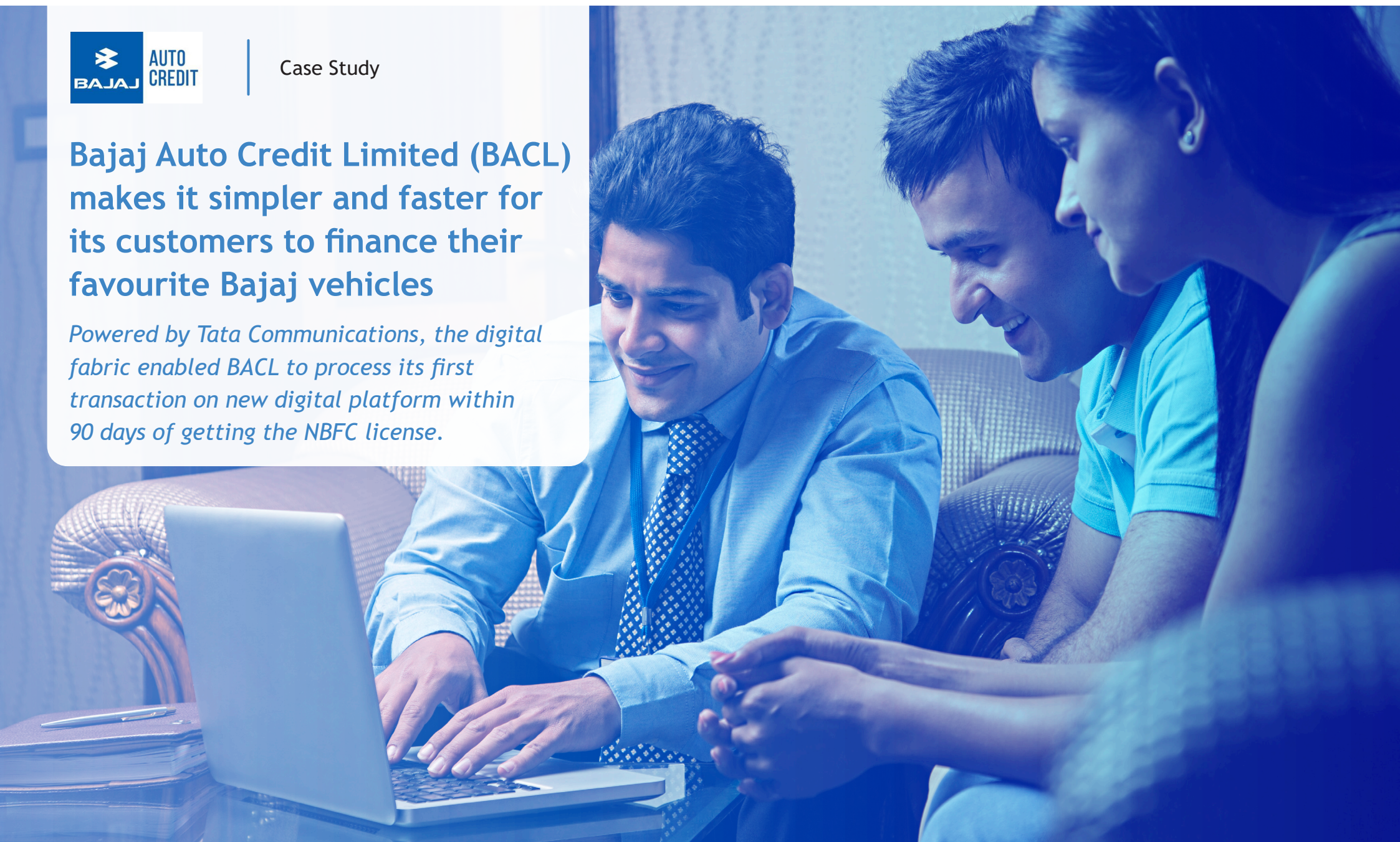




Case Study

Bajaj Auto Credit Limited (BACL) makes it simpler and faster for its customers to finance their favourite Bajaj vehicles

Powered by Tata Communications, the digital fabric enabled BACL to process its first transaction on new digital platform within 90 days of getting the NBFC license.



Bajaj Auto Credit Ltd (BACL), which is a 100 % subsidiary of Bajaj Auto Ltd, was formed to offer an increased variety of financing options, products, and services specific to Bajaj Auto vehicles, one of India's leading automobile manufacturers. BACL received Non-Banking Financial Company (NBFC) license as captive finance company on 31 August 2023.

