Towards a Robust, Sustainable and Profitable Growth



Magma Fincorp Limited Investor Presentation – Q2 FY19

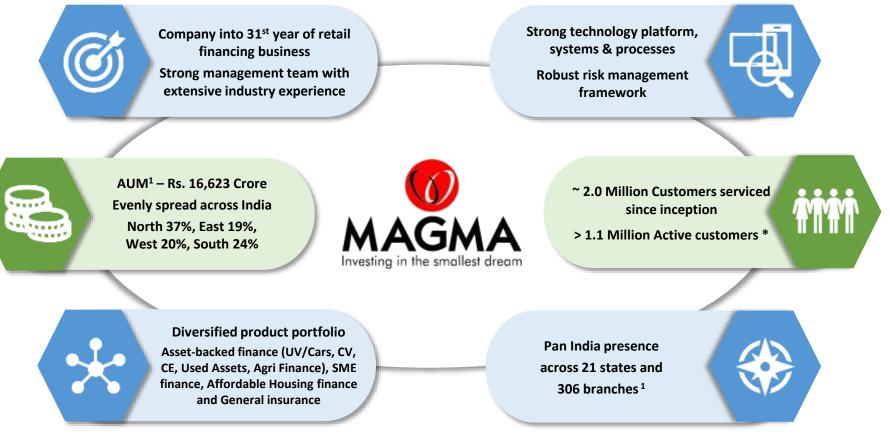




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Quick Snapshot



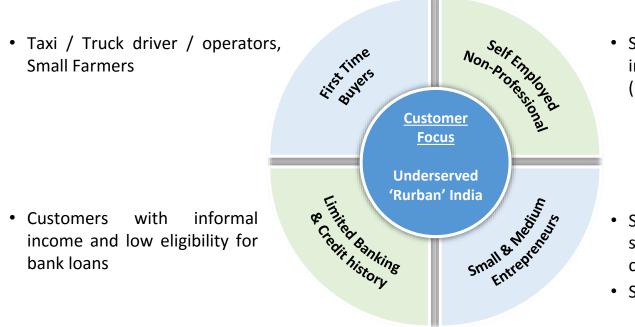


UV – Utility Vehicles, CV – Commercial Vehicles, CE – Construction Equipment

* > 0.5 Million customers in Finance Business and > 0.6 Million customers in General Insurance Business as on 30th Sept 2018 1 – As per Ind AS on 30th Sept 2018



Recognised and Trusted Brand in 'Rurban' India



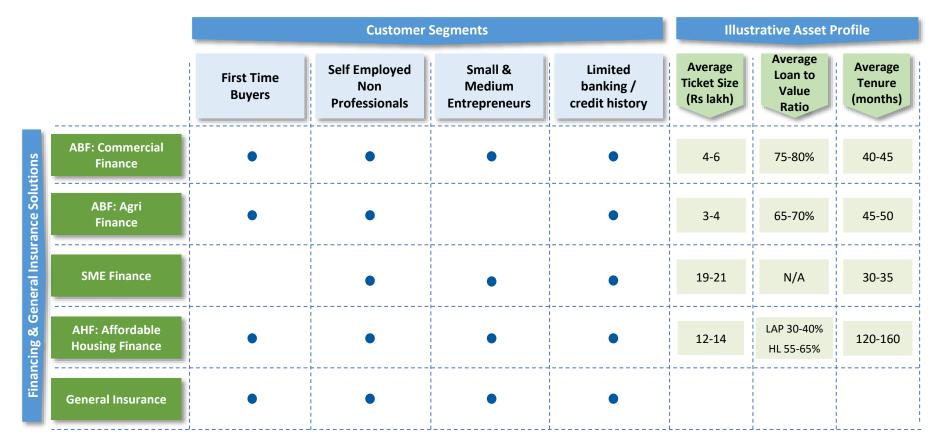
 Self employed customer with informal income sources (Home / Car buyer)

- Small trader, factory owner, shop owner with working capital needs
- Small fleet operator

Core strengths - Widespread presence, deep 'Rurban' insight, robust technology for faster customer acquisition, loan servicing and effective cross-sell

Rurban includes Rural and Semi-Urban locations



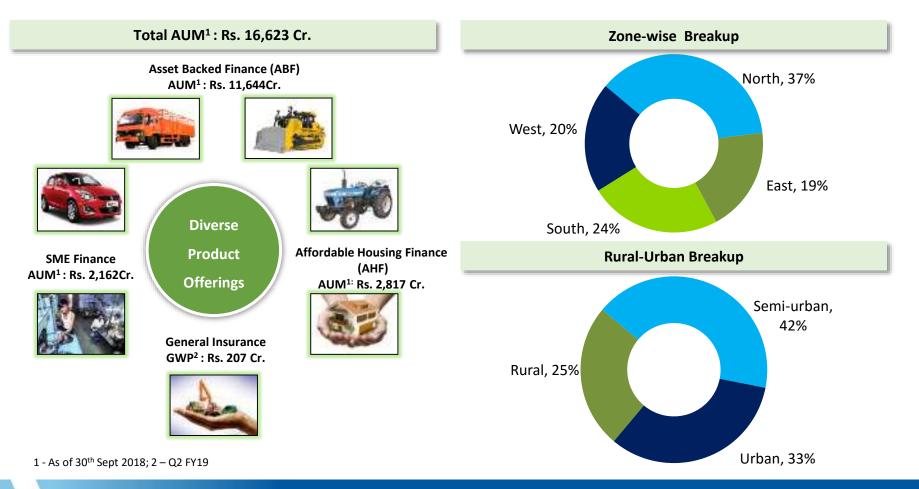


Numbers indicative of disbursements done during Q2 FY19 Commercial Finance includes Cars, UVs & CE; SME Finance includes Unsecured Loans to Business Enterprises;

Agri Finance includes Tractors Affordable Housing Finance includes LAP and Home Loans

A well diversified portfolio across segment and geography



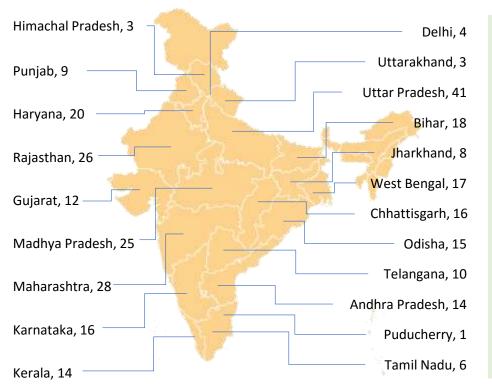


Extensive Pan India Network



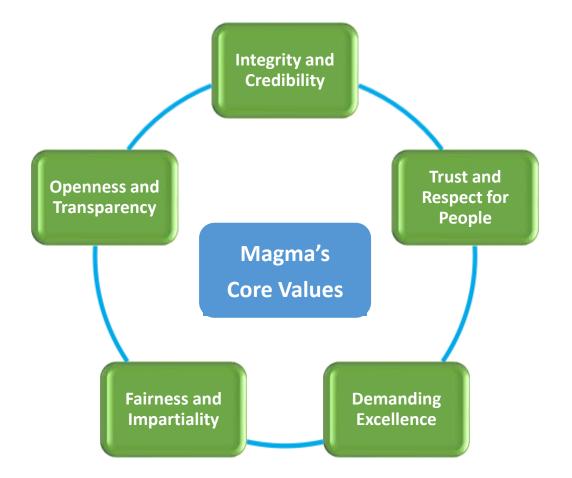
306 Branches as on 30th September 2018

Asset Light Branch Network



- Wide retail presence through hub and spoke model
- Technology solutions enable FOS to conduct business from channel/customer location leading to better sales productivity, better market coverage, improved channel and customer experience
- Strong customer engagement through large team of Field Executives
- Toll free Inbound/Outbound Customer Call Centre for servicing and cross sell



