

Q2 FY23 (YTD) -Business Update

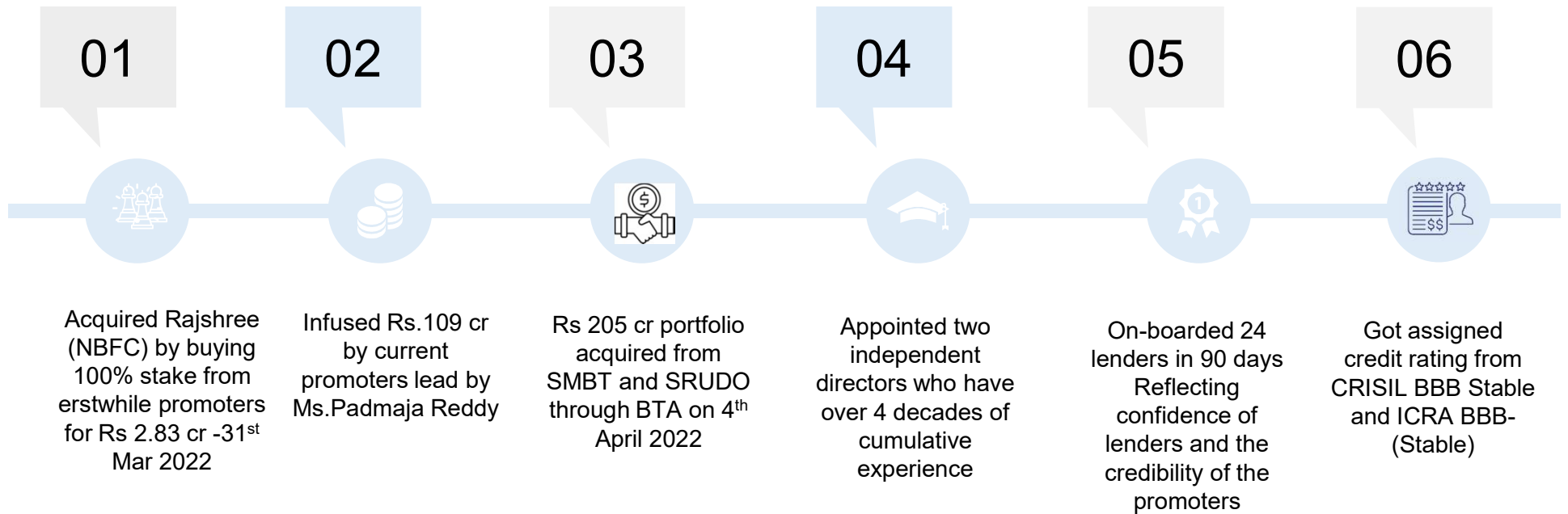


Keertana Finserv Pvt. Ltd.
(formerly known as Rajshree Tracom Pvt. Ltd.)
CIN: U65100WB1996PTC077252

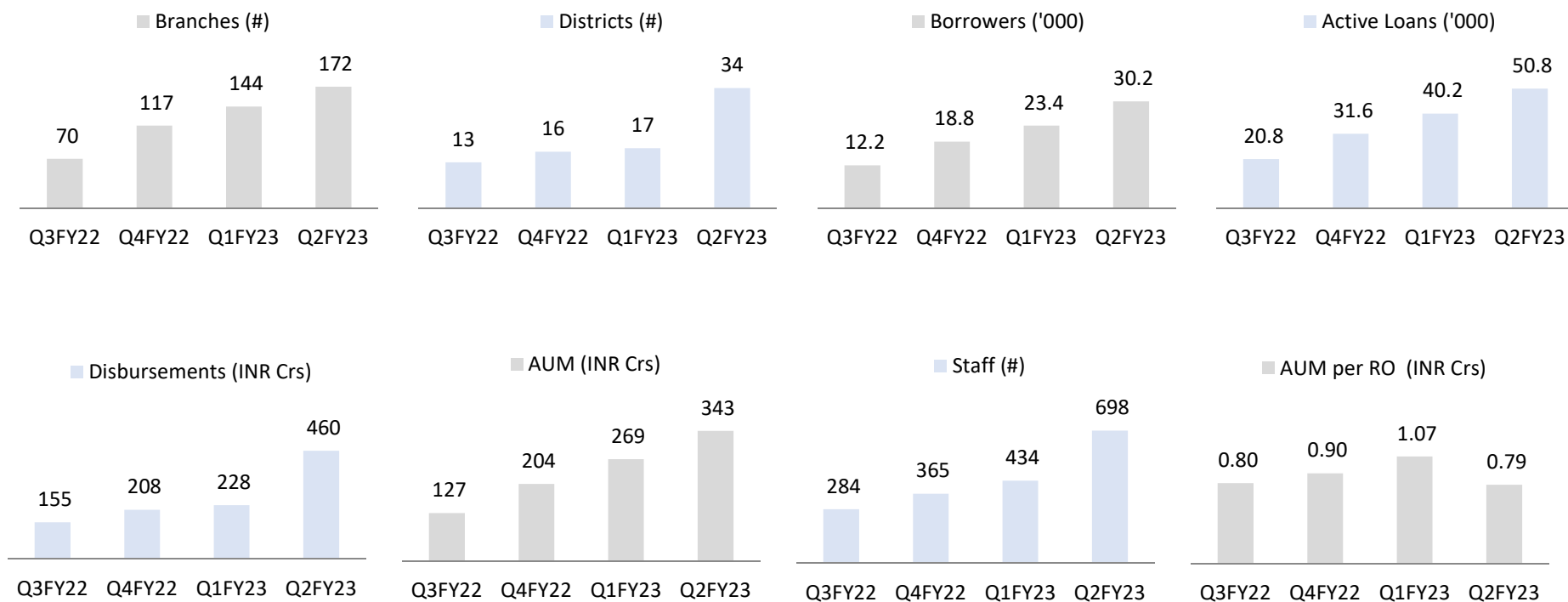
Business at a Glance...

