



## Corporate Presentation June , 2017



## Company Profile

- SRG HFL's business model is the **brainchild of Mr. Vinod K. Jain, the company's Managing Director**. His vision is to provide housing finance to people in rural area which is generally underrated and left ignored by other financial institutions.
- **Bombay Stock Exchange Listed** and **National Housing Bank registered** Housing Finance Company.
- Recognized by National Housing Bank for refinance facility.
- **We service for :**
  - ☐ **Individual Home Loans**
  - ☐ **Loan Against Property**
  - ☐ **Project Loan**

### REGISTERED OFFICE

321 ,SM Lodha Complex, Near Shastri Circle, Udaipur (Raj.)-313001, Email- info@srghousing.com,  
Website: www.srghousing.com, Phone: 0294-2561882, 2412609, CIN: L65922RJ1999PLC015440

### CORPORATE OFFICE

1046, 10th Floor, Hubtown Solaris, N.S Phadke Marg, Andheri (E.), Mumbai 400 069 (Maharashtra)  
Email– connect@srggroup.net, Tel: 022-62215307.



1999 : Incorporated as Vitalise Finlease Private Limited.

2000 : Changed the name of the company to SRG Housing Finance Private Limited.



2002 : Got license from NHB being the **1<sup>st</sup> Company in Rajasthan** to get NHB License.

2004 : Converted into Public Company.



2012 : Listed on BSE SME Platform being the **1<sup>st</sup> Company in Rajasthan** to be listed on SME Platform.



2015 : Migrated to BSE Main Board being **India's 1<sup>st</sup> Company** to get migrated.

2015 : Notified by Ministry of Finance to be treated as "Financial Institution" under SARFAESI Act 2002.



2016: Got Sanctioned its First Ever Refinance From National Housing Bank, twice i.e. in the month of April, 2016 and also in the month of January, 2017.



2016 : Credit Rating upgraded by CARE Ratings to CARE BBB- Stable (Triple B Minus Outlook: Stable) and by Brickwork Ratings to BWR BBB-(BWR Triple B Minus).

2016 : ISO 9001:2008 Certified Company for Quality Management system of Loan Process.



2017 : Awarded with Order of Merit by Skoch Group in 47<sup>th</sup> Skoch Summit for qualifying among Top 100 SMEs in India.



2017: Appointed Deloitte Haskins & Sells LLP, Chartered Accountants, for the Management Audit (Specific Account Balance Testing) for SRG Housing Finance Limited for the financial year 2017-18.



## Our Group of Companies



# Board of Directors

Name	Designation
Mr. Vinod K. Jain	Managing Director
Mr. Rajesh Jain	Non Executive Director
Mrs. Seema Jain	Non Executive Director
Mr. Ashok Kabra	Independent Director
Mr. Vikas Gupta (Adv.)	Independent Director
CA Nishant Badala	Independent Director



## **Mr. Vinod K. Jain**

# **Managing Director**

Mr. Vinod Jain is a firm believer of achieving excellence through a positive and proactive approach. He follows a dictum –

"Success is simple. Do what's right, the right way, at the right time."

He is an experienced Managing Director (Promoter) with strong controlling, direction & effective team building capability. In the year 1999 he floated his own Company "SRG Housing Finance Limited" with a broad and clear vision in the field of finance. He pioneered Housing Finance in year 2004 in Rajasthan.

He has proved his capability in strategic management and is a successful performer in pursuit of profitable growth.

His relentless ambition established the brand SRG and fueled the company to the new heights of success. He has always proven SRG Housing Finance Ltd. as the best Company with respect to customer satisfaction and highly motivated employees.

# Management Team



## **Dr. Krati Jain: Executive Vice President**

Dr. Krati Jain is the Executive Vice President of SRG Housing Finance Ltd. She is an associate member of The Institute of the Company Secretaries of India and is a post graduate from Mohan Lal Sukhadia University, Rajasthan. She has done her Ph. D in Finance and is PGDBA in Finance from Symbiosis University, Pune. She works closely on strategic planning and new policy formulation which aids in development and achievement of goals. Her work profile includes recruitment, training, supervising, and evaluating department staff, developing and implementing a cohesive marketing plan to increase brand awareness, improving administrative and operational accounting services, providing analytical support to SRG's internal management team including development of internal management reporting capabilities and promoting a culture of high performance and continuous improvement that values learning and a commitment to quality. She recently joined the Company as an Executive Vice President in July, 2017.



## **CA Ashok Modi : CFO**

Mr. Modi has more than 25 years of experience in ensuring financial strengthening to the individuals and organizations via audit and strategic planning. His in-depth knowledge about the financial system and various derivatives is unparalleled. He is with the company since 2012.



## **Er. Lavang Murdia : CMO**

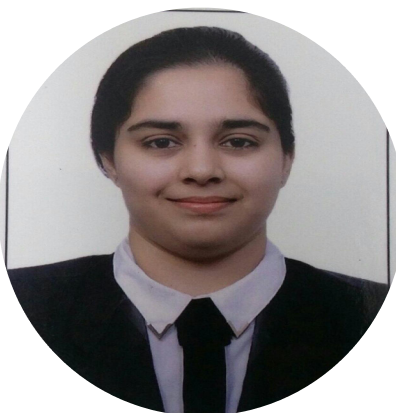
Mr. Murdia has 15 years of experience into Sales and Marketing and has build robust business models in sectors like finance, insurance, telecom etc. He has an expertise in channel management where he researches into identifying cum building new market opportunities. He has been working with the company since 2010.

# Management Team



## **CS Sunaina Nagar : GM- Corporate Office**

Ms. Nagar is an associate member of Institute of Company Secretaries of India and also possesses LLB degree. She is handling Compliance, Equity & Debt Financing matters. Her deep insights and research mindset has helped company to find newer innovative ways to expand and flourish. She joined the company in the year 2015.



## **Manjot Kaur Bakshi: CHRO**

Ms. Bakshi is an Associate Member of Bar Council of India. She is an MBA HR from IMT Ghaziabad. She is also pursuing Masters in Law. She is handling Strategic Planning, Human Resource matters. Her intelligence, hard work and dedication to work has helped company grow in an organised manner.