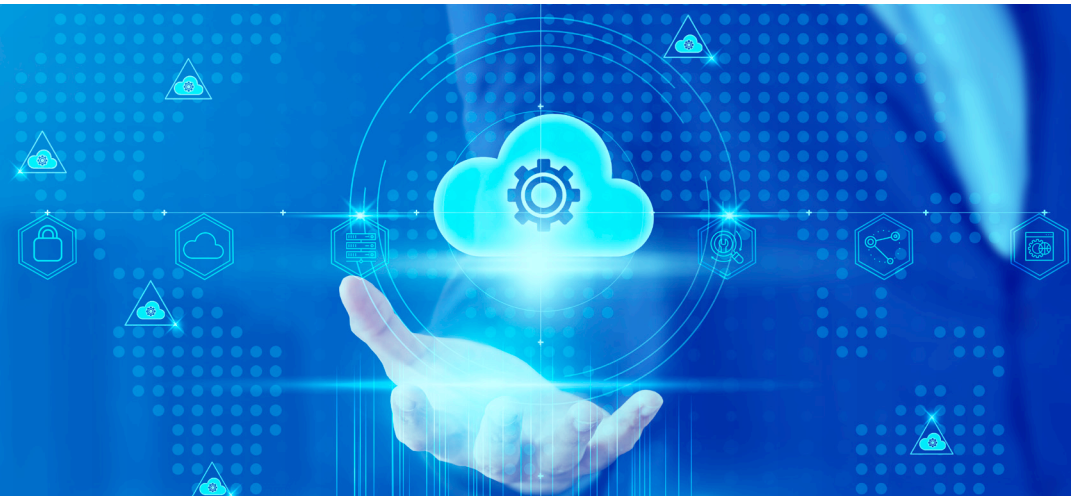
BACL plays a crucial role in supporting Bajaj Auto's sales by enabling easier access to credit for customers across India, enhancing affordability and convenience in vehicle acquisition.

Need for a resilient infrastructure for customer acquisition and loan issuance

When BACL acquired its NBFC license in 2023, it needed to urgently set up a digital platform for customer acquisition and loan issuance. This platform would automate the entire loan lifecycle, from application to disbursement into customers' bank accounts. BACL wanted to make it easier for customers to handle all aspects of their loans through this online platform such as viewing offers, downloading sanction letters, checking loan details, reviewing summaries, and managing future instalments. In addition, BACL required the necessary infrastructure to host its internal applications to streamline operations and enhance productivity by automating workflows and facilitating seamless information exchange among employees.

It was essential for BACL to invest in IT infrastructure to establish a strong foundation for its operations, ensure compliance with regulations, manage risks effectively including cybersecurity and operational risks, and deliver value to customers and stakeholders. The objective was to provide the best customer experience, improve operational efficiency, and streamline its operations.

BACL sought a strategic partner who could take full responsibility for end-to-end solutions, including secure private cloud, next-gen WAN & LAN ensuring that the solutions are delivered right the first time.



Tata Communications' comprehensive solution guaranteed uninterrupted services vital for BACL's business operations

BACL conducted a thorough evaluation of partners including Microsoft Azure, AWS, and Oracle, and ultimately chose Tata Communications. The decision driven by Tata Communications' demonstrated expertise, commitment to swift deployment and ability to serve as a single point of contact for end-to-end SLA management. Tata Communications' deep expertise in financial services and regulatory compliance, along with a proven track record in implementing purpose-built Cloud solutions and delivering end-to-end managed services, were crucial in establishing this partnership. The advanced security measures and scalable solutions further strengthened the collaboration.

Tata Communications provided a holistic solution encompassing Data Centre (DC) and Disaster Recovery (DR) setup, enterprise architecture, and a three-tiered security approach tailored to BACL's diverse needs. A robust digital platform was deployed in 60 days, significantly ahead of projected milestone. Moreover, the solution ensured compliance with RBI & SEBI regulations through specialized cloud services and stringent security controls.

Tata Communications successfully integrated the platform with disparate systems such as payment gateways, applications like SFDC, and application programming interfaces (APIs) crucial for the loan disbursement lifecycle. This integration ensured seamless data flow and operational continuity across different cloud environments, while also enhancing overall security and operational efficiency.



