

ASHISH DESAI

Ashish is with Aditya Birla Group , he is Joint President and heads Products ,Process & Payments for Aditya Birla Payments Bank.

Ashish has over 22 years' experience, in Digital Payments, Branchless banking, SME and MFI lending. He has experience in driving consumer behavior through analytics based dynamic product offers, decision simulation and behavioral economics. His leadership experience spans running P&L and building greenfield technology driven business across EMEA (Europe, Middle East, Africa) & India. Having worked in developed and emerging markets , He brings a unique perspective of not only domain experience but knowledge of consumer preferences and product deployment strategies in developed as well as emerging economies.

Ashish is an Electrical Engineering graduate from VJTI, Mumbai and has completed his Master's in Business Administration from Jamnalal Bajaj Institute of Management Studies (JBIMS).