

List of Direct Selling Agents (DSAs) as on 31 December 2024

| Sr. No. | DSA Name | Location | State | Product | DSA Type |
|---------|--|-------------|----------------|---------|-----------|
| 1 | Gunjan Agarwal | Ghaziabad | Uttar Pradesh | ML | Local |
| 2 | Makwana Associates | Indore | Madhya Pradesh | LAP | Local |
| 3 | Aadifidelis Solutions Private Limited | NCR | Delhi | LAP/ BL | Corporate |
| 4 | Aadityaa Financial Services | Hyderabad | Telangana | LAP | Local |
| 5 | Ajay Sagar | Ahmedabad | Gujarat | ML | Local |
| 6 | Amit Sharma | NCR | Delhi | LAP | Local |
| 7 | Andromeda Sales And Distribution Private Limited | Mumbai | Maharashtra | LAP/ BL | Corporate |
| 8 | Angappan K | Salem | Tamil Nadu | BL | Local |
| 9 | ARK Solutions | Pune | Maharashtra | LAP/ BL | Local |
| 10 | Arup Ratan Biswas | Kolkata | West Bengal | LAP | Local |
| 11 | Aryawarth Capital Consultancy Pvt Ltd | Delhi | Delhi | LAP | Local |
| 12 | Asquarian Consultants Pvt Ltd | NCR | Delhi | LAP/ BL | Local |
| 13 | Astha Marketing | Kanpur | Uttar Pradesh | LAP | Local |
| 14 | Astrum Consultancy | Kolkata | West Bengal | LAP | Local |
| 15 | Authentic Financial Services | Delhi | Delhi | ML | Local |
| 16 | Balaji Fincorp | Kolkata | West Bengal | LAP | Local |
| 17 | Beget Finvest | Rajkot | Gujarat | ML | Local |
| 18 | Bhima Finserv | Bangalore | Karnataka | ML | Local |
| 19 | Big Loan Financial And Consultants | NCR | Delhi | ML | Local |
| 20 | Billions And Billions | Bhubaneswar | Odisha | LAP | Local |
| 21 | Capgrow Finserve | Ahmedabad | Gujarat | ML | Local |
| 22 | Capital Fin Services | Mumbai | Maharashtra | ML | Local |
| 23 | Cash Credit Services | NCR | Delhi | LAP | Local |
| 24 | Cateye Consultancy Services Pvt Ltd | NCR | Delhi | LAP/ BL | Local |
| 25 | Chase Fly | NCR | Delhi | LAP/ BL | Local |
| 26 | Chetan Soni | Jaipur | Rajasthan | LAP | Local |
| 27 | Citizen Enterprises | Pune | Maharashtra | LAP | Local |
| 28 | Commercia Capital | Bangalore | Karnataka | BL | Local |
| 29 | Dhamma Services | Ahmedabad | Gujarat | LAP/ BL | Local |
| 30 | Dipti Naidu | NCR | Delhi | LAP | Local |
| 31 | Diya Fino Solutions | Bangalore | Karnataka | LAP | Local |
| 32 | Dream Inc | NCR | Delhi | LAP/ BL | Local |
| 33 | E Srinivas And Co | Hyderabad | Telangana | LAP | Local |
| 34 | Eagle Eye Financial Solutions | Delhi | Delhi | LAP | Local |
| 35 | Eazy Loan Solutions | Bangalore | Karnataka | LAP | Local |
| 36 | Economic Point | Kolkata | West Bengal | LAP | Local |
| 37 | Excel Financial Consultants | Mumbai | Maharashtra | ML | Local |
| 38 | Excelero Fintech Private Limited | Hyderabad | Telangana | LAP | Local |

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| 39 | Fa Wizard Private Limited | Delhi | Delhi | LAP | Local |
| 40 | Fin Solution | Mumbai | Maharashtra | BL | Local |
| 41 | Fin Solutions | Chennai | Tamil Nadu | BL | Local |
| 42 | Financial Solutions | Delhi | Delhi | ML | Local |
| 43 | Financiio India | Pune | Maharashtra | ML | Local |
| 44 | Finbud Financial Services Private Limited | Bangalore | Karnataka | LAP/ BL | Corporate |
| 45 | Findestination | Pune | Maharashtra | BL | Local |
| 46 | Finlinkers Solutions Pvtltd | NCR | Delhi | LAP | Local |
| 47 | Fintech Management Services | Chennai | Tamil Nadu | ML | Local |
| 48 | Finvis Capital | Pune | Maharashtra | ML | Local |
| 49 | First Credit | Chennai | Tamil Nadu | LAP | Local |
| 50 | Focus Fin Service | Chennai | Tamil Nadu | BL | Local |
| 51 | Funding Millions | Surat | Gujarat | LAP/ BL | Local |