# Management Team



## **Dilip Kumar Singhvi : GM- Operations**

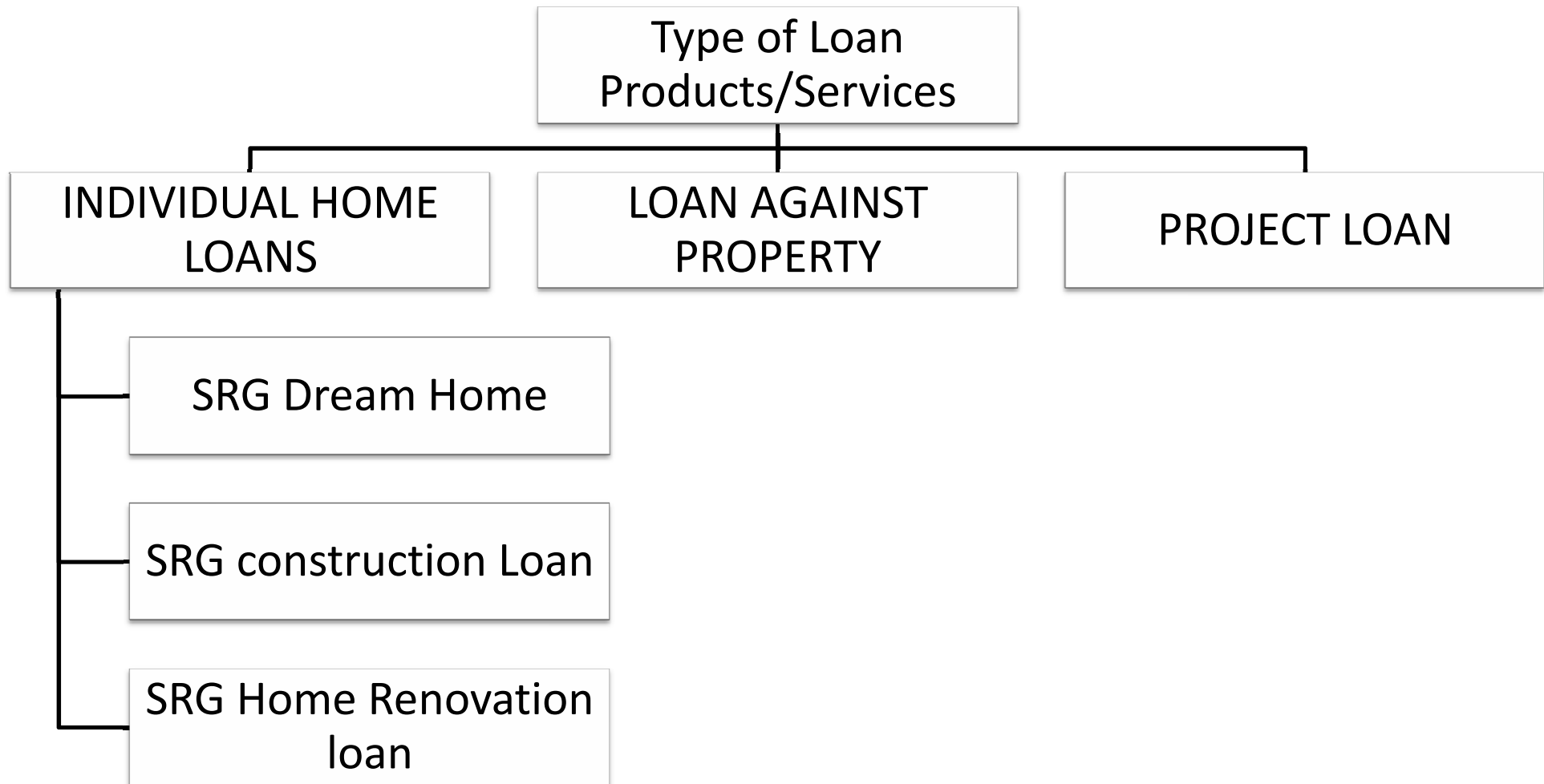
Mr. Singhvi is retired as a Senior Manager-Bank of Baroda after serving for 36 years and also has been Incharge-cum- faculty in RTC(Regional Training Centre), Jaipur for 5 years. His qualifications includes B.SC, M.COM, MBA, CAIIB among others and he has also qualified various courses on Mutual Funds organised by NISM. He is equipped with various procedures and policies which makes financial transaction less cumbersome and meaningful. His tracking mechanism and rigorous follow up strategies has helped building up of customer network. Mr. Singhvi is working with company since 2015.



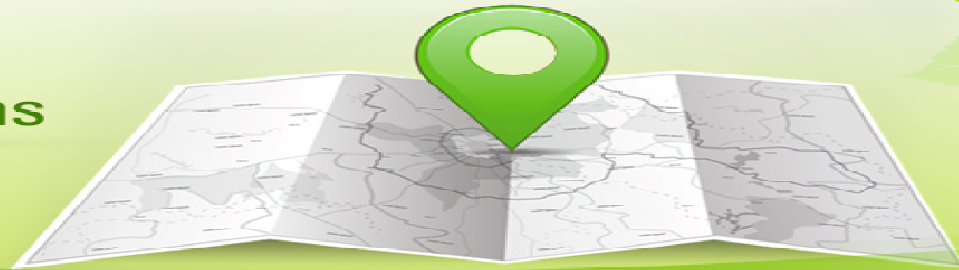
## **Ms. Richa Bhandari : AGM- Regulatory Compliance**

Ms. Bhandari is an MBA Graduate and is associated with the company for more than 7 years. She has a proven track record of setting, managing and scaling up the business in diverse environments. She is well experienced and proficient with Accounting operations and Customer Relations. She has been associated with the company since 2009.

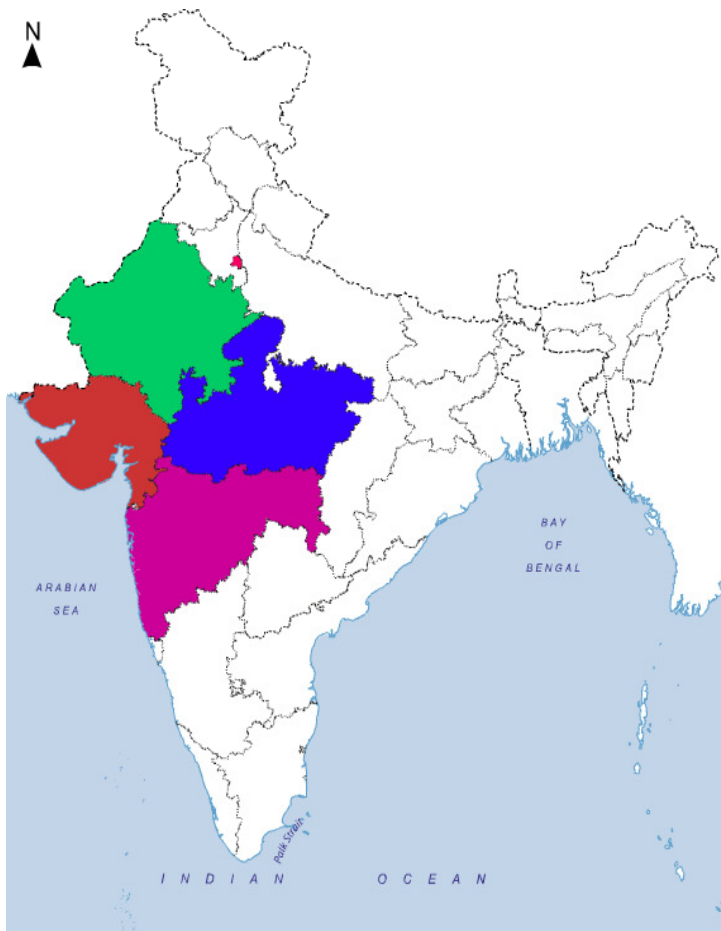
# PRODUCTS & SERVICES



## Business Locations



**Registered Office:** Udaipur (Raj.)  
**Corporate Office:** Mumbai ( Maharashtra)



### **Madhya Pradesh (4)**

- ☑ Mandsaur
- ☑ Neemuch
- ☑ Ratlam
- ☑ Shamgarh

### **Gujarat (1)**

- ☑ Ahmedabad

### **Rajasthan (15)**

- |               |           |
|---------------|-----------|
| ☑ Salumber    | ☑ Jaipur  |
| ☑ Bhinder     | ☑ Jodhpur |
| ☑ Banswara    | ☑ Ajmer   |
| ☑ Sagwara     | ☑ Kota    |
| ☑ Bhilwara    | ☑ Sirohi  |
| ☑ Aspur       |           |
| ☑ Dungarpur   |           |
| ☑ Fatehnagar  |           |
| ☑ Chittorgarh |           |
| ☑ Rajsamand   |           |



Tenure-  
Upto 15 years



Average Ticket Size-  
Rs. 7.62 Lacs  
& Average Tenure- 6 Yrs



Repayment Mode-  
PDCs/ ECS are accepted.