Here's how Tata Communications' solution helped address the BACL's requirements:



Adoption of **IZO™ Financial Cloud** to host BACL's digital platform enabled the NBFC to deliver secure, reliable, and innovative digital experiences to its customers while meeting regulatory compliance and maintaining competitive advantage in the financial services industry. The solution ensured cost efficiency, resiliency, and scalability for high availability of critical applications. IZO™ Financial Cloud offers multi-layered security and seamless scalability. With low latency, comprehensive disaster recovery, data sovereignty adherence, end-to-end managed services, and customizable solutions, it ensured interoperability and global connectivity for BACL.



Point-to-point services for a reliable, secure, and high-performance connectivity between BACL's DC and DR sites. This ensured seamless data replication, disaster recovery, and business continuity adhering to aggressive Recovery Time Objective (RTO) and Recovery Point Objective (RPO). This reliability was essential for uninterrupted service during peak usage or network congestion.



Security solution to protect the digital ecosystem hosted on the cloud through a three-tiered security approach that encompassed internal and external firewalls and host-level protection. Additional security measures included VPN, multi-factor authentication (MFA), cloud privileged identity management (PIM) and DDoS protection. Tata Communications' SIEM provided complete situational awareness in cybersecurity by enabling understanding, anticipation, and response to security threats. These measures ensured robust protection and resilience against security threats.

Selecting cloud, network, and security solutions from Tata Communications as its sole provider offered BACL simplicity, integration benefits, consistent performance, unified support, enhanced security, centralized management, cost efficiency, and vendor accountability.

Our decision to partner with Tata Communications was strongly influenced by their ability to act as a single point of contact for end-to-end SLA management. Their expertise has been instrumental in supporting our growth trajectory and meeting stringent regulatory requirements. The team ensured unparalleled security for our digital ecosystem. Its innovative solutions have empowered us to expand our services efficiently and deliver exceptional value to our customers. We greatly value our longstanding relationship with Tata Communications, their deep understanding of our business landscape, and proactive approach to future readiness. Looking ahead, our collaboration with Tata Communications remains pivotal as we continue to innovate and expand our digital footprint.

Kevin P D'Sa,
Managing Director, BACL

Faster time-to-market, increased operational efficiencies and 30% increase in platform utilisation month-on-month

Customers expect digital platform to be available whenever they need them. Downtime could be frustrating and disrupt business operations, leading to delays in processing loan applications, disbursing funds etc. Tata Communications' IZO™ Financial Cloud ensured high availability and performance of the digital platform during peak periods by deploying redundant systems.

By the end of the initial eight months, Tata Communications had delivered nearly 100% uptime for the digital platform ensuring smooth and efficient business operations. Tata Communications effectively facilitated BACL in expanding its overall infrastructure **threefold**, specifically in terms of the number of virtual machines (VMs) utilized during the same period.

With various security measures integrated into the solution, BACL established a comprehensive security framework that protects its digital ecosystem hosted on the cloud from a wide range of cyber threats and vulnerabilities.

The Tata Communications and BACL partnership is poised for significant growth, focusing on IZO™ SDWAN implementation to enhance network agility, application performance, and connectivity across BACL's expanding branches. Future plans include integrating Oracle Exadata Cloud for improved data processing. This partnership aims to drive BACL's digital transformation, bolster operational efficiency, enhance customer experience, and maintain competitive advantage in the financial sector.

We are extremely satisfied with our decision to partner with Tata Communications. Their expertise and commitment to swift deployment exceeded our expectations. Tata Communications delivered a comprehensive solution, including a robust digital platform, Data Centre, and Disaster Recovery setup, all tailored to meet our stringent requirements. Their advanced security measures and seamless integration with our systems ensured operational continuity and regulatory compliance. The rapid deployment and superior performance of their solution have significantly enhanced our efficiency and security, validating our choice and solidifying our confidence in their capabilities.

Srikanth Appanna,
CTO, BACL

Here are the significant benefits that BACL achieved through the implementation of Tata Communications' solution:



99.999%
platform uptime



12-15%
cost savings



Consistent and predictable
performance levels



30% increase in platform
utilisation month-on-month



300% faster
time-to-market



Super-fast deployment with first
loan disbursement within 90 days
of getting the NBFC license



Reduced administrative overhead
and a cohesive approach to solution
implementation and management



Easy scalability enabling BACL to handle
fluctuations in user traffic and business
operations more efficiently



Uninterrupted access to services due to built-in
redundancy and failover mechanisms, ensuring
high availability and reliability of applications

Build your future through a digital customer experience

If you are an enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?

Transform Now

About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a leading global commtech (communications technology) player powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit www.tatacommunications.com

Follow us on:

