



**CreditVision® CIBIL Commercial Rank (CV CMR)**  
*Enabling Smarter Credit Across Commercial Lending Lifecycle*



## Message from

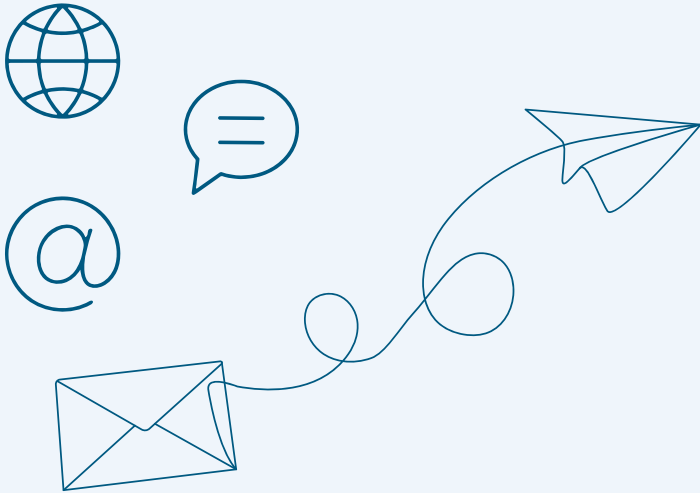
**BHAVESH JAIN**  
MD & CEO, TRANSUNION CIBIL

At TransUnion CIBIL, our mission has always been to empower India's credit ecosystem with data-driven insights that foster both financial inclusion and responsible lending. The launch of **CreditVision® CIBIL Commercial Rank (CV CMR)** is a significant step forward in that journey.

CV CMR represents a new era in commercial credit risk assessment—one that leverages **trended credit data and a longer behavioral window** to deliver deeper, more predictive insights into borrower performance. By extending the credit history evaluation period to 36 months and incorporating dynamic behavioral patterns, CV CMR enables lenders to make more informed decisions, even for borrowers with limited or evolving credit histories.

This innovation not only enhances **risk differentiation** but also expands the universe of **rank eligible commercial entities**, thereby supporting greater access to credit for India's commercial businesses. It is a testament to our commitment to **inclusive growth**, where more businesses can be evaluated fairly and transparently.

As we continue to evolve our solutions, our focus remains clear: to drive innovation that balances **credit growth with risk resilience** and to ensure that every deserving borrower has the opportunity to participate in India's economic progress.



## TRANSUNION CIBIL CONTACTS

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## INTRODUCTION

As a leading credit information and insights provider, TransUnion CIBIL delivers effective solutions to both lenders and consumers, facilitating faster and more affordable access to credit.

## CMR: Enhancing Objectivity in Commercial Credit Assessment

As part of its commitment to strengthening the credit decision-making process in commercial lending, TransUnion CIBIL in 2017 launched **CMR also known as CIBIL Rank**. This innovative scorecard was developed to bring much-needed objectivity to the commercial underwriting process, which had traditionally relied heavily on subjective judgment.

## CURRENT FOOTPRINT ADOPTION AND IMPACT ACROSS THE LENDING INDUSTRY

CMR has been widely embraced by banks, NBFCs, and other financial institutions as a cornerstone of modern, data-driven credit practices. Its applications span:



### ENGAGE

- Preliminary Risk Screening
- Digital Lending Enabler
- Market Insights



### ACQUIRE

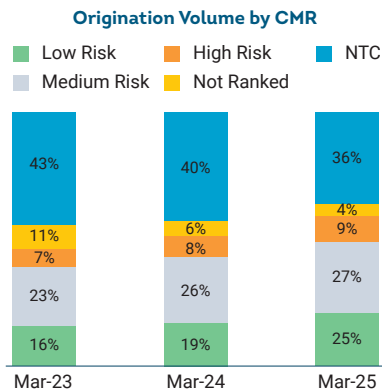
- Straight Through Processing (STP)
- Differential risk-based pricing
- Standardized Process
- Custom Scorecard
- Pre-Approved (PA) / Pre-Qualified (PQ) base identification



### MANAGE

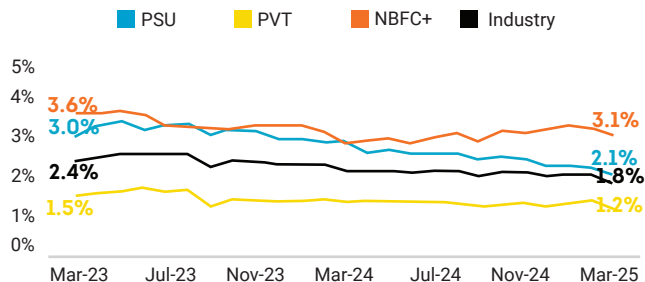
- Portfolio Monitoring & Management
- Debt Management
- Auto-Renewals
- Custom Analytics

As of today, out of approximately 3.2 crore commercial entities with at least one trade line reported to TransUnion CIBIL, nearly 1.6 crore entities have an active and valid CMR—demonstrating the model’s widespread adoption and relevance in India’s commercial credit landscape. Furthermore, **60% of the originations are backed by CMR**



Risk management measures adopted by lending institution, CMR being one of them, helps in curtailing the delinquency rate.

