



Client Success Story

FinTech Company X AIMS Consulting Services

From GTM Definition to Scalable Partner Acquisition

How AIMS designed and operationalised a GTM motion for a co-lending FinTech

| Company Overview

The FinTech company is a fast-growing player in India's co-lending ecosystem, partnering with NBFCs and MFIs to enable seamless supply of credit.

Their model requires extremely specific partner profiles, and unlike conventional B2B markets, the co-lending landscape is intentionally narrow, compliance-heavy, and driven by stringent eligibility criteria and the FinTech client needed a partner who could master this complexity from day one.

AIMS Consulting Services is a **GTM consulting and implementation partner** that helps B2B businesses design, validate, and scale their go-to-market motions.

We work with enterprises to bring build predictable GTM systems.

| Where the Engagement Began - GTM Challenge

When the FinTech client approached AIMS, they were clear about one challenge:

They didn't need generic lead generation — they needed deep, research-backed prospecting.

Their ICP wasn't broad. It wasn't flexible. It wasn't something that could be approximated.

The FinTech client's offerings were relevant to very specific segments of MFIs and NBFCs, especially Tier-2 and Tier-3 players that matched their co-lending appetite.

This meant:

Every company had to be identified through deep research

Outreach had to be precise, not mass-driven

Data had to be built from scratch with zero assumptions

The entire GTM motion had to be built on precision, validation, and filtration.

| How AIMS approached the project

1. Understanding the FinTech client's Co-Lending Model in Depth

Before identifying prospects, AIMS spent time with the the FinTech client leadership to break down:

- The exact lending model
- Ticket sizes & onboarding process
- The target customer's credit behaviour
- The ideal loan book profile
- The categories of NBFCs & MFIs that fit the model
- Disqualifiers that would waste time and effort

This ensured the outreach pipeline was clean, relevant, and strategically aligned.

2. Building the Most Accurate Prospect List in the Industry

The first discovery: The RBI list contained 8,000+ NBFCs – but a major percentage were inactive or unsuitable.

This led to the creation of a prospecting framework that ensured proper filtration and qualification.

ICP Definition & Market Mapping

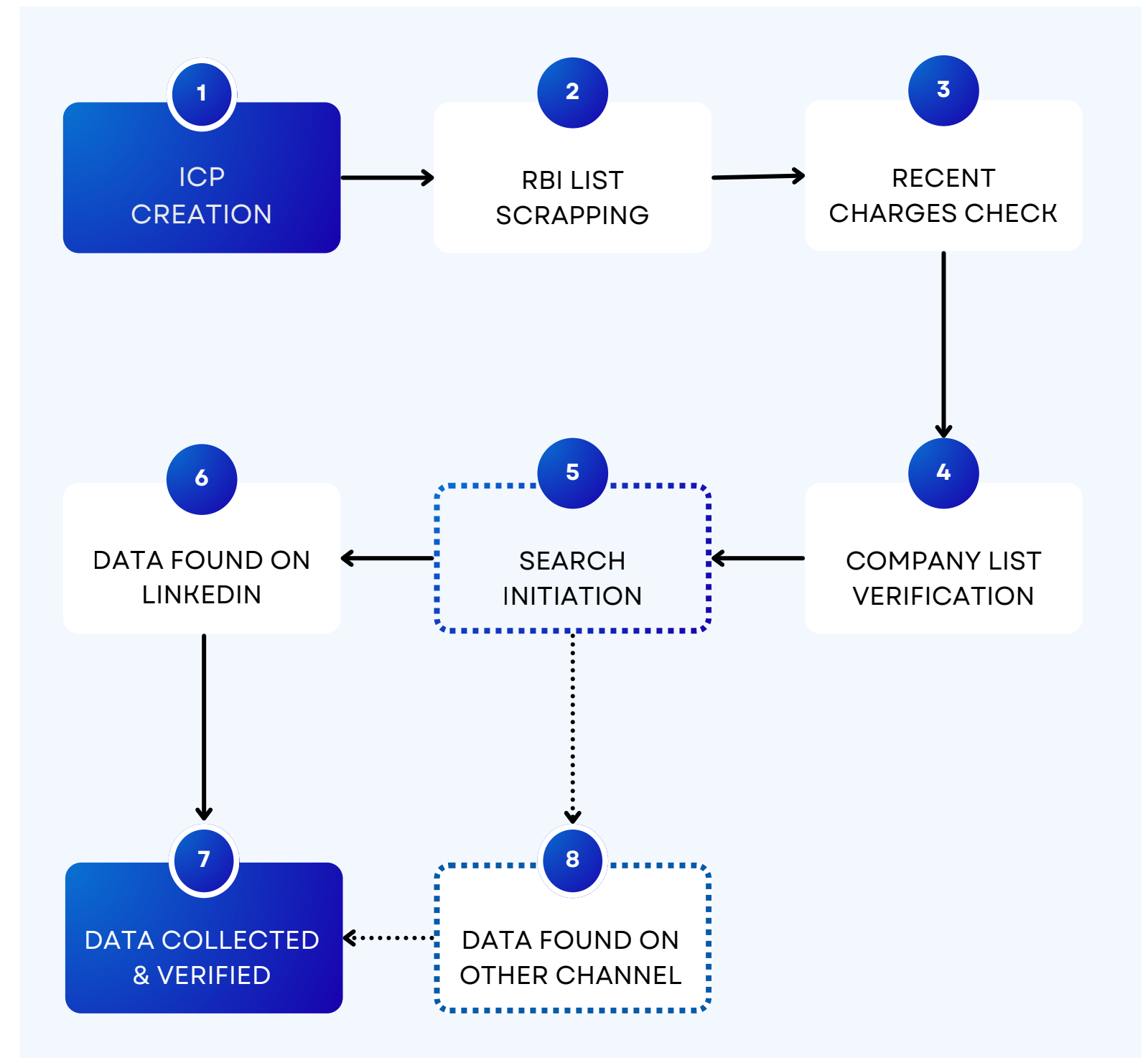
The prospecting framework included:

- 1) **ICP creation:** Defined exactly who the FinTech client should partner with.
- 2) **RBI list scrapping:** Pulled every NBFC/MFI registered under the regulator.
- 3) **Activity verification via MCA:** Checked recent charges to confirm active lenders only.
- 4) **Leadership identification:** Mapped promoters, founders, CFOs, and credit heads using LinkedIn + external databases.
- 5) **Multi-source cross-verification:** Checked websites, news mentions, filings, and market activity.