Fastest Growing NBFC	Rs 343cr AUM 68% growth YTM Presence in 4 states	115 Operating Branches 47% growth YTM AP contributes 98% of AUM followed by TN with 1%	30,215 Borrowers 62% growth YTM 88% Rural and 12% Urban
Well defined Product Mix	Secured- Rs 310Cr Unsecured-Rs 33Cr Secured by Gold and Hard Collateral	AUM Gold Loan- Rs 303 Cr LAP-Rs 7Cr MSME & JLG- Rs 33Cr	Yield on Portfolio Overall-23.8% Gold-22% LAP- 23% MSME-28% and JLG-24%
Robust Balance Sheet with Strong Capital Adequacy	CAR at 34% Net worth- Rs 129 Cr 98.5% Promoter holding	Impeccable Portfolio Quality PAR-0.01% NPA-0.01%	Break even achieved in the first month of NBFC operations and 5.7Cr PAT YTD
Efficient Operations	ROA – 4% (Post tax) ROE – 10%	Rs. 3Cr Avg AUM per Branch and 0.79Cr AUM per Loan Officer	AUM Per Employee - 49Lacs
Strong Team with decades of Domain Expertise	Promoter with over 25 years of experience in financial services; Able Board leading business to quality growth	Senior Management in place Strengthening second line- core focus	Avg relevant domain experience per staff- ~10 years Total Staff- 698

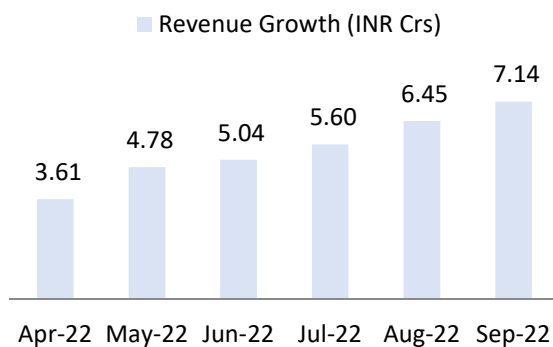
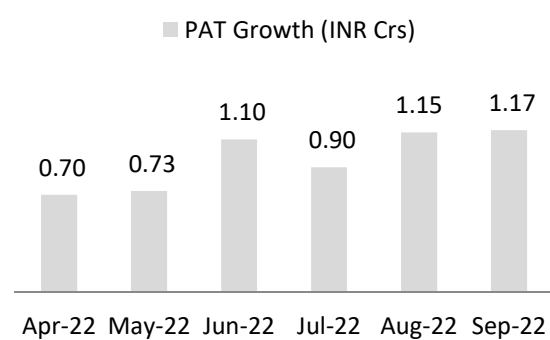
Corporate Actions undertaken



