

Evaluation Criteria

The Elets 7th NBFC100 Leader of Excellence Awards will be judged based on the following key criteria, customised for each category

- **Innovation:** Evaluation of new ideas and creative solutions that drive organizational and industry progress.
- **Impact:** Measurement of tangible outcomes and benefits from initiatives and strategies implemented.
- **Scalability/Reach:** Assessment of the potential for growth and broader impact of products or services.
- **Ethics/Compliance:** Review of adherence to industry regulations and ethical standards in operations.
- **Customer Experience:** Analysis of engagement and satisfaction levels among customers.

Judging Parameters by Category

MASTER CATEGORY	INNOVATION	IMPACT	SCALABILITY/ REACH	ETHICS/ COMPLIANCE	CUSTOMER EXPERIENCE	TOTAL
Housing Finance Companies	25%	30%	20%	15%	10%	100%
Investment/Lending companies	20%	25%	25%	15%	15%	100%
MicroFinance/Capital Companies	30%	30%	20%	10%	10%	100%
Infrastructure Finance Companies	20%	35%	25%	10%	10%	100%
Retail Finance Companies	25%	25%	20%	10%	20%	100%
Commercial Vehicle Finance	20%	30%	25%	10%	15%	100%
The Luxury Leaders (Chairman,MD,- CEO,ED,President	25%	30%	20%	10%	15%	100%
Chief Information officer	30%	20%	20%	10%	20%	100%
Chief Technology Officer	35%	20%	20%	10%	15%	100%
Chief Operating officer	20%	30%	25%	15%	10%	100%
Chief Digital Officer	40%	20%	20%	10%	10%	100%
Chief information security officer	25%	15%	15%	35%	10%	100%
Chief Risk Officer	20%	20%	15%	35%	10%	100%
Chief Marketing Officer	30%	20%	20%	10%	20%	100%
CX(customer Experience) Leaders	20%	15%	15%	10%	40%	100%
Big Data & Analytics Leader	40%	20%	20%	10%	10%	100%
Chief Financial Officer	20%	25%	20%	25%	10%	100%
Chief Human resources Officer	20%	20%	20%	20%	20%	100%
Technology/solution providers	35%	25%	20%	10%	10%	100%

These percentages reflect the weighting of each parameter based on the unique focus of each category in the context of NBFC operations.