Loan to Value (LTV)-  
45-55% app. of the property  
value



Catering also to LMI Segment

# Achievements:

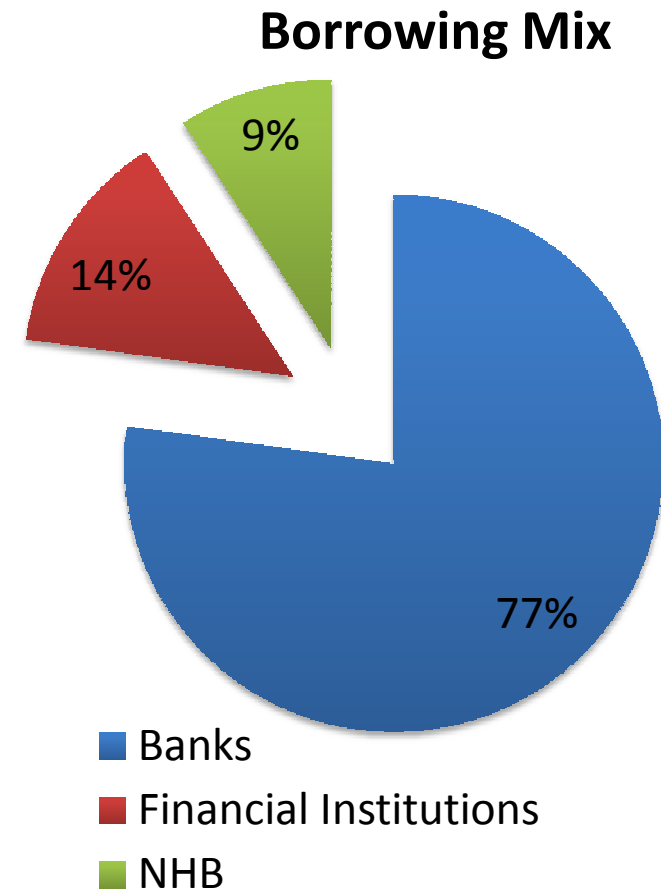
1. Credit Rating has been enhanced to **Investment Grade** by BrickWork Ratings in the Month of July 2016.
2. The Company has received its first ever Refinance from National Housing Bank, twice i.e. in the month of April, 2016 and also in the month of January, 2017.
3. Corporate office of the company has been started in Mumbai at Andheri East.
4. Company has secured Sanction worth Rs. 88 Cr from Multiple Banks and Financial Institutions during the year 2016-17.
5. Company has received Skoch Order of Merit Award from Skoch Group in 47<sup>th</sup> Skoch Summit for qualifying among India's Top 100 SMEs.

## Achievements:

6. During the year 2016-17, Company successfully raised funds worth Rs. 15.19 Cr by way of Private Placement of equity shares from various leading investors of the country. This issue is the 1<sup>st</sup> Private Placement made by the Company post its IPO.
7. Came out with First ever Debenture Issue of the Company worth Rs. 25 Cr.
8. Appointed Deloitte Haskins & Sells LLP, Chartered Accountants, for the Management Audit (Specific Account Balance Testing) for SRG Housing Finance Limited for the financial year 2017-18.
9. Credit Rating upgraded by CARE Ratings to CARE BBB- Stable (Triple B Minus Outlook: Stable)

## Fact Sheet as on June 30, 2017:

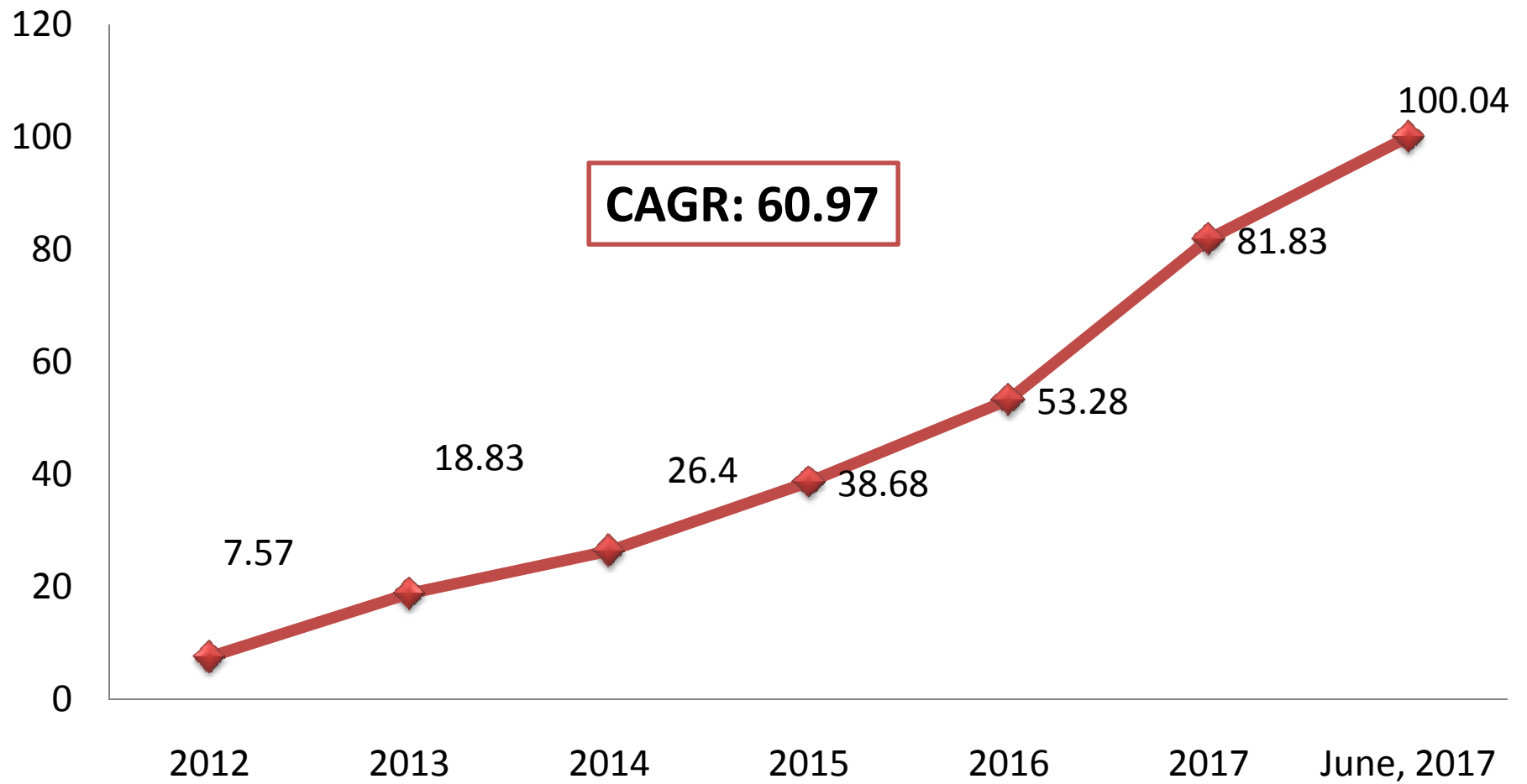
	Amount in Lacs
Net Worth*	3358
Outstanding Loan Assets (AUM)	10004
Profit After Tax (not annualised)	155
Loan disbursement during the qtr.	2474
Revenue from Operations (not annualised)	598
Gross NPA	1.32%
Net NPA	0.62%