| 52 | Gangesh Misra | Kanpur | Uttar Pradesh | LAP | Local |
| 53 | Gaurav Associate | Baroda | Gujarat | LAP | Local |
| 54 | Generation Next Technologies And Services Limited | Delhi | Delhi | BL | Local |
| 55 | Goel Enterprises | Delhi | Delhi | LAP/ BL | Local |
| 56 | Growup Consultancy | Kolkata | West Bengal | LAP | Local |
| 57 | Hema Batra | Faridabad | Haryana | LAP | Local |
| 58 | Hiren Thumar | Rajkot | Gujarat | ML | Local |
| 59 | Impetus Corporate Private Limited | Ahmedabad | Gujarat | LAP/ BL | Local |
| 60 | In Depth Fin Tech LLP | Hyderabad | Telangana | LAP | Local |
| 61 | Indopey Technologies Private Limited | Kolkata | West Bengal | LAP | Local |
| 62 | Jignesh Makwana | Ahmedabad | Gujarat | ML | Local |
| 63 | Jinesh Finance Solution | Rajkot | Gujarat | ML | Local |
| 64 | Kapoor Financials | Agra | Uttar Pradesh | LAP | Local |
| 65 | Kavya Teleservices | Pune | Maharashtra | LAP | Local |
| 66 | Lalit Anand | Dehradun | Uttarakhand | LAP | Local |
| 67 | Linnet Associates | Pune | Maharashtra | LAP | Local |
| 68 | Mahadev M Gowda | Bangalore | Karnataka | LAP | Local |
| 69 | Mahendra Inc | Bangalore | Karnataka | BL | Local |
| 70 | Manan Financial Services | Indore | Madhya Pradesh | ML | Local |
| 71 | Moneytez Financial Services | Bangalore | Karnataka | LAP | Local |
| 72 | Msme Bank Loans | Coimbatore | Tamil Nadu | BL | Local |
| 73 | My Finance Finserv | Hyderabad | Telangana | LAP/ BL | Local |
| 74 | My Loan Financial Solution | Coimbatore | Tamil Nadu | BL | Local |
| 75 | My Mudra Fincorp Private Limited | Delhi | Delhi | LAP/ BL | Local |
| 76 | Navjeevan Capital Consultant | NCR | Delhi | LAP | Local |
| 77 | Neelam Kabra | Ahmedabad | Gujarat | LAP | Local |
| 78 | New Heights Financial Planners Pvt Ltd | Delhi | Delhi | LAP/ BL | Local |
| 79 | Orenda Finserv LLP | Rajkot | Gujarat | LAP/ BL | Local |

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| 80 | Panacea Consultancy Service | Kolkata | West Bengal | LAP | Local |
| 81 | Parkers Consulting & Ventures Pvt Ltd | Delhi | Delhi | LAP | Local |
| 82 | Peepee Financial Services | Bangalore | Karnataka | LAP | Local |
| 83 | Power Capital | Coimbatore | Tamil Nadu | LAP/ BL | Local |
| 84 | Proarth Consultants Private Limited | Pune | Maharashtra | ML | Local |
| 85 | Raja Mohamed A | Chennai | Tamil Nadu | BL | Local |
| 86 | Rakesh Kumar Kaushik | Kolkata | West Bengal | LAP | Local |
| 87 | Rameshkumar | Coimbatore | Tamil Nadu | LAP/ BL | Local |
| 88 | Raptas Financial Solution Private Limited | Pune | Maharashtra | ML | Local |
| 89 | Ravikash Financial Services Pvt Ltd | Jaipur | Rajasthan | LAP/ BL | Local |
| 90 | Rd Associates | Kolkata | West Bengal | LAP | Local |
| 91 | Real Associates | Salem | Tamil Nadu | BL | Local |
| 92 | Real Value Finloan Services Pvt Ltd | Mumbai | Maharashtra | LAP | Local |
| 93 | Regards Marketing Private Limited | Delhi | Delhi | LAP | Local |
| 94 | Ruloans Distribution Services Pvt Ltd | Mumbai | Maharashtra | LAP/ BL | Corporate |
| 95 | S Genesis Fin-Tech Pvt Ltd | Vijayawada | Andhra Pradesh | LAP | Local |
| 96 | S P Finance Solution | Kolkata | West Bengal | LAP | Local |
| 97 | S P Solution | Kolkata | West Bengal | LAP/ BL | Local |
| 98 | Saarathi Finbiz Pvt Ltd | Delhi | Delhi | LAP | Local |
| 99 | Sadguru Associates | Bangalore | Karnataka | LAP | Local |
| 100 | Saloans Finance Cunsultant Pvt Ltd | Faridabad | Haryana | ML | Local |
| 101 | Sankara Associates | Chennai | Tamil Nadu | LAP | Local |
| 102 | Sayantan Bag | Kolkata | West Bengal | LAP | Local |