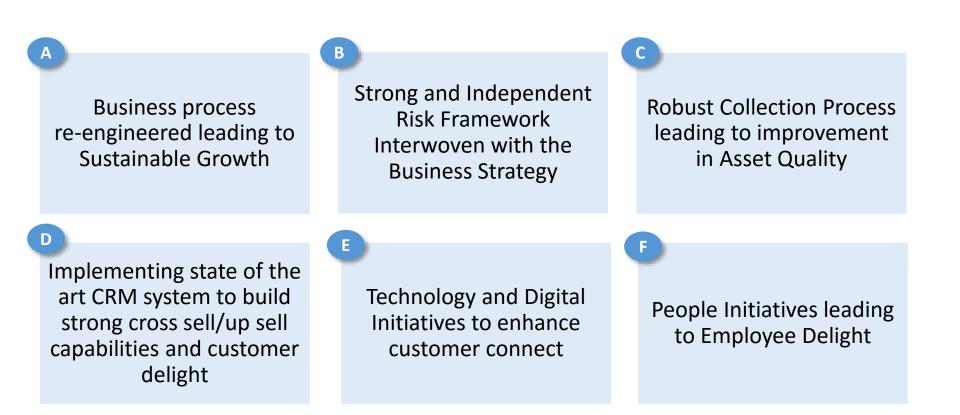




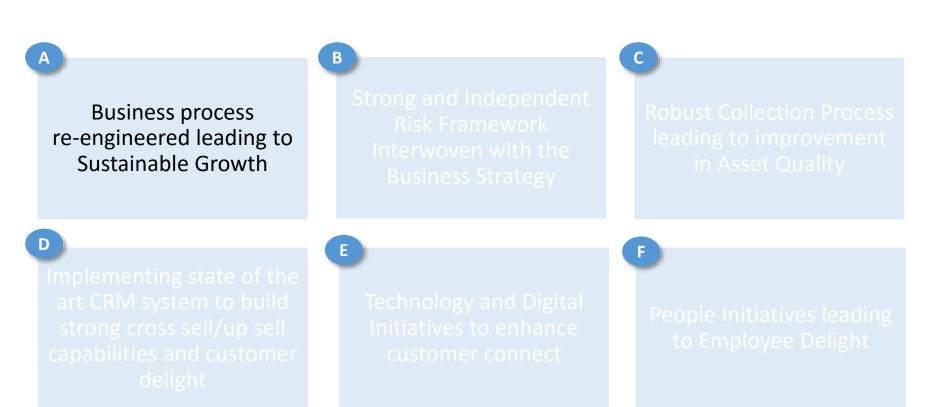


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A. Business process re-engineered leading to Sustainable Growth



Asset Back Finance (ABF) Product Mix: Realigned product mix to increase focus on New SCV, New LCV and Used Assets Channel Sales Managers: Sourcing & fulfilment through hunter & harvester model Focused for the set of the set

- Branch business model: Branch Manager ownership for both origination and collections (0-60 buckets)
- Branch & Product Grading: Categorization as per asset quality performance
- **Credit Underwriting** automated through a rule engine
- Special focus on **Portfolio Management** with increased collection effectiveness

Affordable Housing Finance (AHF)

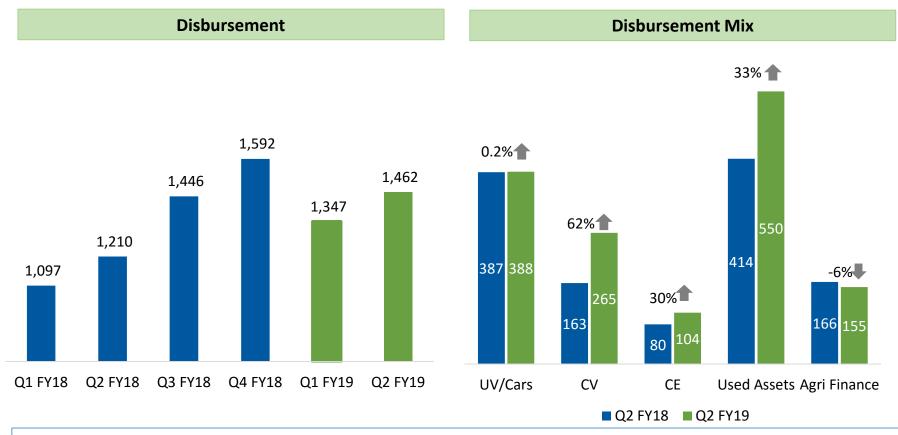
- Leadership deck revamped to foster and transform in to a National Affordable Housing Finance Company
- Focused deep market penetration in 93 locations across 10 states using unit model implementation
- Leveraging cross-sell capabilities to drive industry best productivity
- Innovation and strategy unit in place for digital transformations
- Proactive early warning risk management triggers for portfolio management

SME Finance

- Leveraging on the existing branch Infrastructure
- Present in 78 out of 306 branches
- Focus on Tier II (11-78) locations
- Geo expansion to Tier III & IV locations
- **Product-suite expansion** for increasing target market, to cater to semi-formal economy customer segments
- Building Credit Rule Engine for
 Underwriting
- Launch Revamped process with simplified digital Login and Auto Workflow Management
- Launch **Direct Sales model** for Automated top-ups, to increase Products per customer

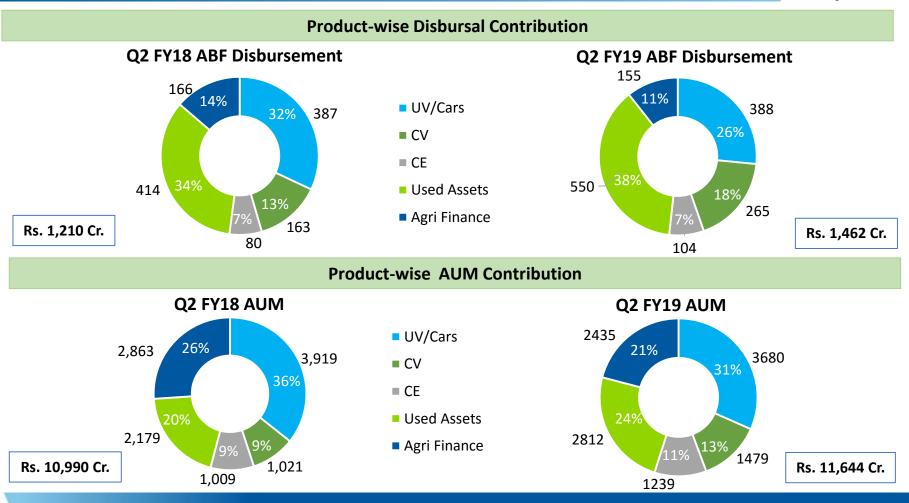
A. ABF Disbursal Strategy: Change is evident



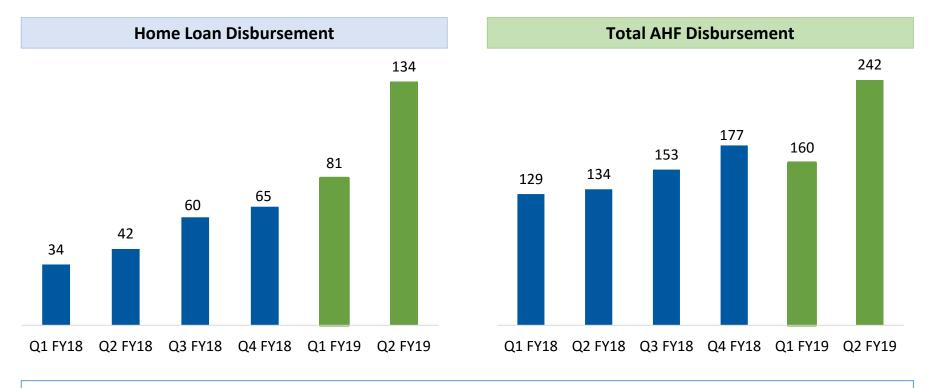


 21% Y-o-Y improvement in disbursals in Q2 FY19; with significant growth in focused products i.e. CV and Used Assets

A. ABF Disbursal & AUM Strategy: Change is evident





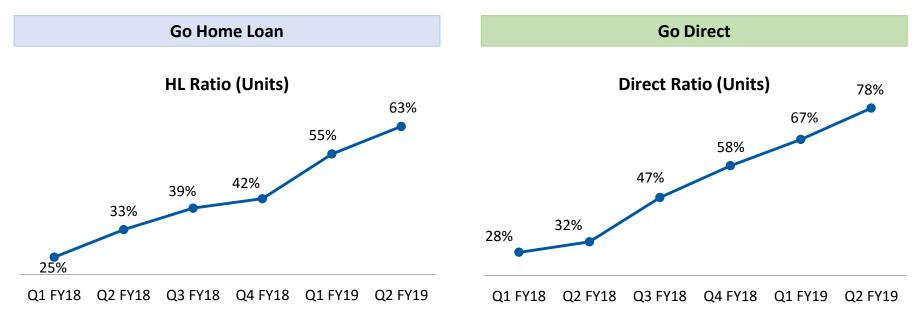


 219% Y-o-Y improvement in HL in Q2 FY19 and 80% Y-o-Y improvement in overall Affordable Housing Finance Disbursals in Q2 FY19

Values in Rs Crore; HL does not include Construction Finance

A. Affordable Housing Finance (AHF): Business Initiatives





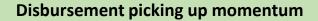
Key Takeaways

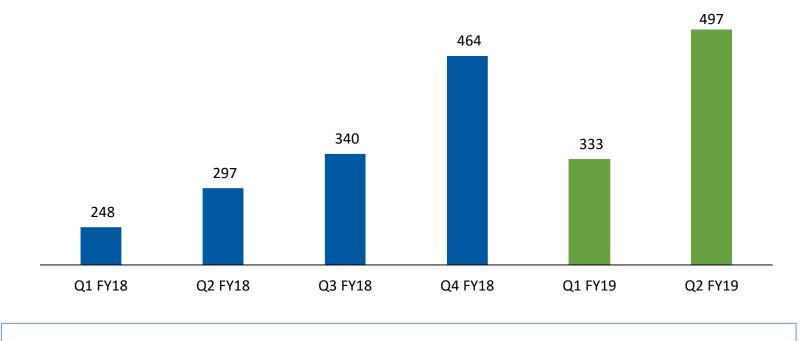
- HL Ratio has improved from 25% in Q1 FY18 to 63% in Q2 FY19
- Direct distribution capabilities being built-up; direct sourcing has improved from 28% in Q1 FY18 to 78% in Q2 FY19
- Focus on Go-to market strategy for further improvement in HL and Direct Sourcing Spot Sanction Events, Builder Activities, Existing Customer Referrals, Micro Market Activities etc.

HL does not include Construction Finance. Direct Biz means Business directly generated by Magma employees without help from DDSAs / NDSAs / Connectors / Brokers, and includes Cross-sell

A. SME Finance: Business Performance







• 67% Y-o-Y improvement in SME Disbursals in Q2 FY19

Values in Rs crore

Bringing Equality of Opportunity to the Economically Disenfranchised

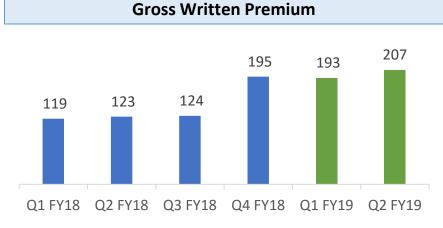
A. Business process re-engineering leading to Sustainable Growth – Magma HDI General Insurance



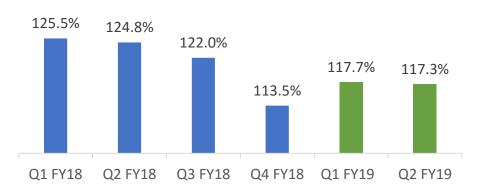
Premium Growth	Portfolio	Technology	People
• Business growth - 69.4% growth in Q2 FY19 over Q2 FY18 resulting in 65.9% growth in H1 FY19 over H1 FY18	• Motor Portfolio: Continue to enjoy the best OD loss ratio in the industry as per Q1 FY19 NL disclosures	• Tablets: Feet on Street equipped with Tablets enabling instant quotation & policy generation	Stable leadership team operating out of Mumbai Corporate Office
 Branch expansion roll out planned in FY 19, in Q2 FY19 branch strength at 131 vis-à-vis 85 branches in Q2 FY18 OEM tie-up contributed 15.3% of GWP for Q2 FY19 & Continue to 	• Commercial Portfolio: Defined table of retentions based on Hazard grades. Preferred, referral and declined list of Occupancies in place. Underwriting delegations in place with a four eye principle	 Agent Portal: Enabling customer & channel delight; one of lowest usage of manual cover notes 	• Learning & Development: Execution effectiveness, potential development and product knowledge focused training and development programs
 explore other OEM and Banca opportunities Productivity Improvement in productivity of both retail agency 	Health & Accident Portfolio: Continued focus on building critical illness portfolio on underlying credit portfolios	• Automated Dashboards: Facilitates regular reviews by supervisors	• Reward & Recognition: Structured schemes and parameterized recognition
 and banc-assurance & alliances channel. Continued increase in the Non Motor commercial portfolio; 	 Sale of Retail health indemnity: marginal increase in sales through agency channel 	 Branch level profitability tool matrices currently being defined so as to drive overall improvement in profitability 	Introduction of schemes to contain Front line attrition
backed by a strong panel of reinsurers	 Obtained Group Health Product approval from IRDAI, intention to enter the segment in coming months selectively 	Claims System : Modern claims system live in July 18	
18	Bringing Equality of Opportunity to the Economically Disenfranchised		