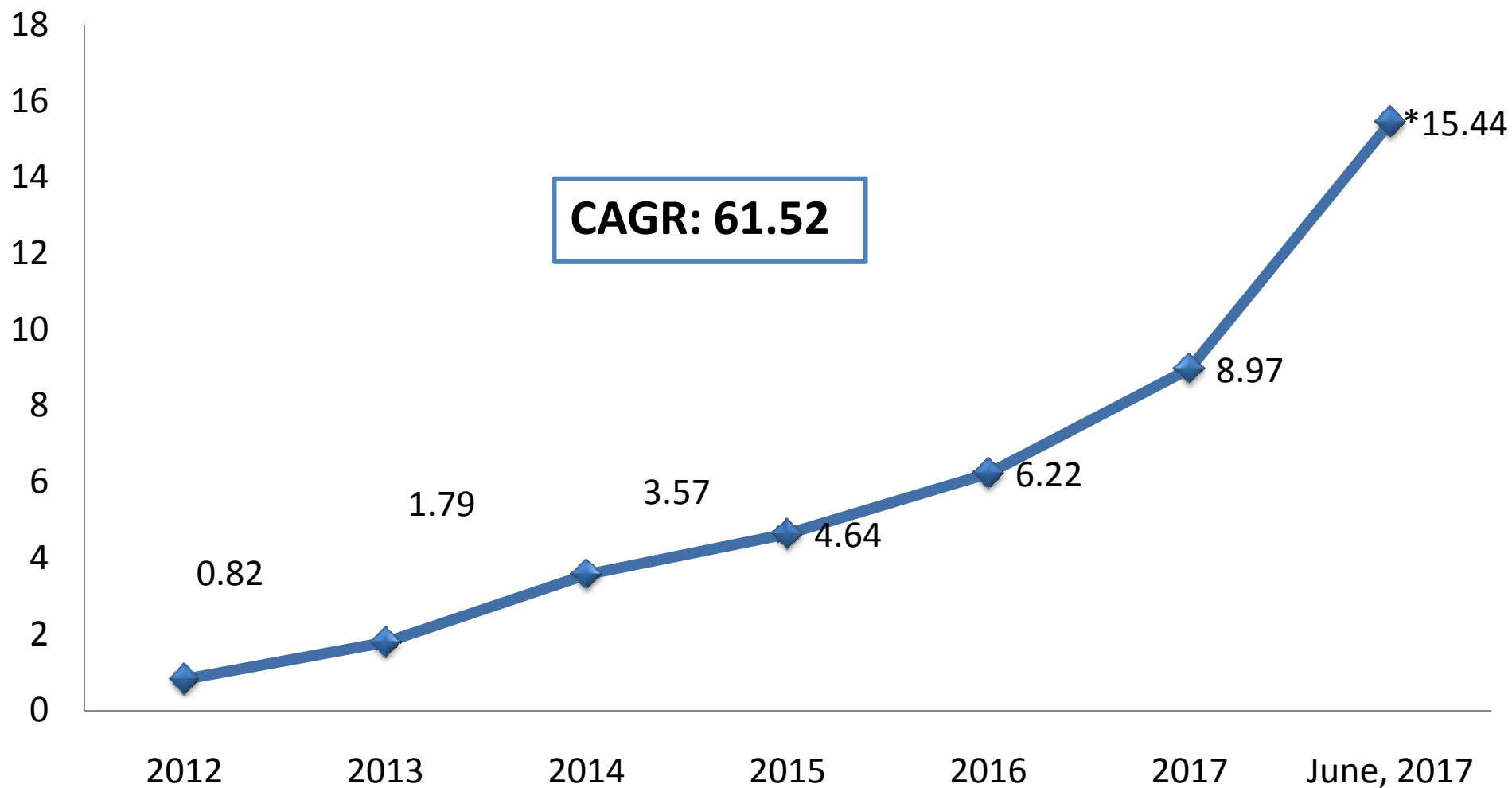
**SRGHFL**

**PERFORMANCE**

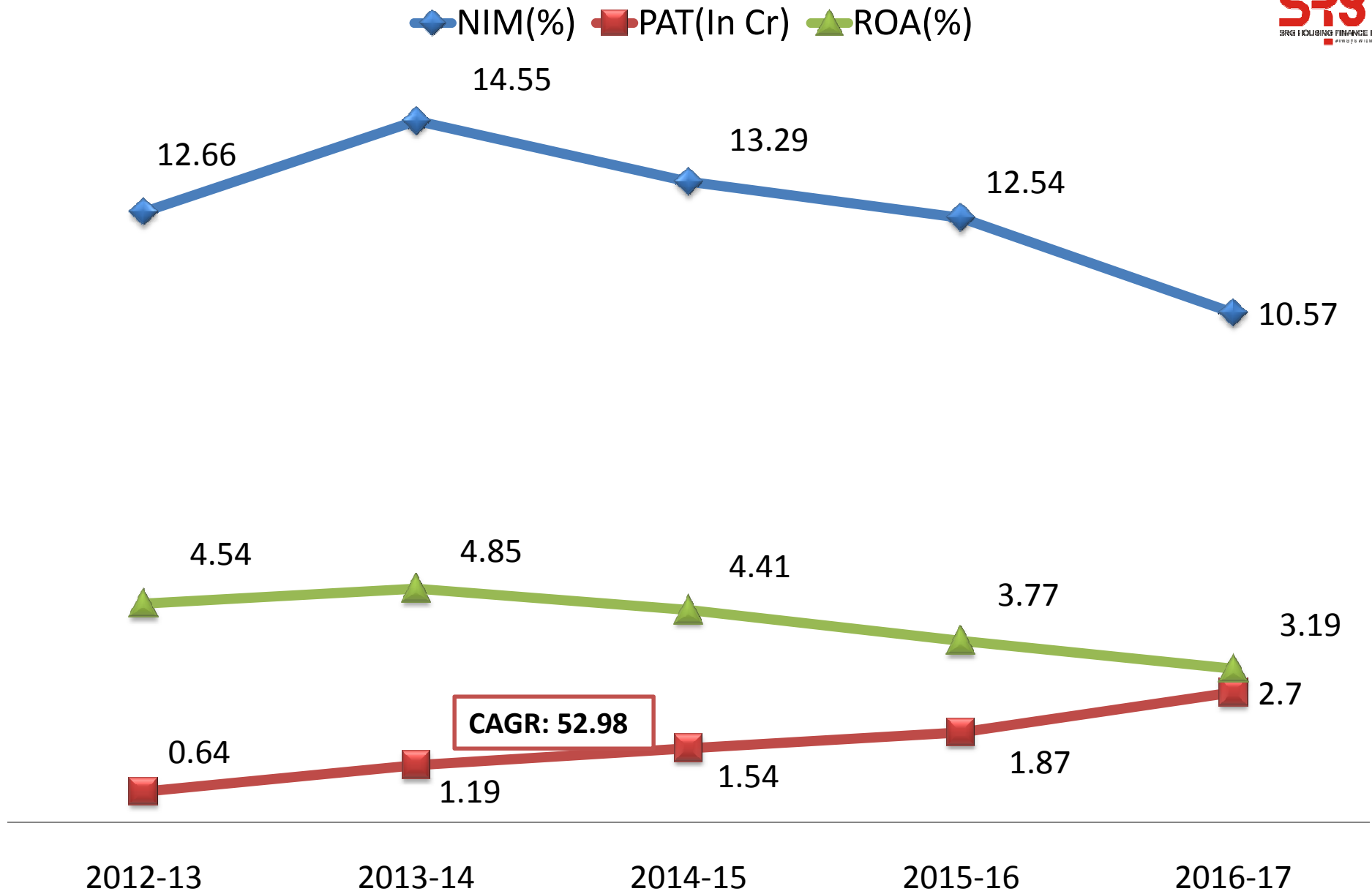
## AUM (Rs. In Cr)