**Balance-level 90+ DPD Rate by Lender Category**



Recognizing the value of this insight, lending institutions have integrated CMR into their credit policies using a **threshold-based approach**. Each institution sets its own risk tolerance levels and uses CMR to guide decisions on loan approvals, pricing, renewals, and portfolio segmentation—thereby aligning credit strategies with institutional risk appetite.

## JUNE 2019 Regulatory Endorsement by RBI Expert Committee

The Reserve Bank of India’s Expert Committee on MSMEs, chaired by Shri U.K. Sinha, recognized the value of CMR in strengthening credit assessment frameworks. The committee recommended the integration of CMR into the credit rating mechanism, citing its effectiveness in capturing:

- **Liquidity risk** through fund utilization trends
- **Repayment behavior** via delinquency patterns and overdue tracking
- **Credit behavior insights** based on the vintage and recency of credit activity

## Key Milestones

TransUnion CIBIL’s CMR has gained significant traction and credibility across the financial ecosystem, including regulators, policymakers, and lending institutions. Some of the key milestones that underscore its relevance in credit risk assessment process are:

### 2020-2021 Inclusion in RBI’s Financial Stability Reports

CMR transition data was featured in the RBI’s Financial Stability Reports from February 2020 to February 2021. This inclusion validated CMR as a reliable tool for monitoring credit portfolio health and identifying early warning signals.

We've  
**WIDENED**  
the reach!



**CreditVision®**  
**CIBIL Commercial Rank (CV CMR)**  
Rank More | Rank Better | Lend Smarter

## INTRODUCING

### CreditVision® CIBIL Commercial Rank (CV CMR)

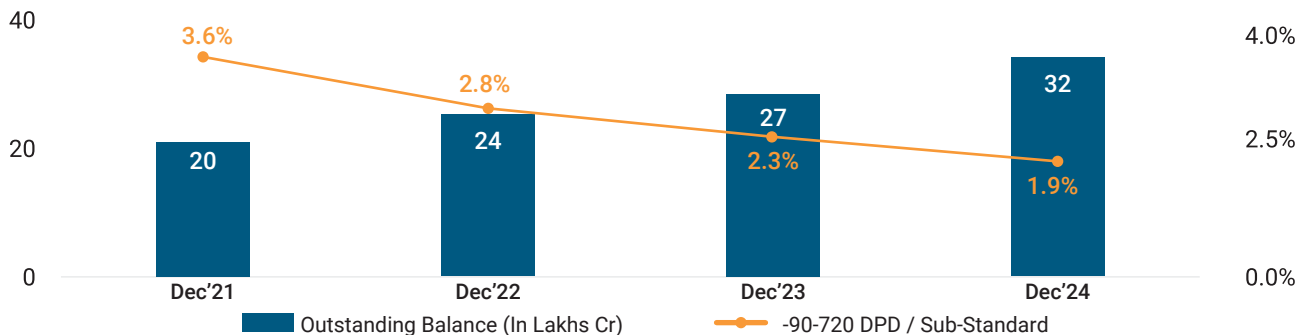
Since 2017 and now, a lot has changed in the lending landscape, borrower characteristics, product mix, lender mix, lending processes.

**Formalization of Credit:** 1.5x growth in live borrowers count vs Dec'20, 2.3x rise in fund-based portfolio amount in 2024 from 2017.

**Growing Entry Level Segment:** Driven by multiple government schemes and new-to-credit (NTC) borrowers, increase in onboarding of borrowers up to ₹1 crore segment, which contributed to 68% of commercial origination volume\* in 2024.

**Changing Risk Profiles:** With moderation in portfolio delinquencies post pandemic as well as reduction in high-risk sourcing, commercial delinquency rates have been improving.

Aggregate Outstanding Balance and Delinquency Rate - Commercial Borrowers with credit exposure up to ₹50 Cr



**Outstanding Balance (In Lakhs Cr)** - All Commercial fund-based loans (WC-TL) given to entities with total credit exposure up to 50 Cr are considered.

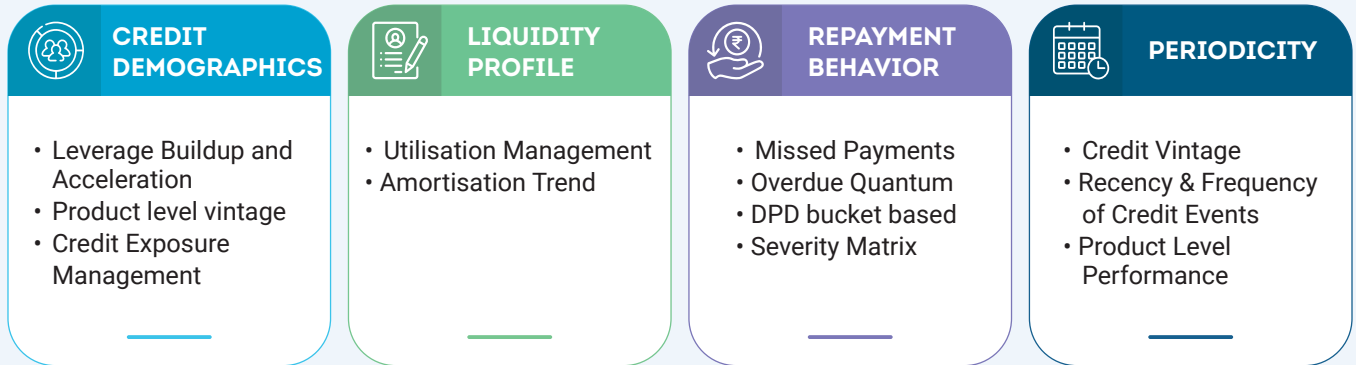
**90-720 DPD** - Days past due (DPD) reported greater than 90 DPD but up to 719 DPD.

**Substandard** - Asset classification reported as substandard are considered.

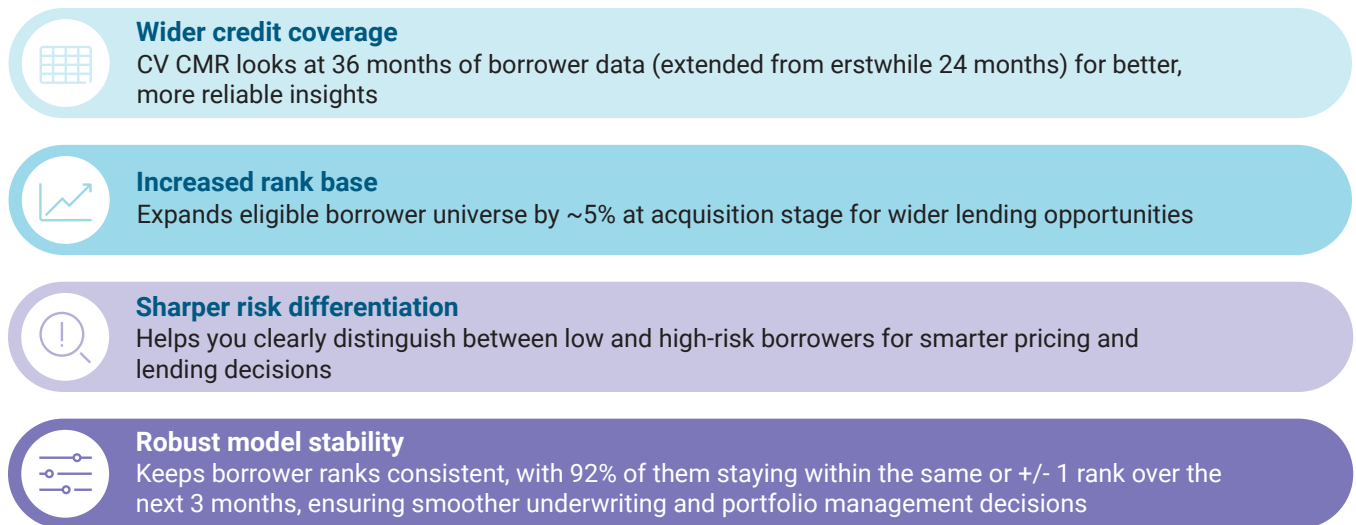
\*Only borrowers with total credit exposure up to ₹50 crore.

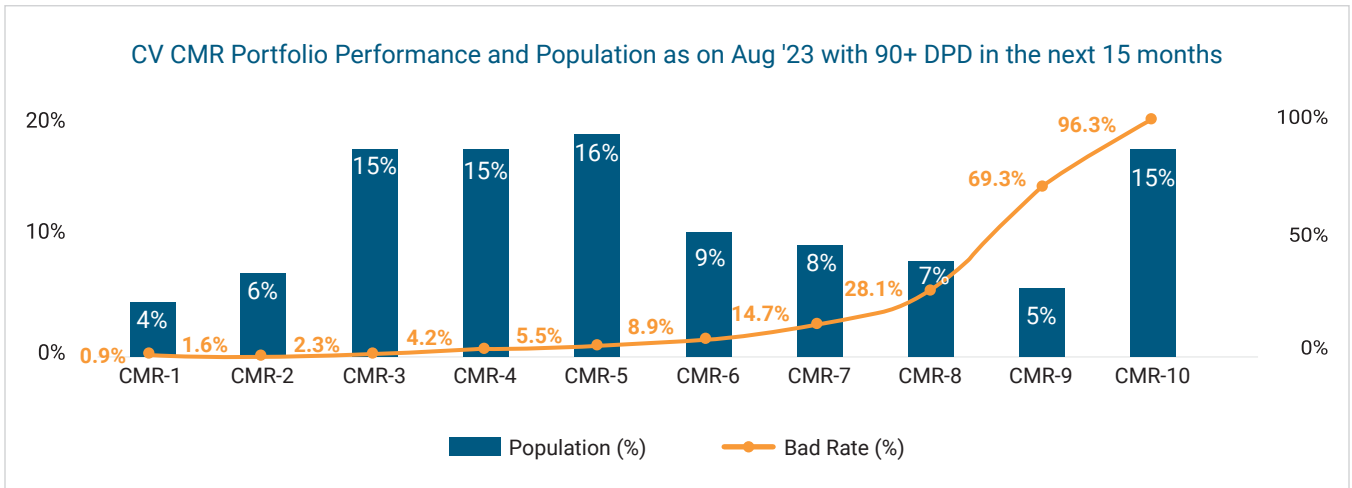
## Keeping pace with the changing times, TransUnion CIBIL brings to you the advanced version of rank – CreditVision® CIBIL Commercial Rank (CV CMR)

The upgraded CV CMR Leverages TransUnion CIBIL's proprietary CreditVision® algorithms which are **trended credit behavioral attributes**, offering a more nuanced view of borrower performance over time. It is a through-the-cycle rating model assigning a rank based on collective risk assessment of the credit attributes at a borrower level. These enhancements are focused on following pillars of credit evaluation:



## Key Benefits of CV CMR:





As a result, CV CMR not only enhances risk segmentation but also **expands the coverage of rank eligible borrowers**, enabling lenders to make more informed and inclusive credit decisions.

