

A Comparative Study on Digital Lending for Gold, Personal and Business (MSME) Loans with Reference to Shriram One App at Kamala Nagar Branch, Ananthapuramu

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ABSTRACT

This study examines digital lending through the Shriram One App for Gold, Personal, and MSME Loans. The study analyzes efficiency, utility, and customer satisfaction using primary data from 120 respondents and secondary data from company reports. Findings reveal that most users are aged 29-35 (45%) and are salaried employees (40%). Gold Loans are most preferred (50%), followed by Personal Loans (30%) and MSME Loans (20%). Majority (84%) find digital lending faster than traditional methods, while 75% are satisfied with loan approval. Digital lending has reduced branch visits for 80% of respondents. Challenges remain in document uploading and MSME loan complexity.

Keywords: Digital Lending, FinTech, Gold Loans, Personal Loans, MSME Loans, Shriram One App

1. INTRODUCTION

Digital lending is the process of loan application, verification, approval, and disbursement conducted electronically through websites and mobile applications without physical paperwork. India's digital financial ecosystem comprises Aadhaar (Identity), e-KYC/DigiLocker (Paperless), UPI/AEPS (Cashless), and Account Aggregator (Consent) layers, which enable secure and seamless digital financial transactions.

Shriram Finance Limited, one of India's largest NBFCs, offers the Shriram One App for Gold Loans, Personal Loans, and MSME Loans, allowing customers to apply and access services digitally with minimal effort.

This study analyses customer preferences, satisfaction, and operational efficiency of digital lending through this platform.

2. REVIEW OF LITERATURE

- Arner, Barberis, and Buckley (2015) describe the evolution of FinTech as a post-crisis financial paradigm, showing how digital innovation reshapes financial services, delivery channels, and customer access.
- Gomber, Koch, and Siering (2018) explain the growth of digital finance and identify future research directions, emphasizing the role of platforms, data-driven processes, and customer-centric financial technology.

- The Reserve Bank of India (2022) provides guidelines on digital lending, highlighting transparency, responsible lending, and the need for fair and secure digital credit practices.

- Mamta (2022), together with World Bank and IFC publications on digital financial services and MSME finance, shows that digital platforms can improve access, but product complexity and documentation still affect adoption. These studies support the present analysis of gold, personal, and MSME loans on the Shriram One App.

3. NEED FOR THE STUDY

The study is needed to analyze the digital lending process through Shriram One App, compare the efficiency and accessibility of different loan products, understand customer convenience, and assess the effectiveness of digital lending in improving service.

4. SCOPE AND OBJECTIVES

The study is confined to Shriram One App at Kamala Nagar Branch, Ananthapuramu, and focuses on Gold Loans, Personal Loans, and MSME Loans. The objectives are to study the digital lending concept through the app, compare the three loan products, analyze customer convenience and accessibility, and understand the role of digital lending in operational efficiency.

5. RESEARCH METHODOLOGY

Data Sources:

Primary Data: Collected through structured questionnaires distributed to customers and staff at the Kamala Nagar Branch, Anantapur.

Secondary Data: Collected from reports provided by Shriram Finance, Kamala Nagar Branch Manager (Mr. Mehaboob Perra), company publications about the Shriram One App, official websites of Shriram Finance Limited, financial websites, and published articles.

Tools and Techniques:

Tools: Tables, Charts, Percentage Analysis

Techniques: Descriptive, Comparative Analysis

Formula:

$$\text{Percentage} = (\text{Number of Respondents} / \text{Total Respondents}) \times 100$$

6. LIMITATIONS OF THE STUDY

The study is limited to Shriram One App users in Ananthapuramu, and the findings depend on customer responses. The sample size is 120 respondents and covers only selected loan products: Gold Loans, Personal Loans, and MSME Loans.