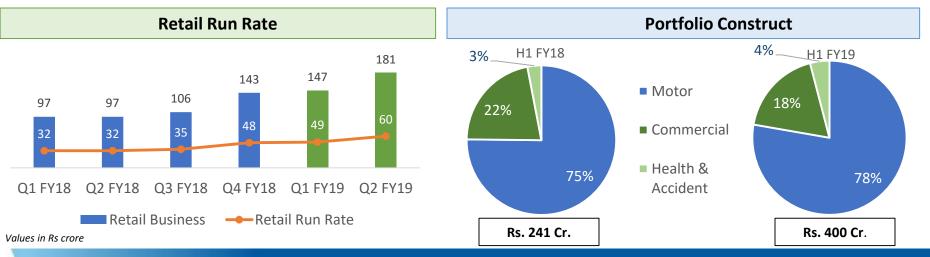
A. Magma HDI General Insurance: Robust growth





Combined Ratio Movement











Comprehensive Risk Framework developed in association with a leading Credit Rating Agency

Calibrated Product-Customer-Geography Mix

- OEM, End-Use and Resale demand driven product classification
- Differentiated offering in various markets considering Net Adjusted Return

Refined Credit Screens & Processes

- Customized screens to consider informal income streams with relevant experience
- All set to roll out 'credit scoring platform' with ~70% automated decision, at beginning of Q3 FY19; to achieve standardization, enhance efficiency and result in better portfolio quality

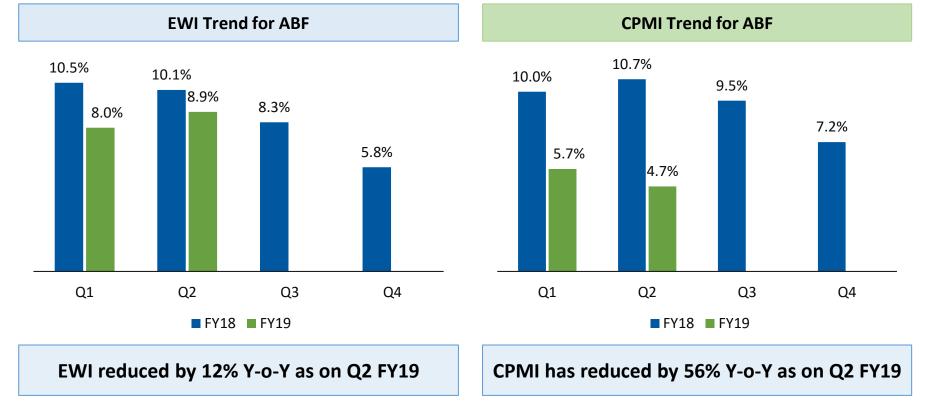
Early Warning Indicators

- Early Warning Indicators (EWI) and Continuous Portfolio Monitoring Indicators (CPMI) implemented for ABF with benchmarks basis targeted loss
- Branch, product, dealer and asset grading established linked to CPMI & asset quality for continuous monitoring and improvement
 of asset quality
- Credit hind sighting of early delinquent cases to resolve and use as feedback mechanism in credit screens

Strong analytics through in-house team, credit bureau modelling & competitive analysis, better process & technology has led to significant improvement of asset quality in the newly generated portfolio

B. Early Indicators: ABF - EWI & CPMI Trend





EWI: Early Warning Indicators are the 0+% of each quarterly portfolio with 1 Quarter Lag (Tractor Non-Monthly structure is with 2 Quarter Lag)

CPMI: Continuous Portfolio Monitoring Indicator is a composite index of 4 indices monitoring the 60+% movement of quarterly portfolio at different time lag

ID & ED Trend for Affordable Housing (AHF)





EWI & CPMI parameters for Affordable Housing Loan and SME Finance are under development

ID = 0+ bkt % for cases sourced in last 6 months on 1 months lag basis including current month .

ED = 30+ *bkt* % *for cases sourced in last* 12 *months on* 2 *month lag basis including current month.*

ID = 0+ bkt % for cases sourced in last 6 months on 1 month lag basis including current month.

ID & ED Trend for SME

ED = 60+ *bkt* % for cases sourced in last 12 months on 3 month lag basis including current month.





Business process re-engineered leading to Sustainable Growth

В

Strong and Independent Risk Framework Interwoven with the Business Strategy

Robust Collection Process leading to improvement in Asset Quality

D

Implementing state of the art CRM system to build strong cross sell/up sell capabilities and customer delight Е

Technology and Digital Initiatives to enhance customer connect

People Initiatives leading to Employee Delight



Three stage effective recovery process

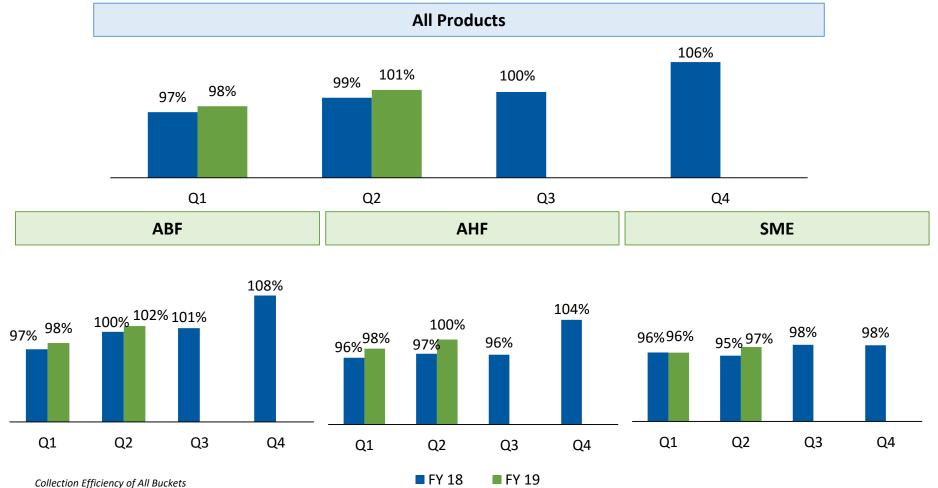
- Large and highly trained employee network, whose substantial earning is linked to recovery in pre NPA and early NPA buckets
- Early repossession in case of other than situational default cases to secure recovery
- Use available legal tools such as Arbitration, Sec 138, SARFAESI effectively to ensure maximum recovery