## Key Highlights of CV CMR:

CV CMR draws its strength from a solid foundation: it is built entirely on lender-contributed credit data—objective, verified, and free from manual intervention. This ensures a rank that reflects true credit behavior, without bias or subjectivity. CV CMR continues the trusted legacy of the earlier CMR framework, now with enhanced precision and reliability.

CV CMR not only reflects the current level of credit risk associated with a borrower but also offers predictive insights into the potential trajectory of the borrower's credit profile—whether it is likely to improve, remain stable, or deteriorate over time.

## Key Features and Benefits of CV CMR:



### Objective Credit Assessment

CV CMR enables rule-based credit sourcing and loan renewal processes, promoting standardization and operational efficiency across lending institutions. CV CMR risk differentiates on a scale of CMR-1 to CMR-10, where CMR-1 has the least default probability and CMR-10 has the maximum default probability.



### Faster Credit Access & Streamlined Underwriting

By providing a data-driven risk assessment, CV CMR supports faster loan approvals and facilitates affordable credit access for deserving commercial borrowers.



### Enhanced Portfolio Management

Lenders can use CV CMR to identify financially stable entities for retention and to detect early signs of stress in others, enabling timely intervention and risk mitigation.



### Risk-Based Pricing

CV CMR empowers lenders to align loan pricing with the borrower's risk profile, ensuring competitive pricing for low-risk customers, improves portfolio quality and enhances profitability through better risk-adjusted returns.



### Real Time Calculation

CV CMR is calculated on a real time basis every time a credit information report of a borrower is requested by the lending institutions. The advantage of real-time calculation is the inclusion of the latest credit data available as reported by the lending institutions.

CV CMR empowers lending institutions to make faster, data-driven credit decisions across the entire loan lifecycle—from pre-acquisition to acquisition, portfolio management and recovery. At TransUnion CIBIL, we are committed in supporting sustainable credit growth, advancing financial inclusion, and improving the ease of doing business across India.

# 01 Green Channel Underwriting

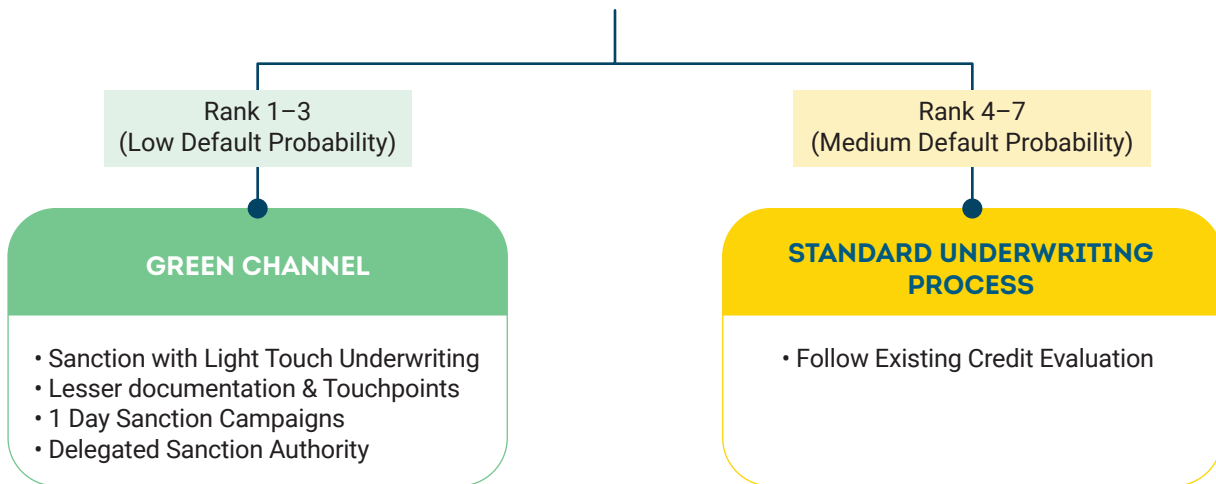
## Challenge: Time Consuming Section Process

### Following Undifferentiated Underwriting Limits Resource Productivity

- No risk-based differentiation
- Low-risk borrowers face unnecessary delays
- Credit manager time spent on low-complexity cases
- Slower TAT, reduced team productivity

## CV CMR INTERVENTION

### SEGMENT LOAN APPLICATIONS AT CREDIT LOGIN STAGE USING CV CMR



## OUTCOME:

- Faster Sanction TAT
- Enhanced Customer Experience
- Higher Throughput per Credit Manager
- Focused Attention on complex cases

## IMPLEMENTATION TIP:

Strengthen the BREs to setup green channels / straight through processing using CV CMR as a key enabler



## PRALAY MONDAL

MD & CEO,  
CSB BANK LTD.



