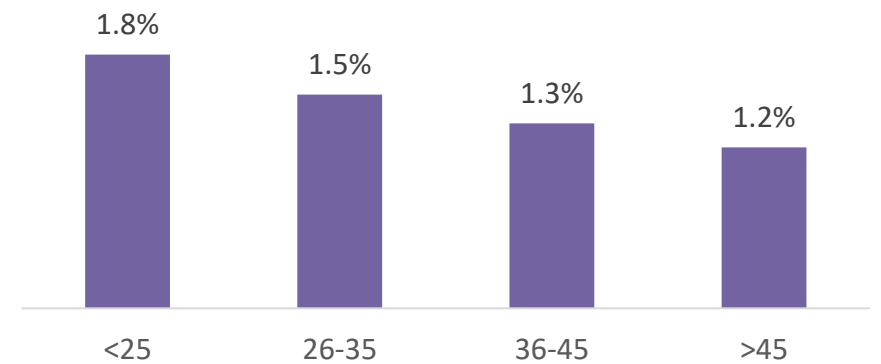
dpd 90+ across market segments, Mar 26



dpd 90+, vintage, Mar 26



dpd 90+, age, Mar 26



Part 3: annexures

1: sanctions in FY 25-26

FY 25-26 Sanctions	volume, Cr	value, Rs Cr	avg sanction value per loan, Rs	share in volume	share in value
Digital NBFCs	13.2	214,873	16,238	77%	19%
Other NBFCs	2.6	236,245	90,547	15%	21%
Banks	1.4	694,283	491,219	8%	61%
Total	17.3	1,145,401	66,379	100%	100%

2: loan outstanding, Mar 26

Mar 26	volume, Cr	value, Rs Cr	avg outstanding per loan, Rs	volume	value
Digital NBFCs	5.5	143,279	26,053	45%	9%
Other NBFCs	2.9	303,722	103,799	24%	18%
Banks	3.8	1,203,739	315,259	31%	73%
Total	12.2	1,650,740	134,823	100%	100%

Loan amount outstanding includes 180+ portfolio

3: loan outstanding volume, Cr

	Digital NBFCs	Other NBFCs	Banks	Total
Mar 23	3.36	1.60	4.32	9.29
Mar 24	4.81	2.53	5.08	12.43
Mar 25	5.17	2.34	3.70	11.21
Jun 25	5.69	2.47	3.85	12.00
Sep 25	5.99	2.58	3.77	12.34
Dec 25	6.47	2.74	3.82	13.03
Mar 26	5.50	2.93	3.82	12.24

4: loan outstanding value, Rs Cr

	Digital NBFCs	Other NBFCs	Banks	Total
Mar 23	56,927	147,387	865,535	1,069,849
Mar 24	90,977	211,859	1,036,690	1,339,526
Mar 25	111,261	239,689	1,088,276	1,439,226
Jun 25	120,122	256,703	1,117,594	1,494,419
Sep 25	127,917	271,476	1,138,782	1,538,175
Dec 25	139,167	283,687	1,169,246	1,592,100
Mar 26	143,279	303,722	1,203,739	1,650,740

5: sanction volume, Cr

	Digital NBFCs	Other NBFCs	Banks	Total
FY 22-23	7.07	1.83	1.75	10.65
FY 23-24	9.47	2.27	1.78	13.52
FY 24-25	11.81	1.64	1.29	14.74
FY 25-26	13.23	2.61	1.41	17.26

6: sanction value, Rs Cr

	Digital NBFCs	Other NBFCs	Banks	Total
FY 22-23	91,508	127,659	556,329	775,497
FY 23-24	130,299	169,775	608,116	908,190
FY 24-25	155,022	175,029	558,516	888,567
FY 25-26	214,873	236,245	694,283	1,145,401

7: average ticket size, Rs

	Digital NBFCs	Other NBFCs	Banks	Total
FY 22-23	12,945	69,756	317,777	72,819
FY 23-24	13,757	74,878	340,694	67,157
FY 24-25	13,125	106,763	433,127	60,282
FY 25-26	16,238	90,547	491,219	66,379

8: share across gender/rsu/tiers, sanctioned value FY 25-26

	Female	Rural	Semi-Urban	Urban	Metro	Tier II	Tier III & beyond
Digital NBFCs	18%	37%	11%	52%	34%	27%	39%
Other NBFCs	18%	35%	11%	54%	36%	27%	36%
Banks	18%	42%	14%	43%	27%	23%	50%
Total	18%	40%	13%	47%	30%	25%	45%

9: share across age, years, sanctioned value FY 25-26

	<25	26-35	36-45	>45	Total
Digital NBFCs	13%	45%	29%	12%	100%
Other NBFCs	4%	37%	37%	21%	100%
Banks	3%	34%	35%	29%	100%
Total	5%	37%	34%	24%	100%

10: share across bureau vintage, years, sanction value FY 25-26

	<1	1-2	2-3	3-4	4-5	>5	Total
Digital NBFCs	6%	6%	8%	10%	9%	61%	100%
Other NBFCs	3%	4%	5%	7%	7%	74%	100%
Banks	5%	3%	4%	6%	6%	77%	100%
Total	5%	3%	5%	7%	7%	73%	100%

11: share across credit profile, sanction value FY 25-26

	Not scored	Very High Risk	High Risk	Medium Risk	Low Risk	Very Low Risk	Total
Digital NBFCs	3%	13%	21%	26%	19%	18%	100%
Other NBFCs	2%	9%	10%	18%	23%	38%	100%
Banks	2%	4%	7%	13%	21%	54%	100%
Total	2%	6%	10%	16%	21%	44%	100%

12: share across ticket size Rs, sanction value FY 25-26

	<25k	25k-50k	50k-1L	1L-2L	2L-5L	>5L	Total
Digital NBFCs	28%	15%	17%	14%	16%	10%	100%
Other NBFCs	5%	5%	15%	18%	22%	34%	100%
Banks	0%	0%	2%	6%	15%	76%	100%
Total	6%	4%	7%	10%	17%	55%	100%



Fintech Association for Consumer Empowerment (FACE) is the RBI-recognised Self-Regulatory Organisation in the FinTech sector (SRO-FT). Currently comprising over 385+ members, FinTech companies of all kinds come together at FACE to build an industry that delivers customer-centric digital financial services that are safe, suitable, and transparent, with positive impacts on society and the economy.

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