Leading to -

- Reduction in Gross Stage 3 Assets from 11.7% in Q2 FY18 to 9.5% in Q2 FY19
- Increase in collection efficiency from 99.2% in Q2 FY18 to 100.6% in Q2 FY19

C. Improving Overall Collection Efficiency









Business process re-engineered leading to Sustainable Growth

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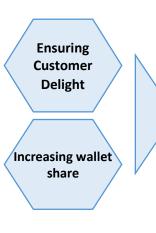
D. Implementing state of the art CRM system to build strong cross sell/up sell capabilities and customer delight



Key endeavour: To meet and exceed customer expectations fast and proactively

Initiatives under way

- Strengthening Cross-sell
 - Activate cross-sell at all touch-points
 - Deploy analytics for enhanced cross-sell
- Customized offers on FoS Tablets
- Strengthening lead management
 - Alerts to Field officers and automated escalations to sales hierarchy
- Robust training to enhance sales skills of branch & customer service staff



Early gains visible

- 36 % increase in cross sell disbursement in Q2 vs Q1 of FY 19.
- 50% reduction in complaints in FY18 vs FY17 and 75% reduction in complaints in H1 FY19 vs. H1FY18

Targeting in FY19

- High Double digit growth of cross sell disbursements
- Continue to reduce complaints aggressively
- Industry best First Call Resolution Rate (FCR) by resolving 80%+ queries on call



To exceed customer expectations through exceptional service

Key initiatives

- Enhanced customer connect
 - 360° customer view across LoBs
 - Unique Customer ID across finance business
- Moving from paper to ecommunication
 - Documents sent as SMS links
- Empowering front line staff to ensure smooth exit experience



Key initiatives

- Communication in customer's language
 - Call centre with 10 languages
 - Key SMS to customers in vernacular languages
- Expanding avenues of EMI payment
 - Increased adoption of Mobile payments
- Structured customer engagement program
 - Welcome calling to customers
 - Proactive connect to prevent complaints
- Transparent communication of all charges





Business process re-engineered leading to Sustainable Growth

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Strong and Independent Risk Framework Interwoven with the Business Strategy

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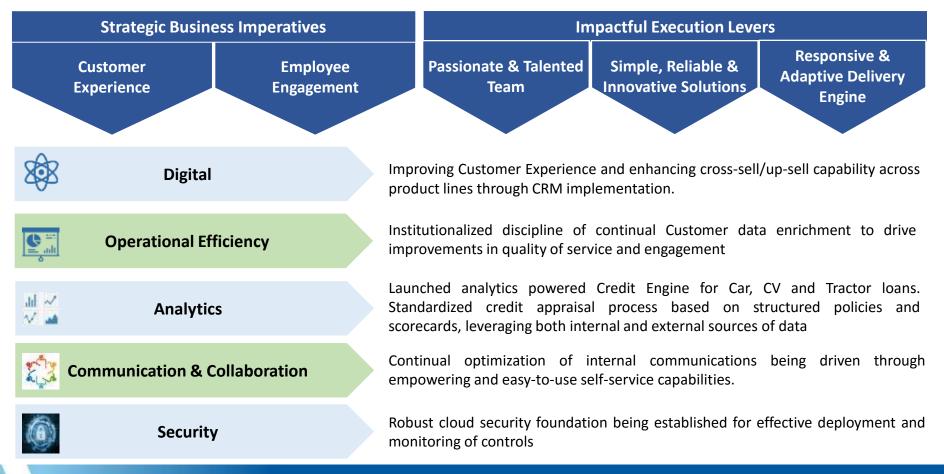
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People Initiatives leading to Employee Delight

F. People Initiatives leading to Employee Delight



Focus on learning & development

- Fully functional role based training framework aimed to enhance productivity and behavior
- LMS, our web based learning platform being leveraged to create blended training programs, increasing efficiency
- Structured **development** intervention for Senior leadership commenced

Managing talent & enhancing retention

- **Talent management framework** with objective of building internal succession planning bench and strengthening retention
- Stock option plan for key talent to strengthen retention and drive business outperformance

Creating a WOW employee experience ٠

Strengthened engagement & on boarding

- Structured onboarding focused on middle and senior management (General Manager+)
- Calendared employee engagement events at local and national level
- Quarterly MD webcast across all locations with live Q&A

Embedding technology

- HR automation and technology leverage to empower employees and simplify their life
 - System driven Flexi Pay plan for employees
 - Query resolution model
- Enabling decision making by business leaders through dashboards and information





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Adoption of Indian Accounting Standards ("IND-AS")

- This is the first financial year of adoption of Indian Accounting Standards ("IND-AS") for the purposes of the Company's financial reporting.
- The impact of the transition from previous GAAP ("I-GAAP") has been made in the opening reserves of FY18.
- Except for the financial results for half year ended 30th Sept 2018, which has been subject to limited review, all
 other reporting's and disclosures made in the presentation are based on management reports.
- The disclosures provided here are to merely provide a summary of the performance and for comparing key differences with previous accounting standards.
- The financial results and the additional disclosures may be updated, modified or amended because of adjustments which may be required to be made on account of introduction of new standards or their interpretation, receipt of guidelines or circulars from Reserve Bank of India and/or Other Government or Regulatory Bodies and/or changes because of exercising any available exemptions.

Q2 FY19: Consolidated Result Highlights (as per Ind AS)



Disbursements	AUM	NIM
Q2 FY19 – Rs 2,200 Cr	Q2 FY19 – Rs 16,623 Cr	Q2 FY19 – 9.0%
Q2 FY18 – Rs 1,641 Cr	Q2 FY18 – Rs 15,688 Cr	Q2 FY18 – 8.3%
Opex / AAUM	NNPA	PAT
Q2 FY19 – 4.2%	Q2 FY19 – 4.4%	Q2 FY19 – Rs 77 Cr
Q2 FY18 – 3.6%	Q2 FY18 – 6.8%	Q2 FY18 – Rs 73 Cr
ROA Q2 FY19 – 1.9% Q2 FY18 – 1.9%	ROE Q2 FY19 – 12.1% Q2 FY18 – 16.2%	Q2 FY19 Networth - Rs 2,580Cr BVPS - Rs 95.3, EPS - Rs 2.8 Capital Adequacy – 22.1%

- Disbursement up 34%
- NNPA has improved by 36%
- AUM has grown by 6%

H1 FY19: Consolidated Result Highlights (as per Ind AS)