CMR has emerged as an important tool in the credit risk management framework and along with the consumer bureau provides us with a real-time & data driven view of each borrower's credit worthiness. CMR has brought in significant objectivity in the credit decisioning process and is helping offer loan products to clients with faster turnaround time. The CMR framework has also enabled appropriate risk referencing with respect to benchmarking of internal rating model.

### **CMR enables the following:**

- Risk-based pricing: CMR framework has helped benchmark right pricing for appropriate risk
- Risk reference: CMR helps in Credit risk referencing of clients and providing appropriate risk mitigation
- Onboarding: CMR helps in pre-screening potential clients before onboarding. It helps in the identification of potential borrowers from existing liability relations and also in acquiring New to Bank clients
- Low turnaround time: Faster decisioning through pre-screening helps in reducing TAT for loan approval process
- Digital lending: CMR is helping us with our digital underwriting journeys and rule-based lending framework
- Portfolio monitoring: CMR provides early warning signals to enable us to monitor the risk transition and manage the portfolio effectively

CIBIL has also helped CSB Bank in evaluating the newly launched scorecard-based loan program 'CSB SME Turbo Loan', for offering Overdraft and Term loan facility upto INR 5 Crs with simplified loan sanction process and involving almost no manual intervention. CMR has brought in significant precision as part of the risk underwriting process in the CSB Turbo Loan product.

In our journey to build strong MSME and retail franchise across geographies in our Bank, we feel CIBIL CMR would continue to play a very critical role in risk and credit underwriting process and enable strategic offering to clients.



**RAUL REBELLO**  
MD & CEO,  
MAHINDRA FINANCE



### **Mahindra Finance: Data-driven underwriting using CMR**

#### **Commitment to Timely Credit Delivery**

At Mahindra Finance, our lending philosophy centers on providing swift and efficient credit access to MSMEs. Given our micro market understanding, we know that timely financing is of utmost importance for these businesses to maintain daily operations and pursue growth.

#### **The Challenge: Maintaining Speed Without Compromising Credit Discipline**

As we expanded our lending to MSMEs, we encountered operational hurdles. Traditional underwriting methods applied uniform scrutiny to all borrowers, irrespective of their risk levels. This resulted in prolonged turnaround times and excessive analyst time spent on low-risk evaluations.

**The Intervention:** We use a data-driven approach to underwriting; borrowers are now pre-segmented based on credit risk assessed via CMR and our internal scorecard –

- Lower CMR: Borrowers are underwritten in green channel where we offer faster TAT, delegated approvals at lower levels, quicker predefined documentation
- Higher CMR: Higher scrutiny and consequent offering of loan tenor, LTV, pricing and delegation of authority at senior levels

We also overlay CMR with CV Algos which gives important information on borrower's trended information. This replaces subjective decision-making with a structured, rank-based risk evaluation.

#### **The Outcome: Enhanced Speed and Efficiency**

Since implementing this framework, we have achieved:

- Quicker turnaround and informed decision making
- Increased analyst capacity to concentrate on complex credit assessments
- Lower documentation requirements and improved customer experience

These advancements have empowered us to support our MSME clients with greater speed, consistency, and assurance.

# 02 Auto Renewal

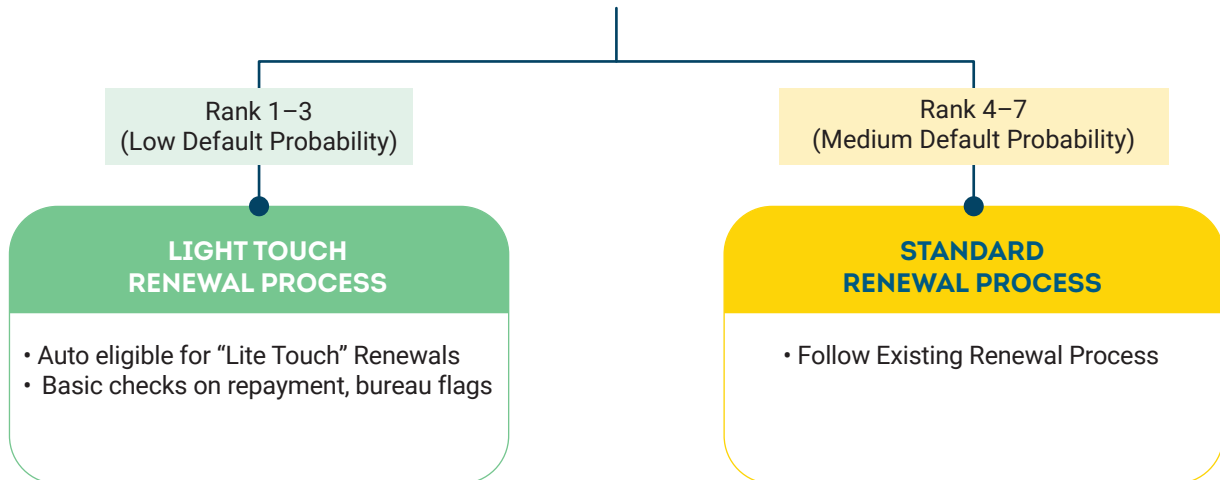
## Challenge: Time Consuming BAU Activities

### Low Risk Working Capital Renewals also result in High Effort

- Resource drain from collecting Financials, GST data and conducting site visits
- Customer friction from repeat documentation requests
- Delayed renewals for accounts with low risk

## CV CMR INTERVENTION

### CV CMR DRIVEN WORKING CAPITAL RENEWALS



## OUTCOME:

- Accelerated WC renewals and limits management
- Improved customer experience with fewer document requests
- Efficiency in resource utilization
- Increased bandwidth for new credit opportunities

## IMPLEMENTATION TIP:

Tag WC customers by CV CMR at the start and set automated renewal eligibility flags annually



## TUSHAR PATANKAR

CHIEF RISK OFFICER,  
YES BANK LTD.