7. DATA ANALYSIS & INTERPRETATION

Table: Profile of Respondents (Age and Occupation)

Particulars	Respondents	Percentage (%)
AGE DISTRIBUTION		
20-28	36	30%
29-35	54	45%
36-45	24	20%
Above 45	6	5%
OCCUPATION		
Salaried	48	40%
Business / MSME	36	30%
Self-employed	24	20%
Others (including farmers)	12	10%

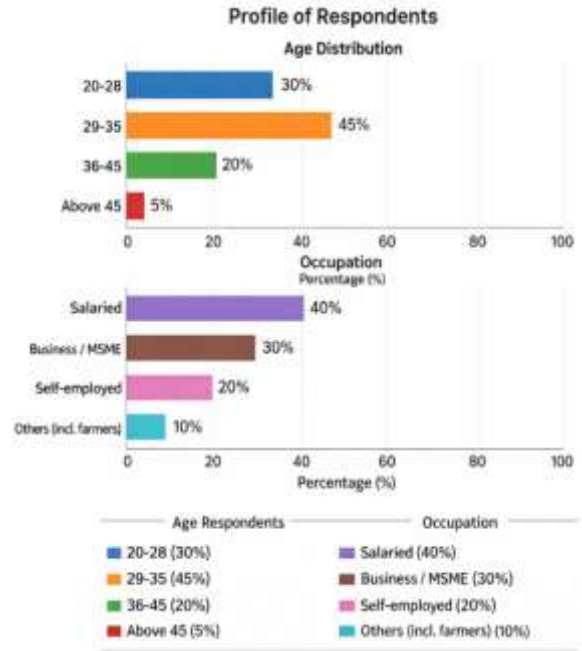


Figure: Profile of Respondents (Age and Occupation)

Interpretation: The largest age group is 29-35 years (45%), and salaried employees form the biggest occupational group (40%). This suggests stronger digital lending use among younger customers with stable income sources.

Table: Loan Usage and First-Time App Users

Particulars	Respondents	Percentage (%)
LOAN TYPE DISTRIBUTION		
Gold Loan	60	50%
Personal Loan	36	30%
MSME Loan	24	20%
FIRST-TIME APP USAGE		
Yes	78	65%
No	42	35%

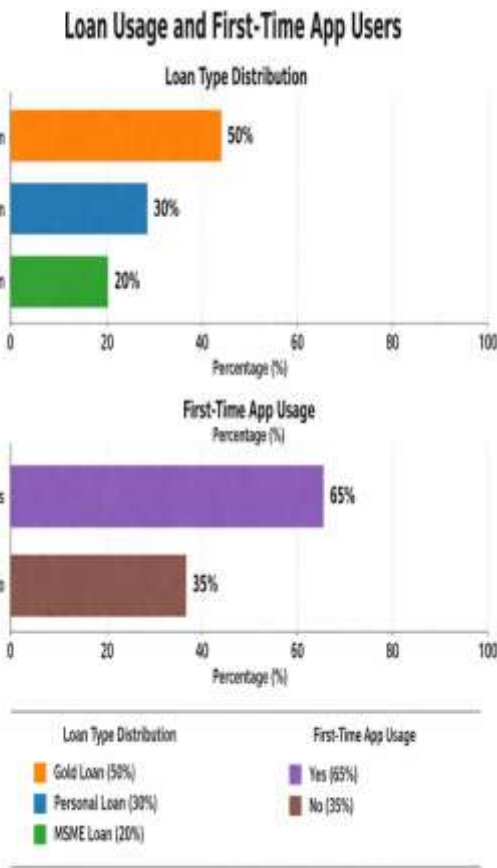


Figure: Loan Usage and First-Time App Users

Interpretation: Gold loans are the most preferred loan type (50%), followed by personal loans (30%) and MSME loans (20%). First-time app users account for 65%, showing strong adoption among new customers

Table: Awareness of App and Staff Assistance

Particulars	Respondents	Percentage (%)
SOURCE OF AWARENESS		
Branch Staff	54	45%
Friends / Relatives	30	25%
Advertisement	18	15%
SMS / Phone Call	18	15%
STAFF ASSISTANCE REQUIRED		
Yes	66	55%
No	54	45%

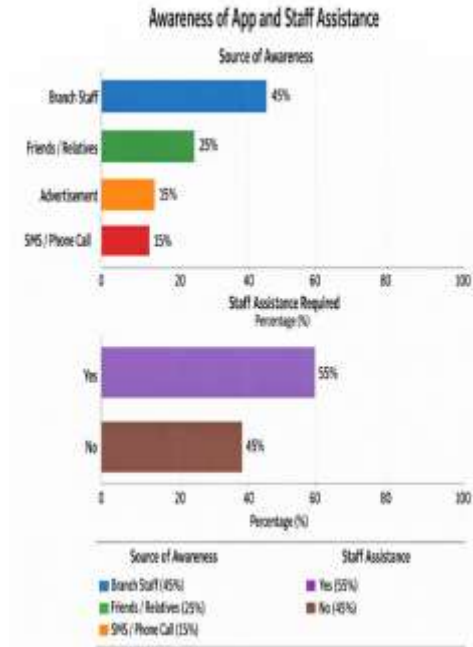


Figure: Awareness of App and Staff Assistance

Interpretation: Branch staff are the main source of awareness (45%), and 55% of respondents needed staff assistance. This shows that personal guidance still plays an important role in digital lending adoption.

Table: Ease of Application and Document Upload

Particulars	Respondents	Percentage (%)
EASE OF APPLICATION		
Very Easy	36	30%
Easy	48	40%
Average	24	20%
Difficult	12	10%
DOCUMENT UPLOAD		
Very Easy	30	25%
Easy	42	35%
Average	30	25%
Difficult	18	15%

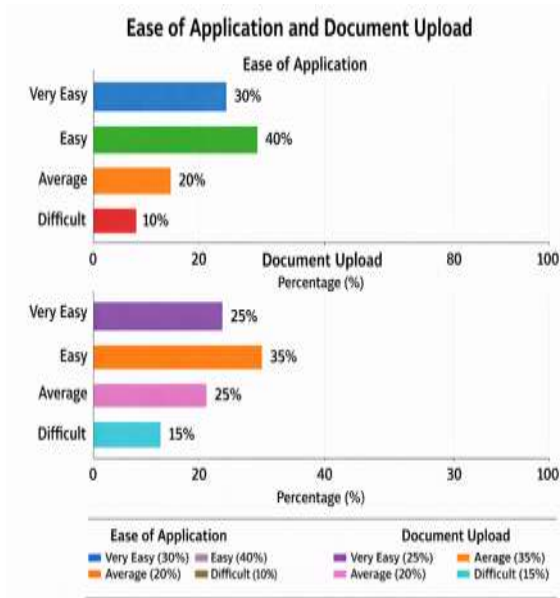


Figure: Ease of Application and Document Upload

Interpretation: The application process is generally easy, with 70% rating it as easy or very easy. Document upload is slightly