Disbursements	AUM	NIM
H1 FY19 – Rs 4,040 Cr	H1 FY19 – Rs 16,623 Cr	H1 FY19 – 8.7%
H1 FY18 – Rs 3,115 Cr	H1 FY18 – Rs 15,688 Cr	H1 FY18 – 7.9%
Opex / AAUM	NNPA	PAT
H1 FY19 – 4.2%	H1 FY19 – 4.4%	H1 FY19 – Rs 145 Cr
H1 FY18 – 3.6%	H1 FY18 – 6.8%	H1 FY18 – Rs 112 Cr
ROA H1 FY19 – 1.8% H1 FY18 – 1.4%	ROE H1 FY19 – 12.8% H1 FY18 – 12.5%	H1 FY19 Networth - Rs 2,580Cr BVPS - Rs 95.3, EPS - Rs 5.3 Capital Adequacy – 22.1%

- Disbursement up 30%
- NNPA has improved by 36%
- 29% Y-o-Y growth in Profit after tax and substantial growth in RoA

Disbursals





- Disbursals gaining momentum with Y-o-Y improvement of 34% for Q2 FY19
- Increased focus on high yield businesses as evidenced by rising share in disbursement of CV, Affordable Housing and SME business

YoY Change in Disbursement Mix 2,200 1,641 4% 5% LAP - Retail 3% 6% 18% HL 23% SME Business 10% 7% ABF-Agri 25% ABF-Used Assets 25% 5% ABF-CE 5% 10% ABF-CV 12% 24% ABF-UV/Cars 18%

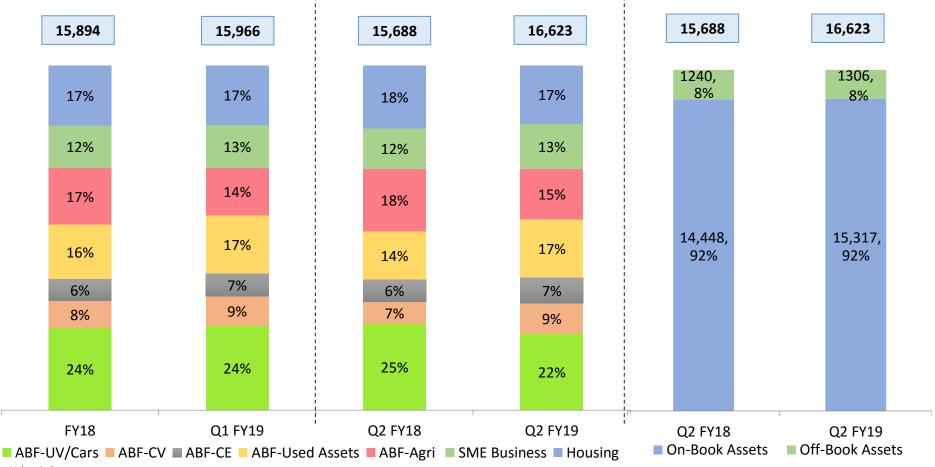
Q2 FY18

Q2 FY19

Values in Rs crore

Assets Under Management (AUM) – Ind AS





Values in Rs crore

Bringing Equality of Opportunity to the Economically Disenfranchised



Particulars	FY18	Q1 FY19	Q2 FY18	Q2 FY19
Gross Stage 1 and Stage 2 Assets	13,384	13,542	12754	13866
ECL Provision – Stage 1 and 2	388	359	407	348
Stage 1 and Stage 2 Coverage Ratio (%)	2.9%	2.6%	3.2%	2.5%
Gross Stage 3 Assets	1,373	1,422	1694	1452
ECL Provision – Stage 3	748	796	768	821
Gross Stage 3 Assets (%) (~ GNPA)	9.3%	9.5%	11.7%	9.5%
Net Stage 3 Assets (%) (~NNPA)	4.5%	4.4%	6.8%	4.4%
Stage 3 Coverage Ratio (%)	54.5%	56.0%	45.4%	56.5%

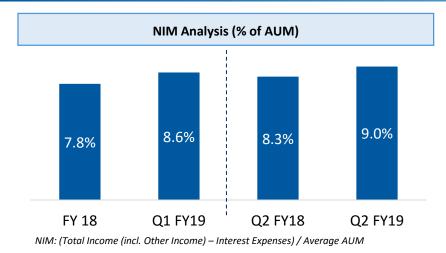
Note: Assets quality ratios are calculated basis On Book AUM (i.e. Direct Assignment book is excluded)

Values in Rs crore

Bringing Equality of Opportunity to the Economically Disenfranchised

Key Ratios – Ind AS



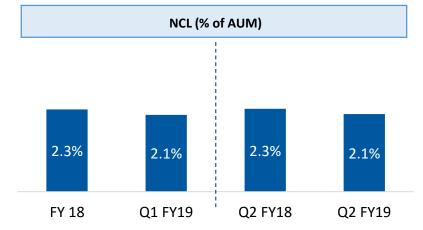


Opex Ratio

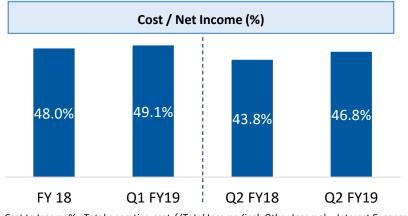
Q2 FY18

Q2 FY19

Q1 FY19



NCL: Net Credit Loss / Average AUM



Cost to Income% : Total operating cost / (Total Income (incl. Other Income) - Interest Expenses)

Bringing Equality of Opportunity to the Economically Disenfranchised

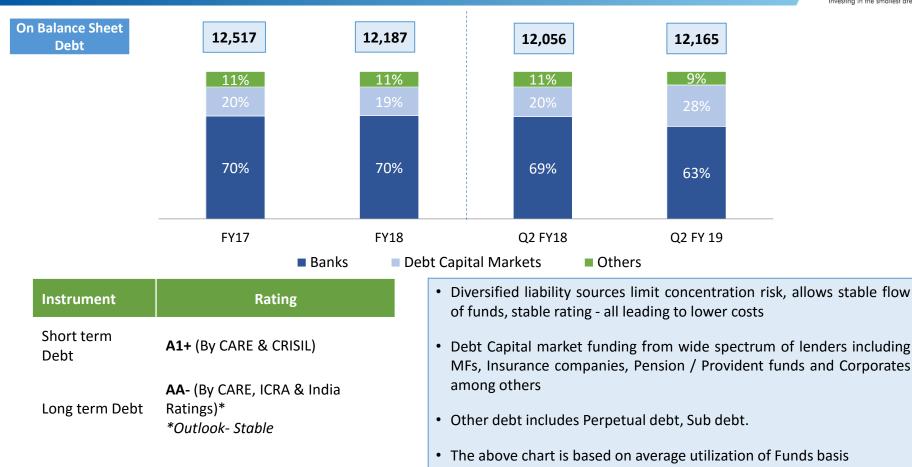
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FY 18