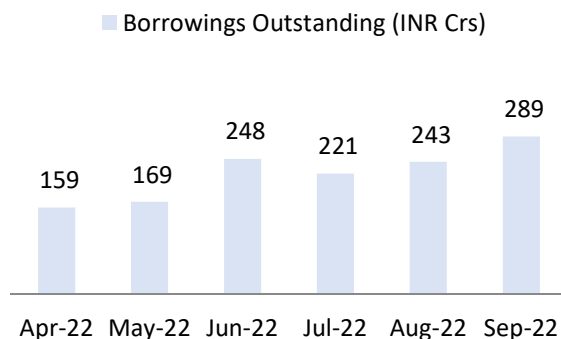
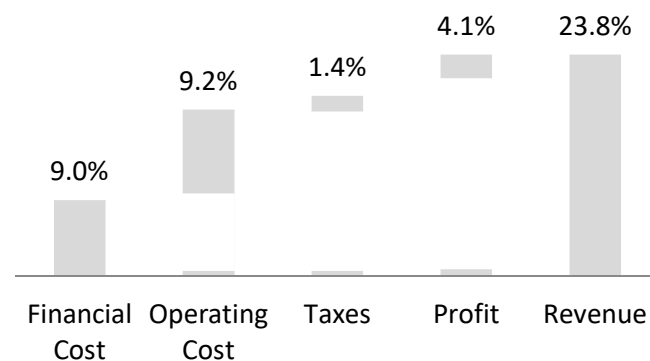
Business Update – Q2 FY23 (YTM)



Financial Update – Q2 FY23 (YTM)



Steady State ROA of 4%



Cross Sale

Mobile Phones

- 1,277 Mobiles worth of 1.7 Crs were sold in the last 6 months
- ~7.1Lacs commission earned which is 1.3% of PAT

Aasara – Accidental Insurance

- 16,072 Accidental insurance policies with a sum insured of Rs. 213 Crs were sold;
- ~Rs. 3.1 Lacs commission earned which is Close to 0.6% of PAT

21 Lenders



Profit and Loss account YTD

INR Crs

Particulars	Sep-22	Aug-22	Jul-22	Jun-22	May-22	Apr-22	FY22
Income							
Interest income	32.57	25.43	18.98	13.43	8.39	3.61	0.33
Other Income	0.40	0.29	0.18	0.13	0.06	0.03	0.00
Total	32.97	25.72	19.16	13.56	8.45	3.64	0.33
Expenditure							
Finance Cost	12.50	9.66	6.92	4.65	2.73	0.97	-
Salaries	8.05	6.23	4.77	3.47	2.28	1.25	0.08
Other Opex	2.63	2.18	1.65	1.16	0.74	0.26	-
Depreciation	1.68	1.33	1.07	0.76	0.69	0.18	0.01
Provisions	0.45	0.21	0.19	0.14	0.11	0.05	-
Total	25.29	19.60	14.59	10.18	6.54	2.71	0.09
PBT	7.67	6.12	4.57	3.37	1.91	0.94	0.24
Tax	1.93	1.54	1.15	0.85	0.48	0.24	0.05
PAT	5.74	4.58	3.42	2.52	1.43	0.70	0.19

Balance Sheet

INR Crs

Particulars	Sep-22	Aug-22	Jul-22	Jun-22	May-22	Apr-22	FY22
ASSETS							
Cash and cash equivalents*	49.27	11.58	22.56	81.30	5.42	15.03	0.87
Fixed Assets	9.26	8.18	7.69	7.03	6.69	6.19	0.00
Investments	-	-	-	-	-	-	-
Loans & Advances	343.72	323.65	292.31	268.87	264.42	245.44	1.95
Other current assets	25.71	23.05	19.82	13.04	10.78	8.34	-
Total	427.97	366.45	342.38	370.25	287.30	275.00	2.82
Liabilities							
Net worth	128.62	116.55	115.40	114.50	113.40	112.68	2.74
Borrowings	289.36	242.76	221.27	251.00	169.20	158.81	-
Other current Liabilities	9.99	7.14	5.72	4.75	4.70	3.51	0.09
Total	427.97	366.45	342.38	370.25	287.30	275.00	2.82

2,500 AUM by FY25

Particulars	FY23	FY24	FY25
No of Branches	200	350	500
Customers	1,00,000	1,50,000	2,50,000
Employees	1,100	2,000	3,100
Disbursement (in Crs)	1,700	2,900	4,600
Average Ticket Size	80,000	1,00,000	1,00,000
AUM (in Crs)	800	1,500	2,500
Networth (In Crs)	200	350	500
Revenue	113	262	447
PAT	27	62	106
NIM%	13.2	12.4	12.2
Cost to Income%	43.3	38.2	36.0
OPEX%	6.1	5.2	4.9
Credit Cost%	0.2	0.1	0.1
Return on Assets%	5.2	5.4	5.4
Return on Equity%	19.1	23.6	25.0
Debt to Equity	4.5	4.4	4.9
CRAR%	22.4	22.7	20.3

Projections: revenue of Rs.100Cr in the first year and thereafter doubling every year...