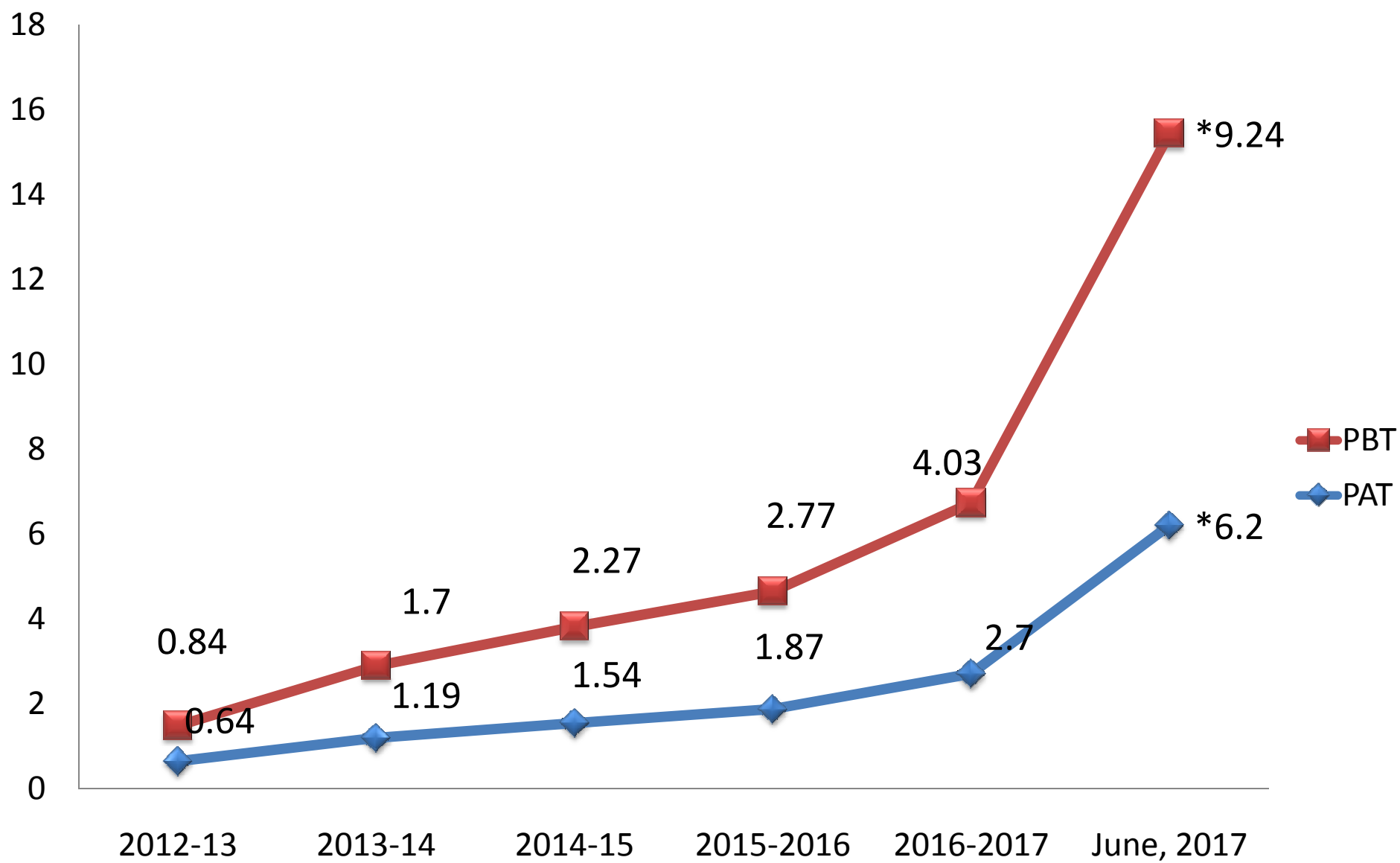
## Net Interest Income (Rs. In Cr)