### **YES BANK: Auto Renewal of Working Capital Facilities Using Risk Scorecard with CMR –**

At YES BANK, we are committed to simplifying credit access for MSMEs while maintaining robust risk controls. One of our key innovations in this direction is the STAR (Straight Through Auto Renewal) of Working Capital (WC) facilities—enabled through a structured risk scorecard, and internal risk parameters that incorporates the CMR.

#### **The Challenge**

Traditionally, WC renewals involved extensive documentation and manual assessments—even for borrowers with a strong repayment history. This led to:

- High documentation requirement
- Increased load on credit, relationship, and operations team choking their bandwidth
- High Turnaround time
- Frictioned customer experience

#### **The Intervention**

We introduced a risk-based auto renewal framework for WC facilities up to a defined ticket size (up to 7.5 crore), where eligible borrowers are identified using a composite risk scorecard and internal risk parameters. This scorecard/internal risk parameters includes:

- CMR (real-time credit risk rank)
- Repayment track record
- Bureau flags and alerts
- Churning and average utilization of limits
- Pending critical exceptions
- Vintage and exposure thresholds

The STAR Process has CMR as a component along with internal parameters, where CMR should be between 1-7. Borrowers qualifying on this scorecard are auto renewed directly without choking relationship manager and underwriter's bandwidth.

#### **The Outcome**

- Faster WC renewals with minimal steps. Today approx. 50% of total renewals are handled by this route
- Lower load on credit managers, freeing up bandwidth for new credit opportunities
- Improved customer experience with faster renewals and reduced documentation requirement
- Improved portfolio hygiene

# 03 Portfolio Monitoring

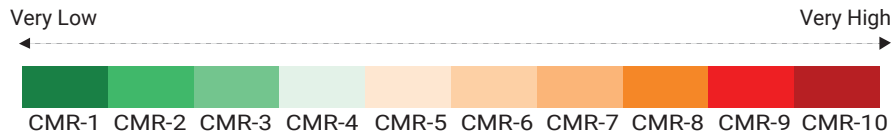
## Challenge: Inconsistent Risk Evaluation

### Subjectivity hinders risk detection

- Early warning signals missed
- Irregular Emerging Risk Identification



## CV CMR INTERVENTION



### RISK-BASED & BAND LEVEL CLASSIFICATION OF EXISTING BORROWERS USING CV CMR\*

SCENARIO	BORROWER MOVEMENT	ACTION FRAMEWORK
STABLE OR IMPROVING RISK	<ul style="list-style-type: none"> <li>• Borrower is upgraded into a better risk band </li> <li>• Borrower remains stable in current risk band </li> </ul>	<ul style="list-style-type: none"> <li>• Minimal Intervention</li> <li>• Continue periodic monitoring</li> </ul>
DETERIORATING RISK	<p>Borrower is downgraded into a riskier band</p>	<ul style="list-style-type: none"> <li>• Increase review frequency</li> <li>• Trigger early warning checks</li> </ul>
HIGH RISK	<p>High risk band </p>	<ul style="list-style-type: none"> <li>• Focus on recovery</li> <li>• Exit strategy preparation</li> </ul>



## OUTCOME:

- Proactive risk management
- Swift and targeted actionable to credit intelligence and monitoring teams



## IMPLEMENTATION TIP:

Incorporate CV CMR movements-based thresholds in early warning systems (EWS) and subsequent recommended action-driven workflows



**BHASKAR PANDEY**  
CHIEF RISK OFFICER,  
POONAWALLA FINCORP LTD.



## **Poonawalla Fincorp: Driving Credit Excellence with CMR-Enabled Innovation**

### **Empowering SMEs with Smarter, Faster Credit Delivery**

At Poonawalla Fincorp, our mission is to empower small and medium enterprises (SMEs) with seamless access to credit. Timely financing often determines whether an SME stagnates or flourishes. To address this, we have reimagined our credit lifecycle – from underwriting to portfolio monitoring – with data-driven, technology-enabled solutions utilizing credit bureau data points from CIBIL. Here's how our innovations are transforming credit delivery.

### **Proactive Portfolio Oversight with CMR Integration**

Conventional portfolio monitoring, reliant on manual reviews and relationship inputs, led to:

- Uneven risk detection across accounts
- Delayed recognition of deteriorating borrower profiles
- Heavy reliance on manual judgment and borrower disclosures
- Missed early warning indicators, leading to reactive interventions

CMR introduced an objective, structured lens to portfolio surveillance. Borrowers are continuously assessed and tagged with risk bands, enabling:

- Automated segmentation of portfolio risk
- Real-time tracking of borrower risk dynamics
- Alerts based on CMR movements to flag emerging concerns

Our enhanced monitoring framework has resulted in:

- Improved visibility into risk clusters
- Early identification of stressed borrowers
- Timely interventions to mitigate default risk
- Lower manual effort in portfolio reviews
- Balanced risk management while supporting business growth

### **Launch of 24/7 Business Loan with STP**

Poonawalla Fincorp Limited launched Business Loan 24/7, an industry-first pioneering, end-to-end digital loan solution tailored for micro, small and medium enterprises (MSMEs).