Opex: Total operating cost / Average AUM

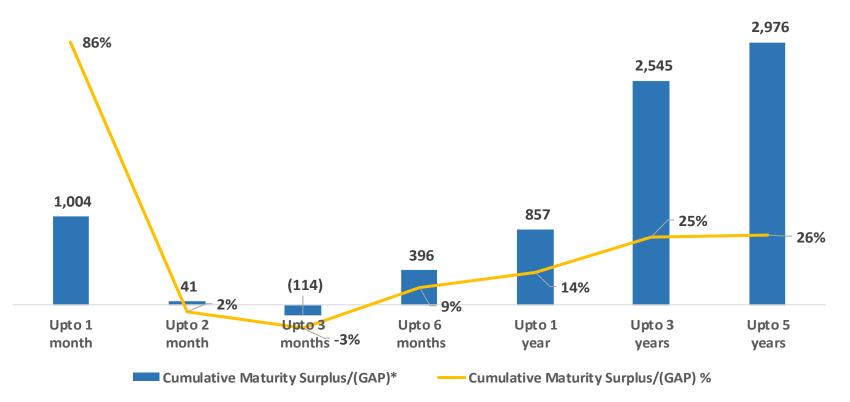
Liability Profile





Balance Sheet Debt based on MFL Consolidated financials; Values in Rs crore.





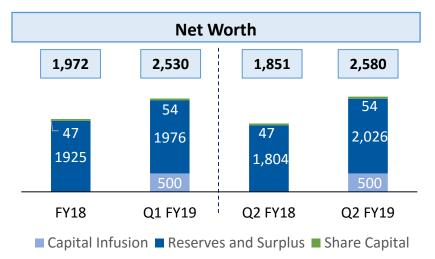
*Cumulative Maturity Surplus/(GAP) assumes utilization of available bank limits.

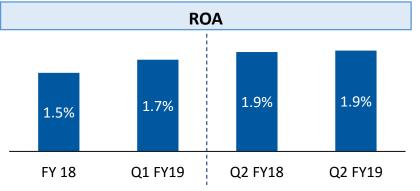
Note: Company raises resources through securitization of assets every quarter basis need for raising long term recourses

Based on MFL Standalone financials; Values in Rs crore.

Capital and Profitability – Ind AS

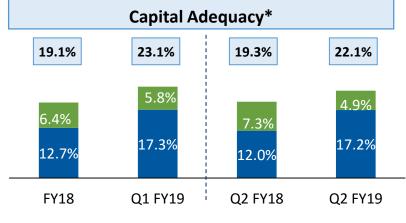




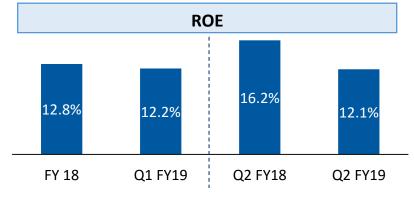


ROA- PAT (excluding OCI) / Average AUM

* Subject to RBI guidelines



■ Tier 1 ■ Tier 2



ROE- PAT (excluding OCI) / Average Net Worth

Values in Rs crore



	Ind AS					
INR Crs	Q2 FY19	Q1 FY19	Q2 FY18	H1 FY19	H1 FY18	FY18
Net Revenue	365	341	326	705	634	1,262
Expenses	171	167	143	338	288	605
Working Profit	194	173	183	368	345	656
Net Credit Loss	87	85	90	172	240	367
Profit Before Tax	107	89	93	196	105	289
Тах	27	29	21	56	-5	54
Profit After Tax	80	60	72	140	111	235
Share of profit in Joint Ventures / Associates	-3	8	1	5	1	2
Consolidated Profit After Tax	77	68	73	145	112	237
RoA	1.9%	1.7%	1.9%	1.8%	1.4%	1.5%
RoE	12.1%	12.2%	16.2%	12.8%	12.5%	12.8%

Values in Rs crore



	Ind	AS
Particulars	30-Sept-18	31-Mar-18
Share Capital	54	47
Reserves & Surplus	2,526	1,925
Borrowings	12,165	12,187
Other Liabilities	708	731
Total Liabilities	15,453	14,890
Loans and Advances	14,085	13,629
Fixed/ Assets	185	193
Cash and Cash Equivalents	524	407
Other Assets	659	661
Total Assets	15,453	14,890

Values in Rs crore





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Board Of Directors



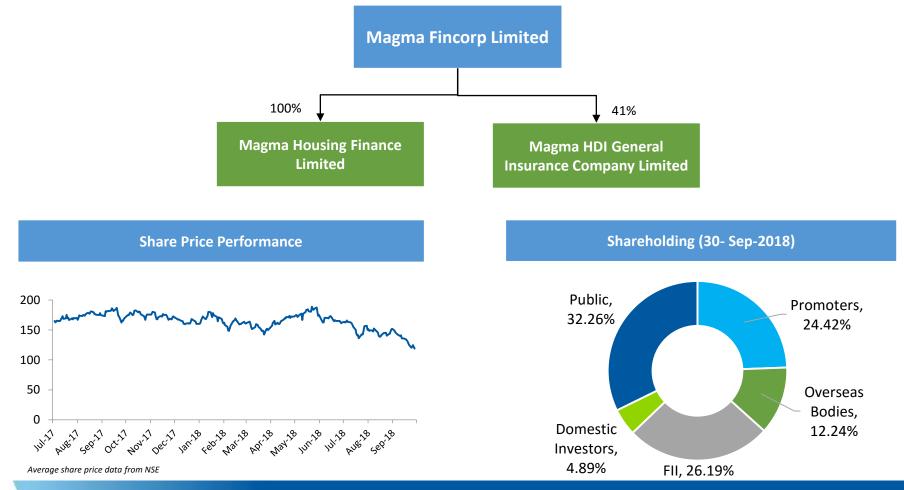
P	romoter Directors	Non Promoter Directors			
Mayank Poddar Chairman Emeritus and Whole time Director	 Supports policy formulation and guidance to the Management/Board Over 30 years of experience in the financial sector. 	Narayan K Seshadri Non- executive Independent Chairman	He is on the Board of companies including Clearing Corporation of India Limited, PI Industries Limited and TVS Electronics Limited	Nabankur Gupta Independent Director	He is on the Board of companies including Raymond Limited, VIP Industries Limited and Quantum Advisors Limited. Served as Group President in Raymond
Sanjay Chamria VC and MD	 Anchors strategic policy formulation and execution. Drives new business initiatives and leads management team 	VK Viswanathan Independent Director	Chairman of Bosch Ltd. Previously he served as Managing Director of Bosch Ltd. He currently serves on board of various reputed Indian corporates as an Independent Director.	Satya Brata Ganguly Independent Director	Serves on the Boards of various reputed Indian companies including West Bengal Industrial Corporation Limited and Rupa and Company Limited
		Madhumita Dutta-Sen (Nominee of IFC)	Ms. Madhumita Dutta-Sen has worked for IFC for almost 25 year. She has a Master's degree in Finance from the American University, Washington D.C.		