**\* Annualised**

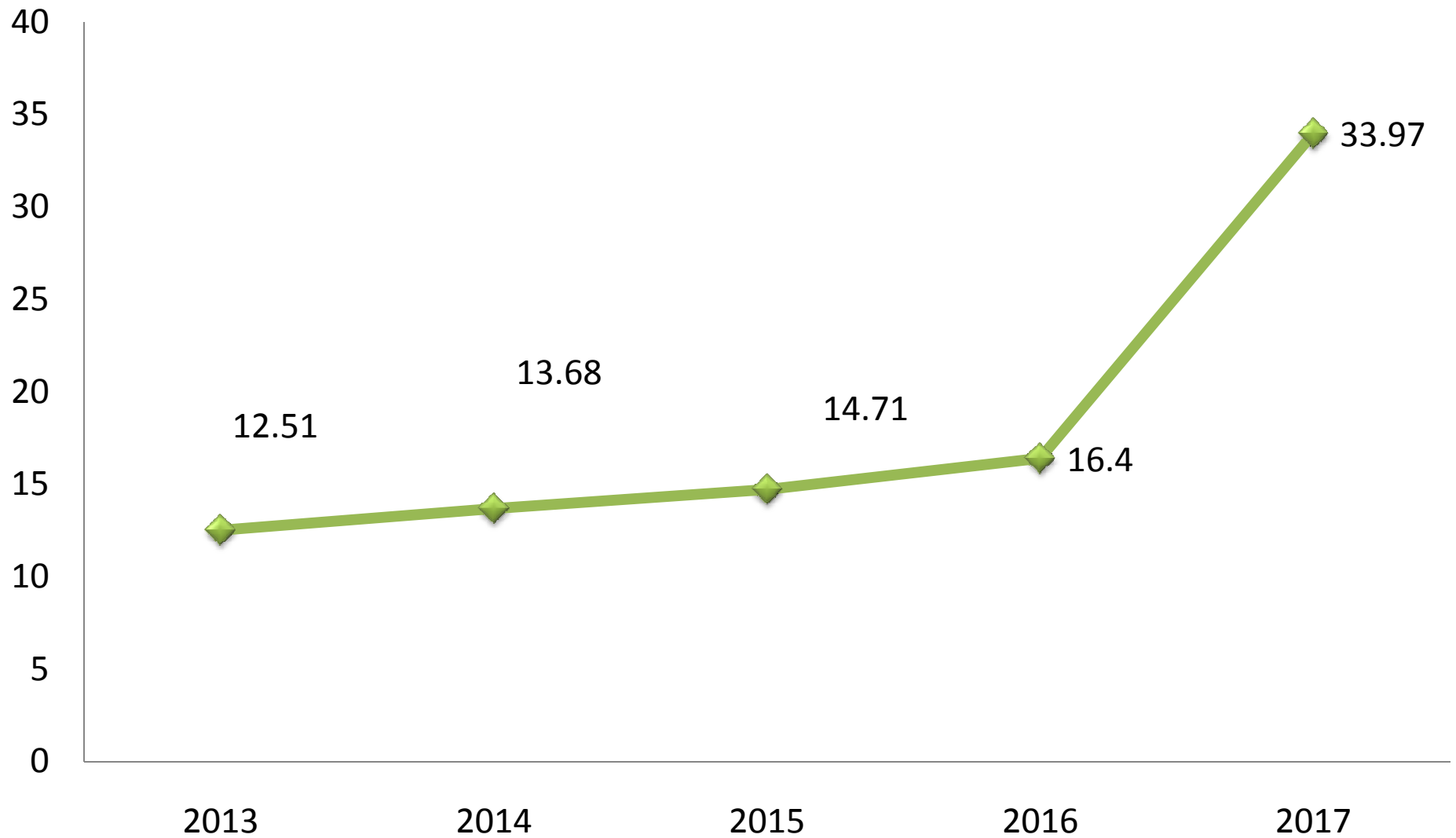


## PAT & PBT (Rs. In Cr)

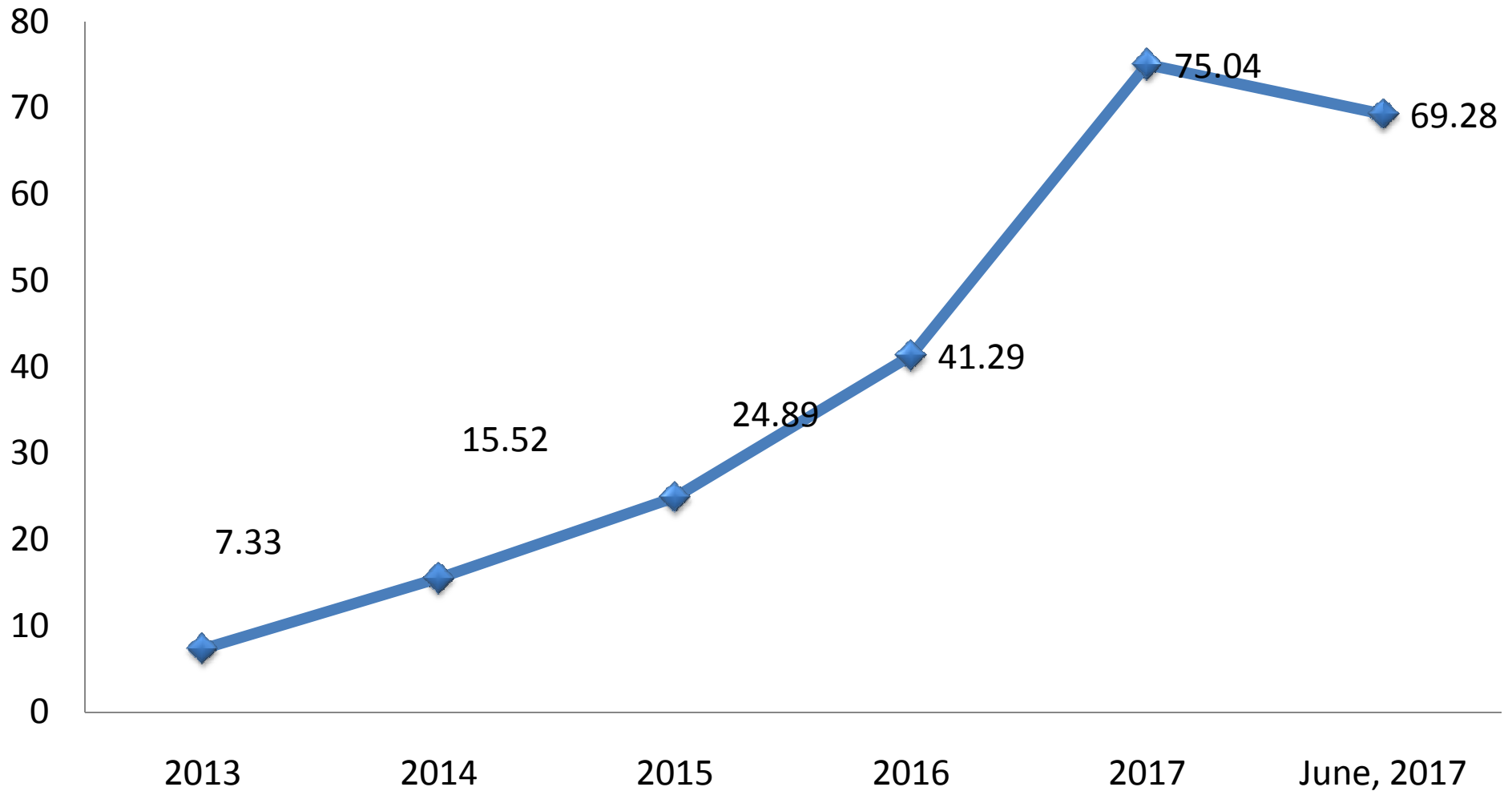


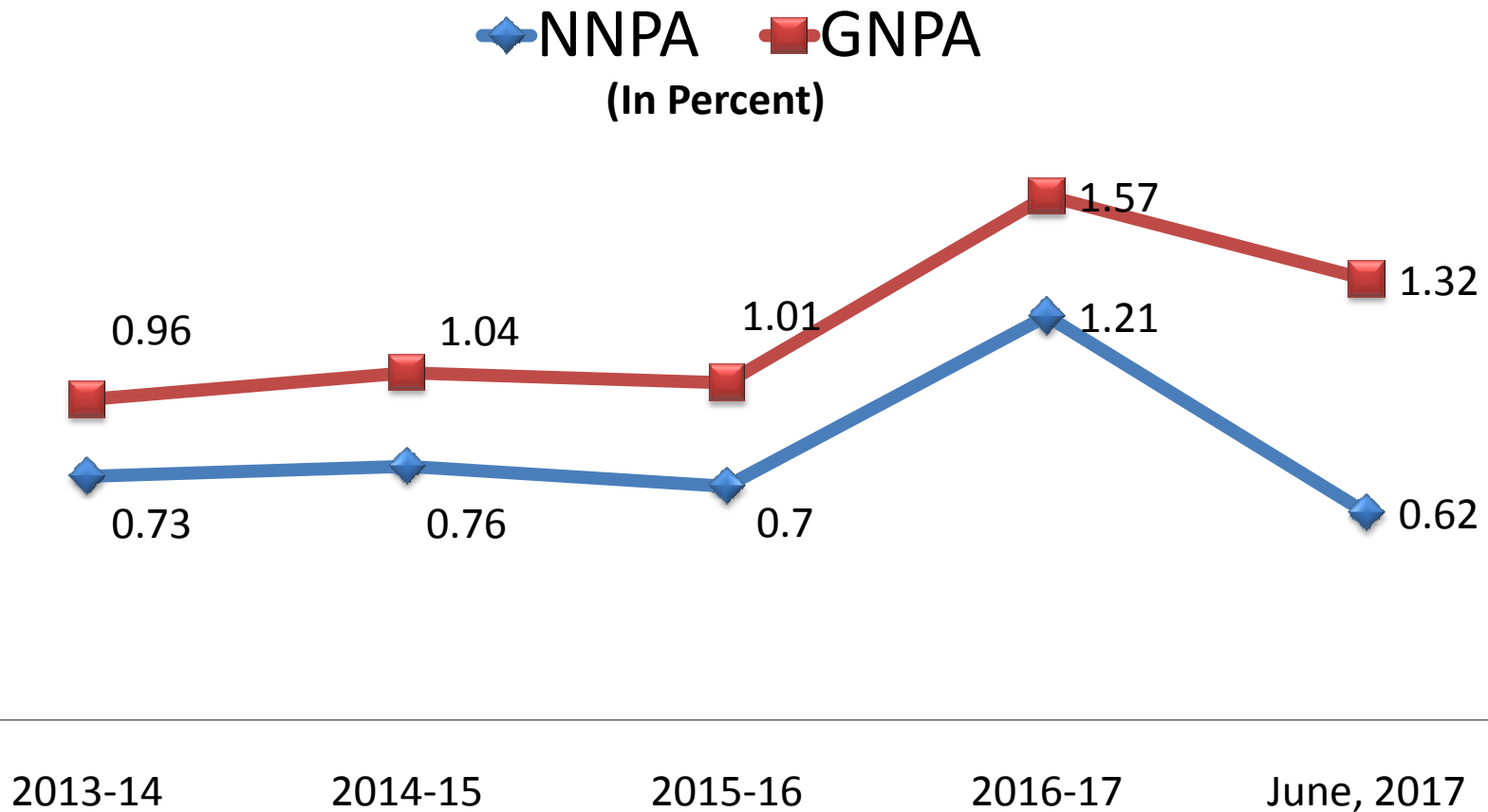
**\* Annualised**

## Net Worth (Rs. In Cr)



## Borrowings from Banks & FIs (Rs. In Cr)

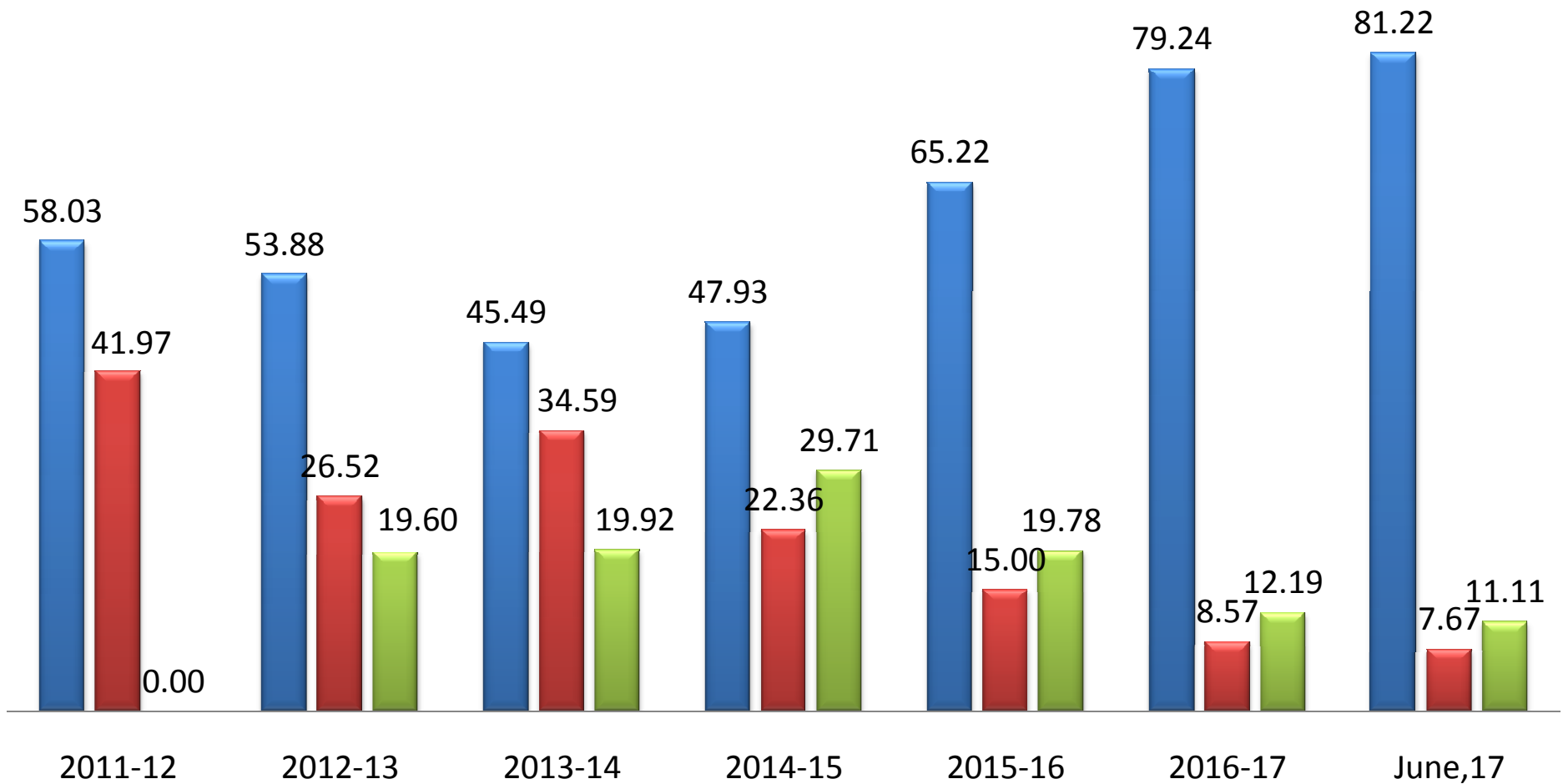




*Reason: The main reason for increase in NPA in 2016-17 was due to the effect of Demonetization but the company has managed the NPA levels and the same are under control.*

## Portfolio (In Percentage)

■ Housing Loan(%) ■ LAP(%) ■ Project Loan(%)



## Loan Portfolio Analysis:

Amount in Lacs	June,17		2017		2016		Amount in Lacs	June,17	2017	2016
	Amount	%	Amount	%	Amount	%		Avg. Loan size		
Housing Loan	8125.24	81.22	6483.95	79.24	3474.71	65.21	Housing Loan	4.75	4.66	4.17
LAP	767.73	7.67	701.66	8.57	798.85	14.99	LAP	17.85	15.95	21.02