Designed to address the credit needs of MSMEs with speed, convenience and simplicity, Business Loan 24/7 offers a fully digital onboarding and approval journey through a Straight Through Processing (STP) model. This eliminates the need for branch visits or physical paperwork, delivering a user-friendly and secure experience across all touchpoints.

Business Loan 24/7 is integrated with credit bureaus and other digital public infrastructure to streamline verification, assess financial behavior and support a robust and calibrated approach to risk for the loan offerings. This innovation is aimed at eliminating barriers commonly faced by MSMEs and enabling easier access to capital for growth, while strengthening the risk calibration for MSME portfolio. The company sees immense opportunities in this segment and aims to address these challenges through well-calibrated digital risk models, delivering smarter, customized financial solutions tailored to their evolving needs.

### **Accelerated Underwriting via Green Channel**

As our SME lending portfolio expanded, traditional underwriting models applied uniform scrutiny to all borrower types, regardless of risk profile. This led to:

- Prolonged processing times for low-risk applicants
- Analyst bandwidth consumed by straightforward cases
- Delays in addressing high-risk, complex applications

We integrated CMR into our underwriting workflow, enabling real-time, data-backed segmentation of borrowers. Low-risk applicants are now fast-tracked via a dedicated Green Channel, featuring:

- Streamlined documentation requirements
- Swift verification protocols
- Delegated approval mechanisms

Since implementation, we have achieved:

- Quicker credit decisions for eligible SME borrowers
- Optimized analyst focus on complex, high-risk cases
- Reduced documentation load, improving customer experience
- Consistent sanction timelines without compromising credit quality

### **A Future-Ready Credit Framework**

By embedding CIBIL, CMR and digital innovations into our credit ecosystem, we have transformed both underwriting and monitoring processes. Our data-driven approach ensures faster, smarter and more resilient credit delivery – empowering SMEs to thrive with confidence.

# 04 Intelligent Lead Qualification

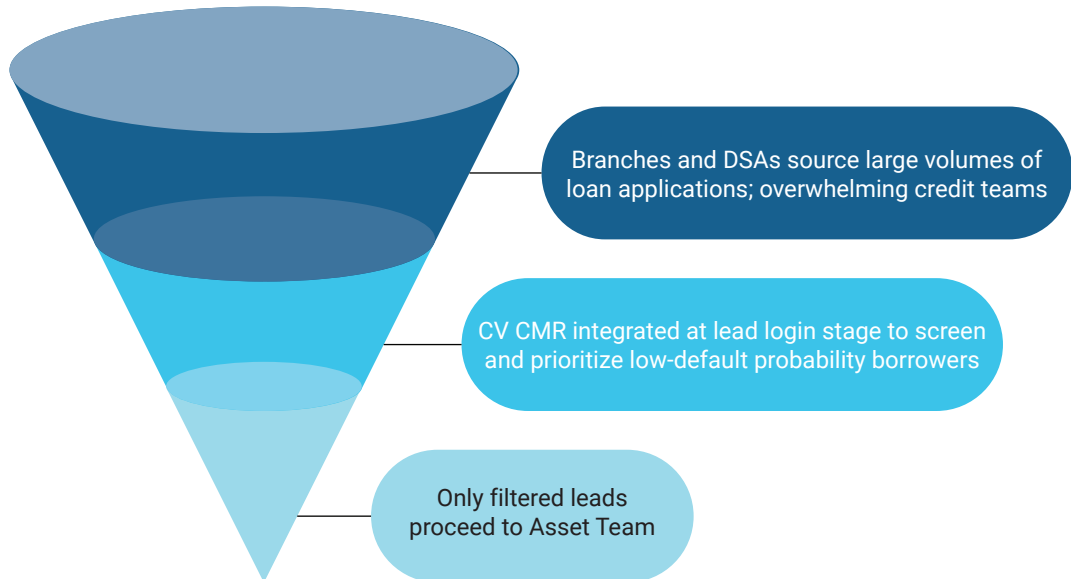
## Challenge: High Lead Volumes; Low Conversion

No screening at login leads to poor conversion and high effort

- Low Conversion Rates
- Operational Bottlenecks
- Delayed Decisioning



### CV CMR INTERVENTION



### OUTCOME:

- Higher Login-to-Approval Ratios
- Enhanced Branch Productivity
- Stronger Asset Quality



### IMPLEMENTATION TIP:

API based integration with lead management or CRM solutions for obtaining CV CMR and improving sourcing metrics