| 103 | Sbj Bpo Services Limited | NCR | Delhi | LAP/ BL | Local |
| 104 | Shivanesh Associates | Kanchipuram | Tamil Nadu | LAP | Local |
| 105 | Shree Shyam Financial Services | Jaipur | Rajasthan | LAP | Local |
| 106 | Simran Marketing | Kolkata | West Bengal | LAP | Local |
| 107 | Skp Agency | Hyderabad | Telangana | BL | Local |
| 108 | Sky Associates | Salem | Tamil Nadu | BL | Local |
| 109 | Sozo Medical Systems | Vijayawada | Andhra Pradesh | ML | Local |
| 110 | Sreehan Financial Advisor Private Limited | Kolkata | West Bengal | LAP | Local |
| 111 | Sri Siddhidatta Home Solution | Kolkata | West Bengal | LAP | Local |
| 112 | Srika Services Private Limited | Warangal | Telangana | LAP | Local |
| 113 | Srinivasa Consultants | Rajahmundry | Andhra Pradesh | LAP | Local |
| 114 | Srs Capital Pvt Ltd | Hyderabad | Telangana | LAP/ BL | Local |
| 115 | Ss Associates | Coimbatore | Tamil Nadu | LAP | Local |
| 116 | Ss Fin Serve | Salem | Tamil Nadu | LAP | Local |
| 117 | Ss Money Solution | Chennai | Tamil Nadu | ML | Local |
| 118 | Star Powerz Digital Technologies Pvt Ltd | Hyderabad | Telangana | LAP/ BL | Corporate |
| 119 | Subh Shagun Consultancy | NCR | Delhi | LAP | Local |
| 120 | Sukumar Shit | Kolkata | West Bengal | LAP | Local |

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| 121 | Sun Marketing | Chennai | Tamil Nadu | ML | Local |
| 122 | Sushil Kumar Mondal | Kolkata | West Bengal | LAP | Local |
| 123 | Suvidha Infracapital Services LLP | Mumbai | Maharashtra | LAP | Local |
| 124 | Swati Kumari | Delhi | Delhi | LAP | Local |
| 125 | The Corporate Financial Services | Kolkata | West Bengal | LAP | Local |
| 126 | Tiwari Financial Services | Bangalore | Karnataka | BL | Local |
| 127 | Tushar Kanti Manna | Kolkata | West Bengal | LAP | Local |
| 128 | Unique Associates | Pune | Maharashtra | LAP | Local |
| 129 | United Loan Solutions | Salem | Tamil Nadu | LAP | Local |
| 130 | Universal Financial Services | Kolkata | West Bengal | LAP | Local |
| 131 | Urban Capital | Bangalore | Karnataka | LAP | Local |
| 132 | Valued Consulting | Bangalore | Karnataka | BL | Local |
| 133 | Ved Advisor Pvt Ltd | Pune | Maharashtra | LAP/ BL | Local |
| 134 | Venus Financial Services | Bangalore | Karnataka | LAP/ BL | Local |
| 135 | Vipul Verma | Lucknow & Agra | Uttar Pradesh | LAP | Local |
| 136 | Vm Finance | Pune | Maharashtra | ML | Local |
| 137 | Vybhavs Marketing | Chennai | Tamil Nadu | ML | Local |
| 138 | Wealth Warriors Pvt Ltd | Ghaziabad | Uttar Pradesh | LAP | Local |
| 139 | Aadi Trademart Private Limited | Indore | Madhya Pradesh | BL | Local |
| 140 | Akm Financial Solutions | Chennai | Tamil Nadu | BL | Local |
| 141 | Bl Solution | Chennai | Tamil Nadu | BL | Local |
| 142 | Brightworth Advisors Pvt Ltd | Pune | Maharashtra | BL | Corporate |
| 143 | Dengi Finserv Pvt Ltd | NCR | Delhi | BL | Local |
| 144 | Elite Associates | Coimbatore | Tamil Nadu | BL | Local |
| 145 | Fineoteric Consulting LLP | Mumbai | Maharashtra | BL | Local |
| 146 | Finkrish Solutions Pvt Ltd | Delhi | Delhi | BL | Local |
| 147 | Finnest Tahera Financial Services Pvt Ltd | Bangalore | Karnataka | BL | Local |
| 148 | Finwizz Financial Services Pvt Ltd | Mumbai | Maharashtra | BL | Corporate |
| 149 | Fundtrendz India Private Limited | Pune | Maharashtra | BL | Local |
| 150 | Generation Next Bpo Services | Delhi | Delhi | BL | Local |
| 151 | Hexafin Consultancy Private Limited | Delhi | Delhi | BL | Corporate |
| 152 | Jbj Associates | NCR | Delhi | BL | Local |
| 153 | Krsna Finetech | Salem | Tamil Nadu | BL | Local |