Project Loan	1111.17	11.11	997.27	12.19	1054.89	19.80	Project Loan	138.90	124.66	131.86
Total	10004.14	100.00	8182.87	100.00	5328.45	100.00				

## Productivity Ratios :

	June, 2017	2017	2016	2015
No. of Emp	75	55	35	18
No. of retail offices	22	20	15	9
AUM per Emp (Rs. in lacs)	133.39	148.78	152.23	214.89

## Financial Highlights

<i>(Amounts in INR Lacs)</i>	2012-13	2013-14	2014-15	2015-16	2016-17	June,17
<b>Share Capital</b>	808	808	1131	1131	<b>1300</b>	<b>1300</b>
<b>Reserve and Surplus</b>	443	560	340	509	<b>2097</b>	<b>2204</b>
<b>Borrowings from Banks</b>	733	1552	2489	4129	<b>7504</b>	<b>6928</b>
<b>Housing &amp; Property Loan</b>	1883	2640	3868	5328	<b>8183</b>	<b>10004</b>
<b>Disbursements during the period</b>	1446	1611	2539	2731	<b>4737</b>	<b>2474</b>
<b>GNPA</b>	1.03%	0.96%	1.04%	1.01%	<b>1.57%</b>	<b>1.32%</b>
<b>NNPA</b>	0.51%	0.73%	0.76%	0.70%	<b>1.21%</b>	<b>0.62%</b>