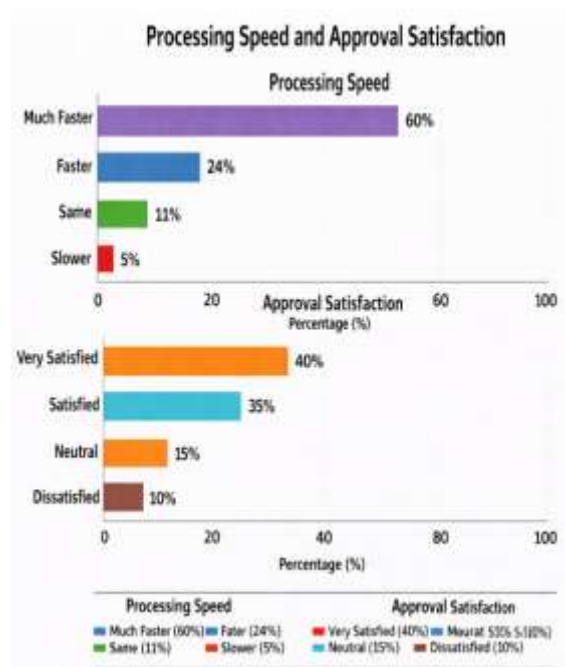


Figure: Processing Speed and Approval Satisfaction

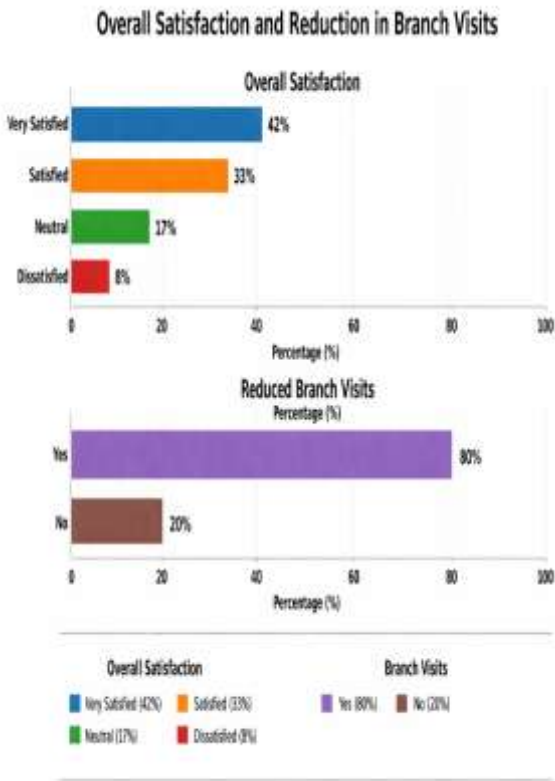
Interpretation: Most respondents feel digital lending is faster than traditional methods, and approval satisfaction is also high. This confirms strong perceived efficiency in the app-based process.

Table: Overall Satisfaction and Reduction in Branch Visits

Particulars	Respondents	Percentage (%)
PROCESSING SPEED		
Much Faster	72	60%
Faster	29	24%
Same	13	11%
Slower	6	5%
APPROVAL SATISFACTION		
Very Satisfied	48	40%
Satisfied	42	35%
Neutral	18	15%
Dissatisfied	12	10%

Table: Processing Speed and Approval Satisfaction

Particulars	Respondents	Percentage (%)
OVERALL SATISFACTION		
Very Satisfied	50	42%
Satisfied	40	33%
Neutral	20	17%
Dissatisfied	10	8%
REDUCED BRANCH VISITS		
Yes	96	80%
No	24	20%



Provide Clear Instructions	36	30%
Improve User Interface	30	25%
Provide Customer Support	24	20%

Figure: Overall Satisfaction and Reduction in Branch Visits

Interpretation: Overall satisfaction is strong, and 80% reported fewer branch visits. The app is improving convenience and reducing physical dependency on the branch.

Table: Customer Preference and Suggestions

Particulars	Respondents	Percentage (%)
FUTURE PREFERENCE		
Yes	102	85%
No	18	15%
PREFERRED METHOD		
Digital	96	80%
Offline	24	20%
CUSTOMER SUGGESTIONS		
Increase Technical Performance	48	40%
Simplify Document Upload	42	35%