This process resulted in a **highly curated, highly accurate national-level database** – something most companies do not invest time or skill into.

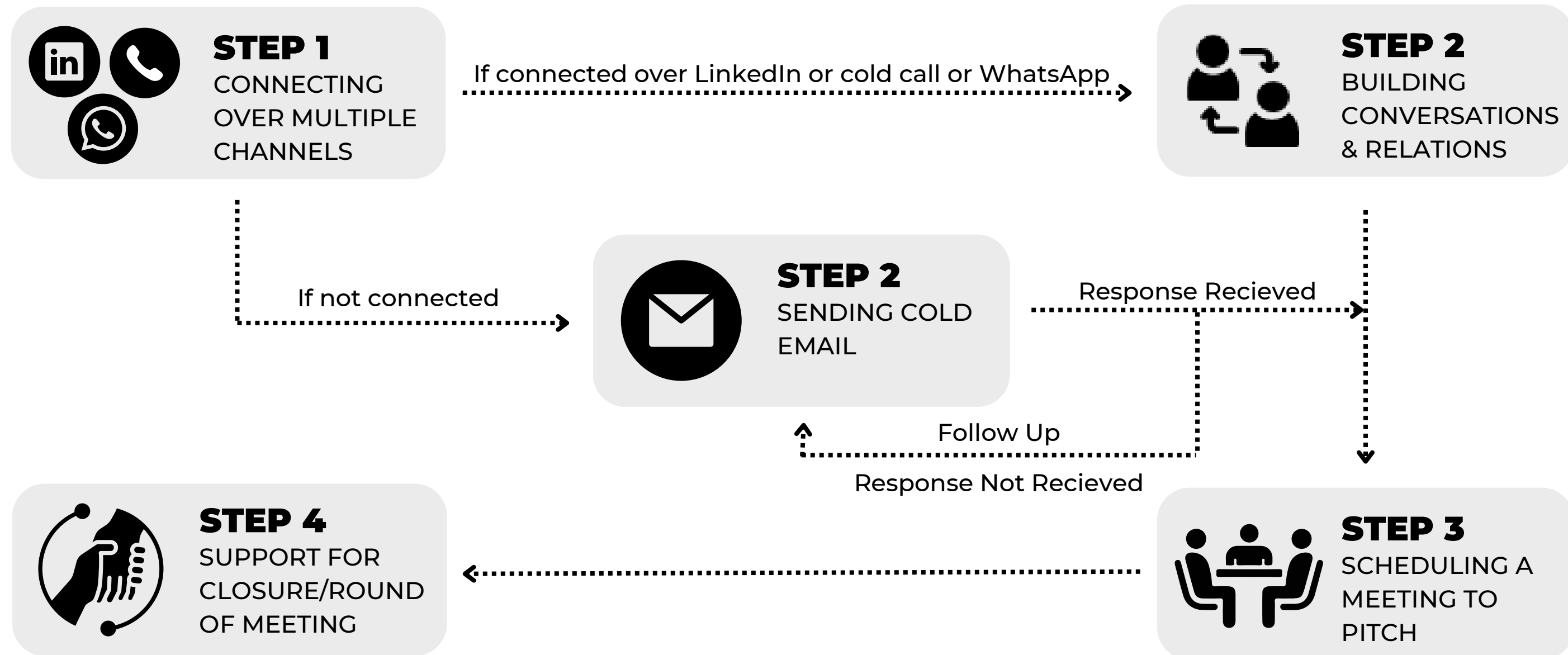
This was not just a data exercise.

This was market design for GTM execution.



Outreach Built on Accuracy, Not Assumptions

Once the data foundation was set, AIMS assisted in launching structured multi-channel outreach across:



| Outcome

71

Total Meetings Done

25

Total Closures

2041

Targeted Outreach Done

2

Resources Deployed

Over 4.5 months, AIMS helped the FinTech client:

- Build a highly accurate, research-driven prospect database of active MFIs & NBFCs
- Set up a precision prospecting system for the FinTech client's co-lending model
- Generate a steady flow of qualified, conversion-ready leads through multi-channel outreach
- Enable the sales team to secure faster meetings due to high-quality targeting
- Establish a repeatable pipeline framework that the FinTech client can scale for future partnerships

Most B2B lead generation models start with outreach and optimize later.

But with the FinTech client, **the success came from doing the hardest work first — real research.**

GTM Tech Stack

Prospecting Tools



Data Extraction Tool



Whatsapp Automation

WASender

Contact Extraction Tools



At AIMS Consulting Services

we design, validate, and implement GTM motions for complex, regulated markets.

The FinTech client x AIMS partnership shows why GTM consulting is essential in specialized industries.

**When the target market is narrow, regulated, and high-stakes —
research isn't a step in the process.
It is the process.**

This is how AIMS turns complexity into clarity, and strategy into scalable pipeline.

Contact us

Priyank Dosani

Founder & CEO

priyank.dosani@aimsconsulting.in