## Financial Highlights

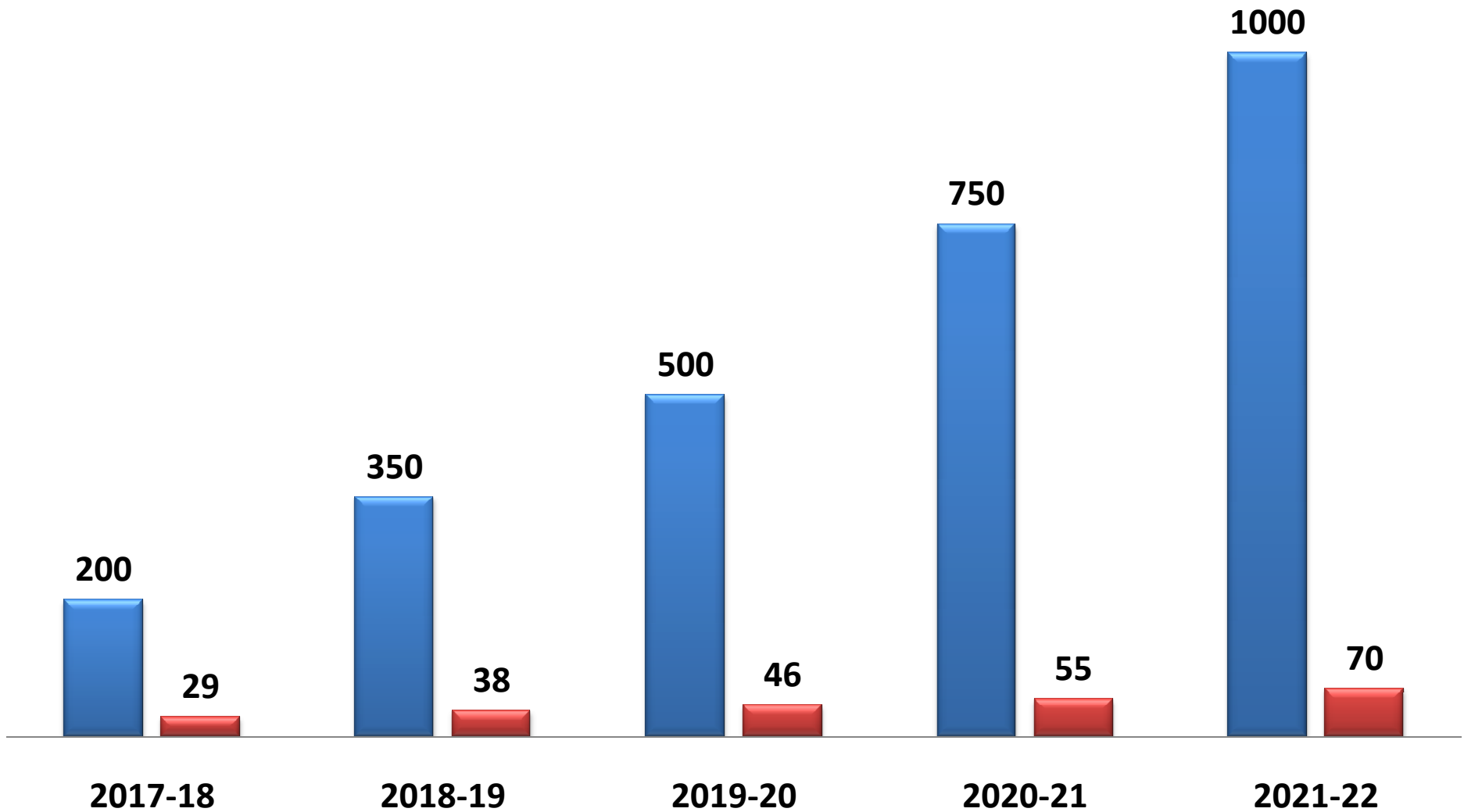
(Amounts in INR Lacs)

	2012-13	2013-14	2014-15	2015-16	2016-17	June,17
Gross Interest Income	235	474	687	1021	1452	598
Interest Cost	56	117	223	399	555	212
Net Interest Income(NII)	179	357	464	622	897	386
Net Interest Margin(NIM)%	12.66	14.55	13.29	12.54	10.57	-
Yield on Portfolio %	17.80	20.95	21.11	22.21	21.50	-
Cost of Debt(COD) %	12.9	12.9	13.15	13.15	11.61	-
Cost to Income Ratio	53.07	52.53	51.09	55.77	55.26	40.32
PBT	84	170	227	277	403	231
PAT	64	119	154	187	270	155
Earning Per Share	0.98	1.48	1.43	1.65	2.38	1.19
Capital Adequacy Ratio %	67.40	61.30	50.34	49.91	72.71	65.64
Return on Assets %	4.54	4.85	4.41	3.77	3.19	-
Return of Equity %	7.65	9.49	11.28	12.42	11.20	-

# VISION 2022

■ Projected Loan Book(Rs. In Cr.)

■ Branch Network (In No.)



# **BUSINESS STRATEGIES**

The company is looking forward to **increase its Brand Value and shareholder's wealth** with its expansion plan. The management has proposed the strategy for its expansion plan including :

**1. Increasing the scale of operations :**

Company wish to expand its Branch Network in North West Region of the Country. Focus areas of the company will be **Tier II & Tier III Cities of Rajasthan, Maharashtra, Gujarat and Madhya Pradesh.**

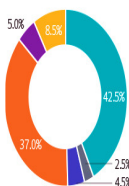
**2. Expanding Resource Base :**

The Company has received refinance from National Housing Bank under its Refinance Scheme. Further the Company has already been sanctioned loans from many banks. **Company is also planning to raise funds by way of various capital market instruments.**

## Our Strength



High Capital adequacy Ratio



Diversified Products & Customer Profile



Strong Asset Quality



Adequate Internal Control System



Strong MIS



Experienced Promoters

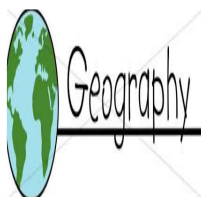


Brand Name of SRG in Rural Sector



राष्ट्रीय  
आवास बैंक  
NATIONAL  
HOUSING BANK

NHB  
Funding



Understanding  
of Core  
Geographies



Employee  
Productivity

# Risk Mitigation :

## Credit Risk

- Credit policies are framed in line with the business strategy
- Portfolio performance is closely monitored. Portfolio monitoring is done through early warning signals and performance of policy caps

## Market Risk

- Asset liability Management Policy covers liquidity and interest risk related aspects

## Operational Risk

- Fraud is prevented through a fraud risk management policy within the organization
- Approved operational risk management frame work is in place and operational risks are monitored on an ongoing basis



# KEY DRIVERS OF OUR BUSINESS MODEL

---

Growing demand of affordable housing

---

Limited availability of housing finance for low-income customers

---

Tax incentives for individuals

---

Urbanization, growth of nuclear families, rising incomes etc.

---

The government's 'Housing for All by 2022' and the Pradhan Mantri Awas Yojna (PMAY) initiatives, the grant of infrastructure status to affordable housing, allowing additional investment limits to debt mutual funds to invest in housing finance companies (HFCs), and lower risk weights for smaller-ticket housing loans.

# THANK YOU