Joined Title and Previous Company





THANK YOU



Glossary



AUM	Assets Under Management: On-Book & Off-Book Loan Assets
Average AUM (AAUM)	Average of opening and closing AUM
FOS / Field Officer	Feet on Street
ABF	Asset Backed Finance
AHF	Affordable Housing Finance
HL	Home Loan
LAP	Loan against property
SME	Small & Medium Enterprises
NDSA	Non-dealer Direct Selling Agent
DDSA	Dealer Direct Selling Agent
Direct Biz	Direct Biz means Business directly generated by Magma employees without help from DDSAs / NDSAs / Connectors / Brokers, and includes Cross-sell
ATS	Average Ticket Size
ODPOS	Overdue + Principal Outstanding
NIM	Net Interest Margin: [Total Income (incl. Other Income)– Interest Expenses]/Average AUM
Yield	Weighted average yield on Loan Assets including Off-Book Loan assets
CoF	Cost of Funds: Weighted average cost of borrowings including securitization
Opex / AUM%	Opex / Average AUM
Total Assets	On B/S Assets of MFL (Consolidated)
NCL	Prov. & Write-off/ Average AUM
Gross Stage 3 Assets %	Gross Stage 3 Assets / Closing AUM (On-book)
Net Stage 3 Assets %	(Gross Stage 3 Assets – ECL Provision – Stage 3) / (Closing AUM (On-book) – ECL Provision Stage 3)
ECL	Estimated Credit Loss
RoA	PAT (excluding OCI) / Average AUM
RoE	PAT (Excluding OCI)/ (Net worth - Goodwill)
Networth	Equity Share Capital +Reserves & Surplus
BVPS	Book Value per share: (Net worth-Goodwill) / No. of Equity shares outstanding
EPS	Earnings Per Share (Diluted)
MITL	Magma ITL Finance Limited (Merged with MFL)
MHF	Magma Housing Finance Limited (100% Subsidiary)
MHDI	Magma HDI General Insurance Company Limited (Joint Venture)
SENP	Self-employed Non Professional
SEP	Self-employed Professional
NIP	No income Proof





Note: We have used various abbreviations, nomenclature, financial & non-financial ratios in this presentation. These may differ from the customary or industry practices and some of the products / geographical breakup are on best estimate basis. Please refer to the Glossary in this presentation for the definition or description of such abbreviations, nomenclature, financial & non-financial ratios.



	Ind AS						
Particulars	Q2 FY19	Q1 FY19	Q2 FY18	H1 FY19	H1 FY18	FY18	
Net Revenue	331	312	291	643	568	1,137	
Expenses	152	150	131	302	263	552	
Working Profit	179	162	160	341	305	585	
Net Credit Loss	85	84	84	169	232	347	
Profit Before Tax	94	78	76	172	74	237	
Тах	24	26	15	50	-17	36	
Profit After Tax	71	51	61	122	90	201	

Values in Rs crore



	Ind	AS
Particulars	30-Sept-18	31-Mar-18
Share Capital	54	47
Reserves & Surplus	2,347	1,763
Borrowings	10,885	11,060
Other Liabilities	666	692
Total Liabilities	13,951	13,564
Loans and Advances	12,499	12,185
Fixed/ Assets	184	192
Cash and Cash Equivalents	522	398
Other Assets	746	789
Total Assets	13,951	13,564



	Ind AS					
Particulars	Q2 FY19	Q1 FY19	Q2 FY18	H1 FY19	H1 FY18	FY18
Net Revenue	33	29	35	63	65	125
Expenses	19	17	12	36	25	53
Working Profit	15	12	24	27	40	72
Net Credit Loss	2	1	6	3	8	20
Profit Before Tax	13	11	17	23	32	52
Тах	4	2	6	6	11	18
Profit After Tax	9	9	11	18	21	34

Bringing Equality of Opportunity to the Economically Disenfranchised



	Ind AS					
Particulars	Q2 FY19	Q1 FY19	Q2 FY18	H1 FY19	H1 FY18	FY18
Gross Earned Premium	156	159	122	315	241	519
Net Earned Premium	115	-52	83	63	165	335
Net Claims Incurred	89	-95	66	-6	133	278
Net Commission	1	2	-3	3	-6	-12
Management Expenses	55	46	40	101	79	154
Impairment loss (including recoveries)	2	0	0	2	0	0
Underwriting Profit	-32	-5	-20	-37	-41	-86
Investment & Other Income	23	24	23	48	44	91
Profit Before Tax	-8	19	3	11	3	5
Taxes	0	0	1	0	1	1
Profit After Tax	-8	19	2	11	3	4

Values in Rs crore

Bringing Equality of Opportunity to the Economically Disenfranchised

Rewards & Recognition





Corporate Social Responsibility

Magma has received several awards in the last few years for its CSR activities. Among them below are our last 4 achievements

- Asian Customer Engagement Forum & Awards Best CSR Event, 2018 (M Care)
- BT CSR Excellence Awards Innovation in CSR Practices, 2017 (Highway Heroes)
- Asian Customer Engagement Forum & Awards Best CSR Event, 2017 (Highway Heroes)
- CSR Journal Excellence Award Health and Sanitation, 2017 (M Care)

Corporate Communication

- League of American Communications Professionals (LACP) Spotlight Awards, 2017 for Annual Report Design
- EPC Awards 2017, Best PR Campaign of the Year

Information Technology

• CIO Crown Award for Innovation, 2017



Community Obsession: Corporate Social Responsibility



Health & Wellbeing



- Free medical Consultation to approx.100,000 truckers through health check up camps
- Renovation of Mid Day meal kitchen room in Chandigarh for the preparation of healthy food
- M-Care Health camps including basic test across several states in the country. Have treated around 13000 plus patients till date
- Free cataract surgery for 200 rural masses in a village in West Bengal

Environment Sustainability



- Magma Truckers Initiative for Environment
 Sustainability. In association with PCRA, Govt. of India undertaking
- Training Safer Driving Skills to Truck Drivers in 230 location. Estimated 170,000 truckers benefitted
- Better Mileage + Fuel Conservation = Saving about 290 Lac Lt. of Diesel per year
- Reduction in CO2 Emission estimated 790 Lac kg.
- E-Toilets for Sanitation at Transport Nagars to benefit to approx. 60,000 Truck drivers

Promotion of Education



- M Scholar Total strength of students enrolled under the scheme would reach 300 including 2018 batch
- Adoption of 16 Schools in Tribal areas in CG, Jharkhand in Tribal areas
- Mid-day Meal Programmed: Offering mid-day meal to 6500 students in Govt. Schools in Kolkata (East), Delhi (North), Mumbai (West), Saraikela (East), Nellore (South), Faridabad (North), Jaipur (North) – through Food Relief Foundation

Swayam - Corporate Volunteering



- Every Child is Special: Providing toys and other pre school kits for the under privileged kids of Mewat area in Alwar Dist.
- Supporting Free Student Hostel for the tribal kids to have easy access to school, shelter, food, clothing and other life values

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