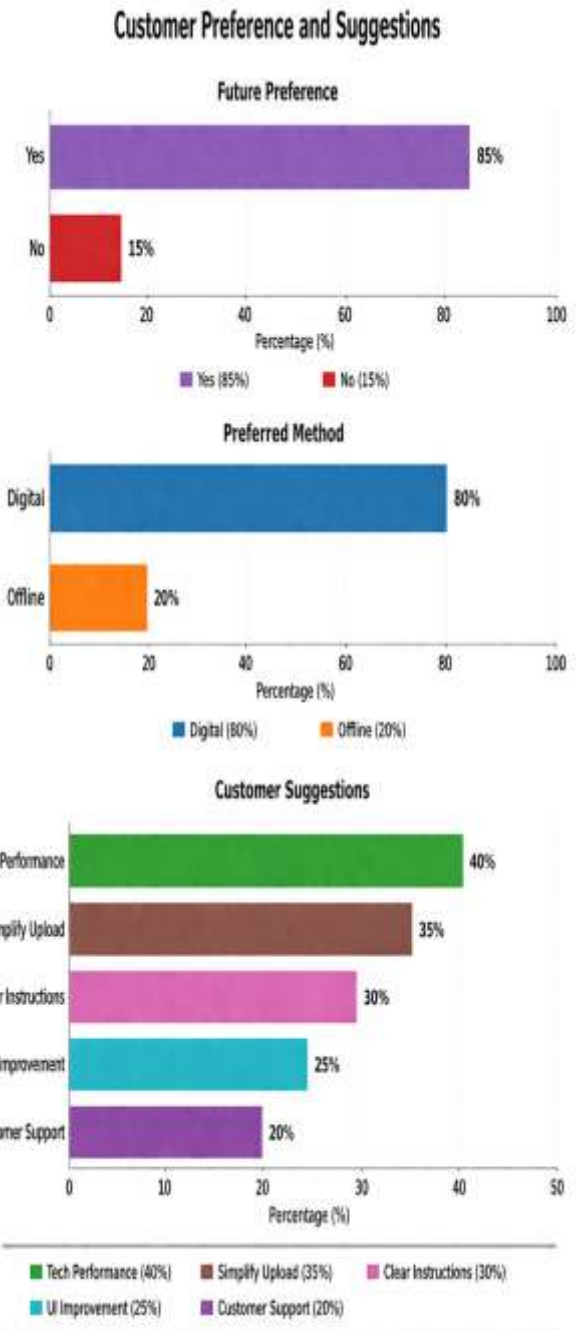


Figure: Customer Preference and Suggestions

Interpretation: Future adoption is high, with 85% willing to continue using the app and 80% preferring digital over offline service. The main suggestions are better technical performance, easier uploads, and clearer guidance.

Table: Staff Profile, Training and App Usage

Particulars	Staff	Percentage (%)
High / Moderate Proficiency	12	80%
Separate Training Received	15	100%
Adequate App Experience	11	75%
Fast Processing and Convenience	9	60%
Reduced Documentation	4	26.7%
Staff Promotion	1	6.7%
Online Offers	1	6.7%

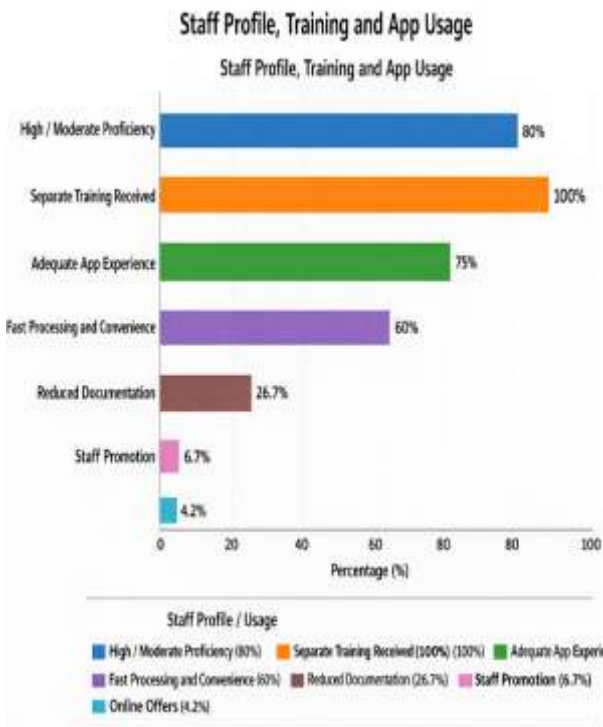


Figure: Staff Profile, Training and App Usage

Interpretation: All staff received training, and most report good proficiency. However, benefits such as promotion and online offers are still limited, suggesting room for broader app utilization.

Table 4.9: Staff View on Documentation and Loan Complexity

Particulars	Gold Loan	Personal Loan	MSME Loan
Documentation Complexity	Low	Medium	High
Staff Agreement (%)	85%	70%	90%
Staff Dependency	Low	Moderate	High
Processing Time	Fast	Moderate	Slow