# 05 Seamless Onboarding - Supply Chain Finance

## Challenge: Vendors & Dealers Underwriting

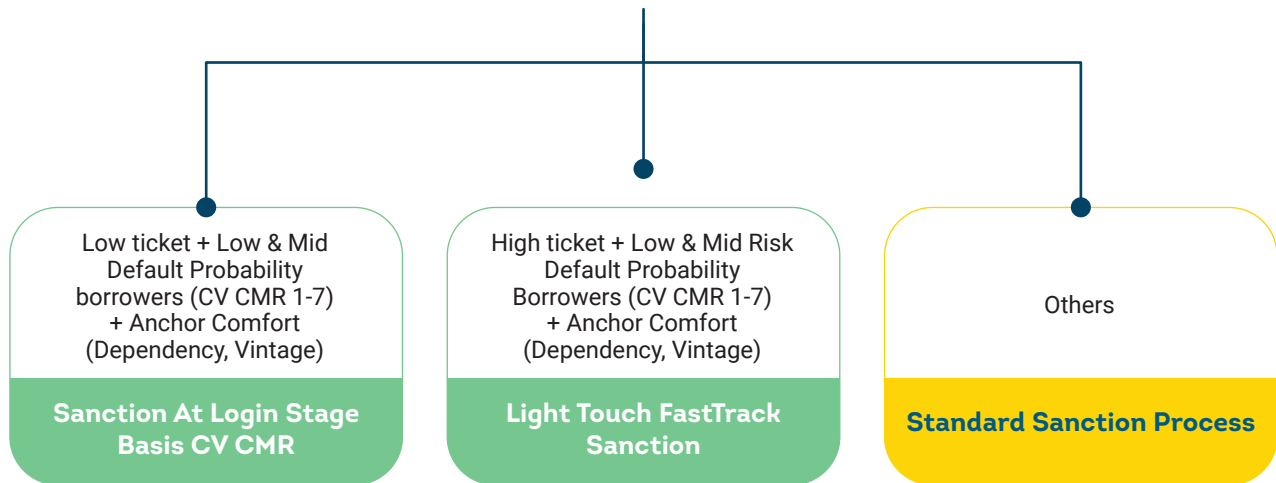
Standard underwriting process despite Anchor comfort is time consuming

- Full Fledged Underwriting for Vendors & Dealers result in an undifferentiated customer experience for Borrowers & Anchors



## CV CMR INTERVENTION

### CV CMR DRIVEN VENDOR & DEALER ONBOARDING



## OUTCOME:

- Faster Onboarding for Vendors & Dealers
- Better Anchor Experience
- Operational efficiency via optimal usage of time and efforts



## IMPLEMENTATION TIP:

Use CV CMR as a pre-qualification criteria for automating onboarding journey

# INDUSTRY LEADERS PERSPECTIVES



Happy to see that TransUnion CIBIL has enhanced its flagship CMR to incorporate recent changes in market dynamics and launched CV CMR (Credit Vision - CIBIL Commercial Rank). By using an increased observation window and more recent data to develop the Rank, the risk differentiation in CV CMR is expected to be sharper and therefore the Rank will be more robust. I wish TransUnion CIBIL the very best in their endeavour as they have always been the pioneers in coming out with effective solutions which has helped financial institution in making the right credit decisions and managing the risk robustly.



**RAJIV SABHARWAL**  
MD & CEO, Tata Capital Ltd.



CMR has helped bring more structure to small business lending across our branches. With a clear, consistent risk rank available, our credit officers are able to apply standardized credit frameworks more confidently. This has improved speed of assessment, reduced subjectivity, and helped us manage credit quality more optimally across regions. The enhanced CMR will likely help us streamline these processes even further with improved model accuracy and broader data coverage



**SANJAY AGARWAL**  
CEO, Ambit Finvest



CMR usage in our institution has helped in implementation of rule-based credit assessments, better risk based pricing, dynamic portfolio management. The new version – CV CMR – will further enhance these processes. The sharper risk differentiation of CV CMR will help us cater to the needs of the businesses in a more focused manner.



**RAKESH SINGH**  
Executive Director and  
CEO - NBFC (Designate)  
Aditya Birla Capital Ltd.



TransUnion CIBIL's CMR has helped us greatly in streamline our credit assessment process and make credit available to the deserving businesses at a faster and cheaper rate. With the enhanced version i.e. Credit Vision CIBIL Commercial Rank (CV CMR), which considers longer credit vintage, we are confident that we will be able to further widen our credit reach to the underserved and unserved population of small businesses.



**RAVINDER SINGH**  
MD - SVC Co-Operative Bank



We've used the CMR in a portion of our sourcing journeys to help screen and filter out higher-risk small business borrowers. Even in limited use, it has added value by bringing a structured layer of risk insight early in the acquisition process. With the launch of the enhanced CV CMR, we see potential to integrate broader data signals and improve risk differentiation even further. We look forward to exploring how CV CMR can support greater efficiency and smarter decision-making as we continue to scale small business lending.



**HEMANT SAKLECHA**  
CRO, Flexiloans



CMR has been a very helpful tool for our credit assessment process. It provides a clear and reliable snapshot of a company's creditworthiness, enabling us to make informed decisions. It has significantly enhanced our ability to manage risk.



**PARAG KALE**  
CCO - Retail, RBL Bank



By integrating CMR into our credit appraisal, the bank has significantly enhanced its ability to predict and manage credit risk for small business segment. The CIBIL CMR provides a reliable risk ranking and track record of the Borrower's repayment behavior, making future funding decisions more streamlined and data-driven. Today, the CMR is an essential component of our credit appraisal for small businesses.



**CHANDRAVILAS ADHAR BHAMARE**  
GM (Credit),  
Maharashtra Gramin Bank



Scan here to know  
more about CV CMR



## TransUnion CIBIL Limited

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