Profit and Loss Account

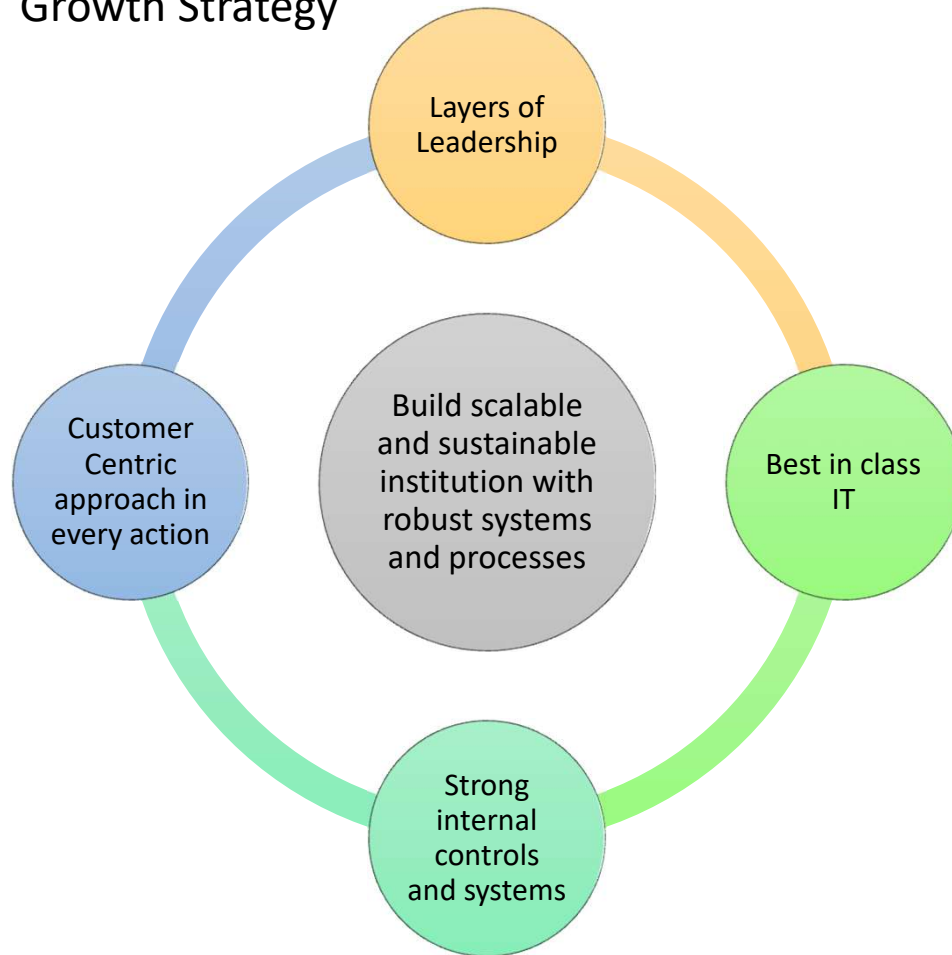
Particulars	FY22	FY23	FY24	FY25
	Audited	Projected	Projected	Projected
Income				
Interest	0.33	112.41	261.04	445.26
Processing Fee	0.00	0.57	0.96	1.56
Total	0.33	112.98	262.00	446.82
Expenditure				
Finance Cost	-	45.00	118.50	208.00
Employee Cost	0.08	19.80	37.80	59.40
Other Opex	-	9.60	16.80	26.40
Depreciation	0.01	1.88	5.59	9.88
Total	0.09	76.28	178.69	303.68
Pre - Provision Profit	0.24	36.70	83.31	143.13
Provisions (1% of Avg AUM)	-	0.80	0.70	1.00
PBT	0.24	35.90	82.61	142.13
Tax	0.05	9.18	20.83	35.78
PAT	0.19	26.73	61.78	106.35

Balance Sheet

INR Crs

Particulars	FY22	FY23	FY24	FY25
	Audited	Projected	Projected	Projected
LIABILITIES				
Net Worth	2.74	179.50	341.29	507.64
Borrowings	-	666.67	1,200.00	2,100.00
Standard Provision	-	0.80	1.50	2.50
Other Liabilities	0.09	0.09	0.09	0.09
TOTAL	2.82	847.06	1,542.87	2,610.22
ASSETS				
Net Fixed Assets	0.00	5.63	16.78	29.65
Loan Portfolio	1.95	800.40	1,499.52	2,500.14
Cash	0.87	40.17	25.70	79.57
Other current assets	-	0.87	0.87	0.87
TOTAL	2.82	847.06	1,542.87	2,610.22

Growth Strategy



Mission

Keertana aspires to be the leading Non-Banking Finance Company offering range of financial products and services to low and middle-income households to improve their income and thereby standard of living. Keertana endeavors to deliver quality services to its clients and remunerative returns to its stakeholders by maintaining highest levels of transparency and integrity.

Vision

We aim to become the largest player of Gold and MSME Loans in terms of AUM in Andhra Pradesh and Telangana States by 2025.

Thank You