| 154 | Loan Needz | Chennai | Tamil Nadu | BL | Local |
| 155 | Mhp Services | Mumbai | Maharashtra | BL | Local |
| 156 | Mindfin Ser Private Limited | Bangalore | Karnataka | BL | Local |
| 157 | Moneymax Fingrow Pvt Ltd | Chennai | Tamil Nadu | BL | Local |
| 158 | Nirai Corporate Solutions Private Limited | Chennai | Tamil Nadu | BL | Local |
| 159 | Osm Capital Advisors Pvt Ltd | Mumbai | Maharashtra | BL | Local |
| 160 | Raaj Khosla And Co Pvt Ltd | Delhi | Delhi | BL | Corporate |
| 161 | RupeeBoss Financial Services Private Limited | Mumbai | Maharashtra | BL | Corporate |

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|-----|--|----------------------|-----------------------------|--------------------|---------------------------|
| 162 | S B S Solutions | Bangalore | Karnataka | BL | Local |
| 163 | Sdv Finconsultant LLP | Jaipur | Rajasthan | BL | Local |
| 164 | Shakshi Associates | Jodhpur | Rajasthan | BL | Local |
| 165 | Shri Annai Associates | Coimbatore | Tamil Nadu | BL | Local |
| 166 | Siddhi Imagine Fintech Consultancy Private Limited | Delhi | Delhi | BL | Local |
| 167 | Siia Advisory Consultants LLP | Mumbai | Maharashtra | BL | Local |
| 168 | Sparta Associates | Coimbatore | Tamil Nadu | BL | Local |
| 169 | Sri Sai Balaji Finserv | Hyderabad | Telangana | BL | Local |
| 170 | Thangavel Shanmuga Sundram | Erod | Tamil Nadu | BL | Local |
| 171 | Trueway Financial Services Private Limited | Pune | Maharashtra | BL | Local |
| 172 | Truewin Fintech Private Limited | Bangalore | Karnataka | BL | Local |
| 173 | Venus Enterprises | Mumbai | Maharashtra | BL | Local |
| 174 | VM Financial Services | NCR | Delhi | BL | Local |
| 175 | Ambit Finvest Private Limited | Mumbai | Maharashtra | BL | Corporate |
| 176 | Bajaj Finserv Direct Limited | Pune | Maharashtra | BL | Corporate |
| 177 | Bvalue Services Private Limited | Banglore & Mumbai | Karnataka | BL | Corporate |
| 178 | Digitmoney Technologies Private Limited | Mumbai | Maharashtra | BL | Corporate |
| 179 | Dotpe Private Limited | Gurugram | Haryana | BL | Corporate |
| 180 | Epimoney Private Limited | Chennai | Tamil Nadu | BL | Corporate |
| 181 | Finnup Solutions Private Limited | Mumbai | Maharashtra | BL | Corporate |
| 182 | Fintree Finance Private Limited | Mumbai | Maharashtra | BL | Corporate |
| 183 | Finwurl Enterprises Private Limited | Wardha | Maharashtra | BL | Corporate |
| 184 | Flipkart Internet Private Limited | Banglore | Karnataka | BL | Corporate |
| 185 | Flydigi Loanyfy Tech And Solution Private Limited | Mahobaa | Uttar Pradesh | BL | Corporate |
| 186 | Gc Web Ventures Private Limited | Delhi | Delhi | BL | Corporate |
| 187 | Hemas Enterprises Private Limited | Chennai | Tamil Nadu | BL | Corporate |
| 188 | Hi Tech Net Services | Mohali | Punjab | BL | Corporate |
| 189 | Inditrade Scalerator Limited | Hyderabad | Telangana | BL | Corporate |
| 190 | Nomisma Mobile Solutions Pvt Ltd | Kolkata | West Bengal | BL | Corporate |
| 191 | Oktober Insight Private Limited | Mumbai | Maharashtra | BL | Corporate |
| 192 | One97 Communications Limited | Delhi | Delhi | BL | Corporate |
| 193 | Paisabazaar Marketing And Consulting Pvt Ltd | Gurugram | Haryana | BL | Corporate |
| 194 | Spiraea Digital India Private Limited | Mumbai | Maharashtra | BL | Corporate |
| 195 | Tide Platform Private Limited | Hyderabad | Telangana | BL | Corporate |
| 196 | Valorem Stack Private Limited | Banglore | Karnataka | BL | Corporate |
| 197 | Wealth India Financial Services Private Limited | Chennai | Tamil Nadu | BL | Corporate |