Staff View on Documentation and Loan Complexity

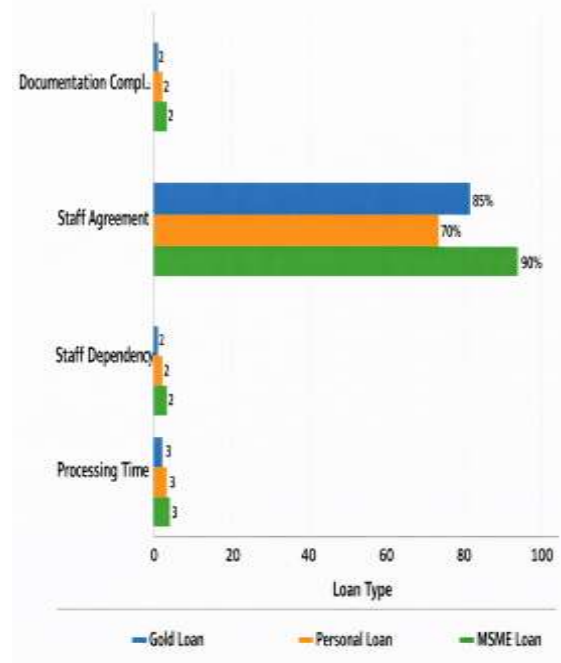


Figure: Staff View on Documentation and Loan Complexity

Interpretation: Gold loans have the lowest documentation complexity and fastest processing, while MSME loans show the highest complexity and staff dependency. This indicates that simpler products are better suited for digital delivery.

Table: Comparative Performance of Loan Types

Particulars	Gold Loan	Personal Loan	MSME Loan	Category
Customer Usage (%)	50%	30%	20%	Customer
Ease of Application	Very Easy	Moderate	Difficult	Customer

Difficulty Level (%)	Low (10%)	Moderate (35%)	High (55%)	Customer
Processing Speed	Much Faster	Faster	Same / Slower	Customer
Documentation	Low	Medium	High	Staff
Staff Dependency	Low	Moderate	High	Staff
Processing Time	Fast	Moderate	Slow	Staff

- 84% find digital lending faster; 75% satisfied with approval.
- 80% reported reduced branch visits; 85% prefer future use.
- 100% staff trained; MSME Loans have 90% complexity, slowest processing.
- Loan complexity increases progressively from Gold → Personal → MSME Loans.

9. SUGGESTIONS

- Simplify document upload process with clearer instructions.
- Enhance app technical performance to reduce delays.
- Improve UI/UX design for easier navigation.
- Provide in-app guidance to reduce staff dependency.
- Integrate chatbot/helpline for immediate support.
- Streamline MSME loan process to increase adoption.
- Provide frequent staff training on app features.
- Offer promotional incentives for repeated use.
- Increase digital awareness through social media.

10. CONCLUSION

Digital lending through Shriram One App offers fast, convenient, and accessible loan processing. High customer satisfaction with clear preference for digital over traditional banking. Challenges remain: document upload difficulties, staff dependence, low MSME loan uptake. Gold Loans perform best; MSME Loans need simplification for digital success. With continued improvements, digital lending has strong potential to transform financial services.

11. REFERENCES

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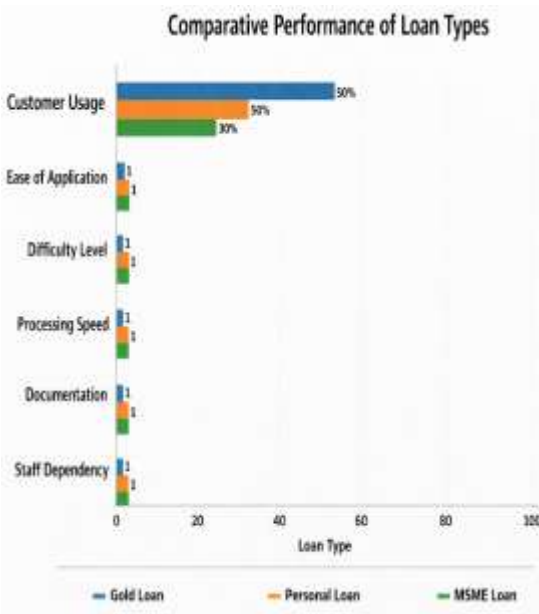


Figure: Comparative Performance of Loan Types

Interpretation: Gold loans perform best across usage, ease, and speed, while MSME loans remain the most difficult and slowest. Simpler loan products are therefore more suitable for digital platforms.

8. FINDINGS

Majority users are aged 29–35 (45%) and salaried employees (40%).

- Gold Loans (50%) are most preferred; MSME Loans (20%) least used due to complexity.
- 65% are first-time users, showing high digital adoption.
- 45% became aware through branch staff; 55% needed staff assistance.
- 70% found application easy; 40% faced document upload difficulties.

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