



NEWS

Startup news and updates: daily roundup (February 9, 2023)

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YourStory presents the daily news roundup from the Indian startup ecosystem and beyond. Here's the roundup for Tuesday, February 9, 2023.


 127 CLAPS




InCred launches InCred Pronto to address monthly financial needs

InCred Financial Services, the lending business of InCred Group, entered the Earned Wage Access (EWA) market by launching InCred Pronto.

InCred Pronto addresses the financial requirement of having access to additional spending money before the pay-day. It allows salaried employees to withdraw their earnings during the month without the hassle of a traditional loan. This will be initially offered through empanelled employers looking to improve the financial wellness and job satisfaction of their workforce.





Invest in Grade A Commercial Properties

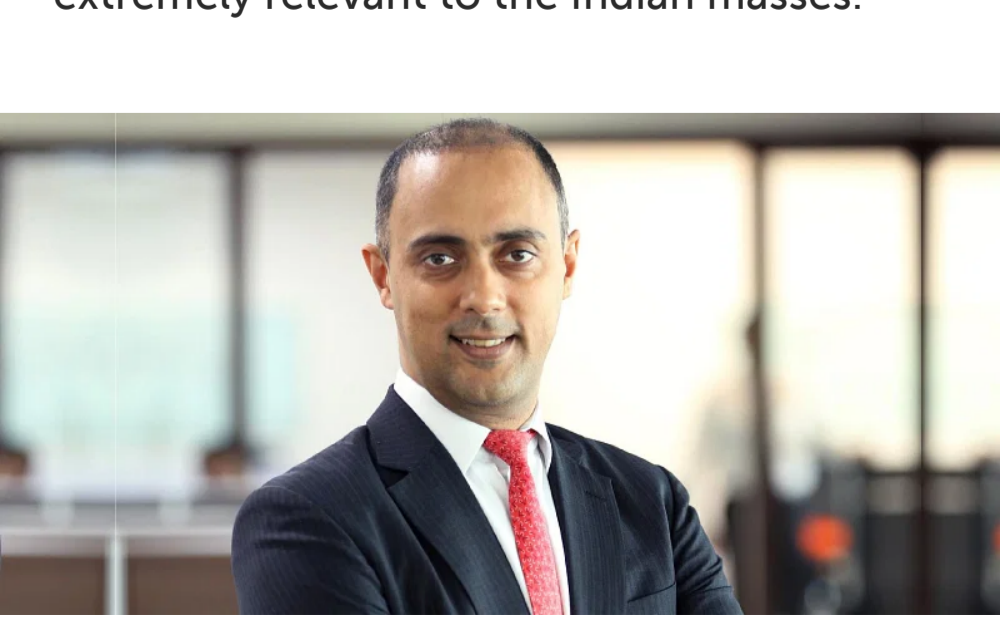
~10% Rental Yield

20% Target IRR

*Min ticket size ₹25 Lakhs [View Properties](#)

InCred Pronto is already live with leading employers in IT, manufacturing, and retail. Prithvi Chandrasekhar, CEO Consumer Finance at InCred, will lead the EWA business.

Bhupinder Singh, Founder and Group CEO at InCred said, "InCred Pronto will enable us to further enhance our growth trajectory by introducing an innovative product which is extremely relevant to the Indian masses."



Bhupinder Singh, Founder and CEO, InCred.