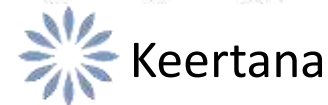


Q1FY24 - Business Update



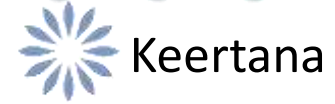
Keertana Finserv Pvt. Ltd.
(formerly known as Rajshree Tracom Pvt. Ltd.)
CIN: U65100WB1996PTC077252

Business at a Glance... AUM and No of Borrowers grew by 25% and 41% respectively



Fastest Growing NBFC	Rs.761 cr AUM 25% growth YTM Presence in 5 states	225 Operating Branches 22% growth YTM AP contributes 94% of AUM followed by TN ,TS with 6%	93,477 Borrowers 41% growth YTM 84% Rural and 16% Urban
Well defined Product Mix	60% Secured- Rs 457 Cr And 40% Unsecured-Rs 305 Cr Secured by Gold and Residential houses	AUM Gold Loan- Rs 418 Cr LAP-Rs 39 Cr MSME & JLG- Rs 305 Cr	Yield on Portfolio Overall-28% Gold-25.8% LAP- 24% MSME-28.7% and JLG-25%
Robust Balance Sheet with Strong Capital Adequacy	CAR at 27% Net worth- Rs 224Cr 98.5% Promoter holding	Impeccable Portfolio Quality 100% CE of all Loans disbursed from 1 st April 22	Profit made till date in 15 months of operations – Rs. 33Cr
Efficient Operations	ROA – 6.8% (Post tax) ROE – 23%	Rs. 3.39 Cr Avg AUM per Branch and 0.80 Cr AUM per Loan Officer	AUM Per Employee - 58 Lacs
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 is the core focus	Avg relevant domain experience per staff- ~10 years Total Staff- 1,307

Business Update Jun 23... (Overall)



Presence in 5 States &
35 Districts.

Number of Branches
225

Active Loans
1,39,722

Number of Active
Borrowers
93,477

Value of Loans
Disbursed
2,007 Cr

No of Loans Disbursed
2,81,261

Loan Portfolio
762 Cr

AUM Per Branch
3.4 Cr & AUM Per RO
0.80 Cr

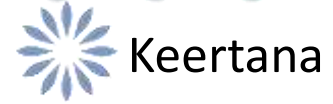
Yield
28%

Loans Given to New
Customers
81,473

Loans Given to Existing
Customers
1,99,788

Number of Employees
1,307

Business Update Jun 23 – Gold Loans...



Presence in 4 States &
30 Districts.

Number of Branches
142

Active Loans
77,841

Number of Active
Borrowers
32,190

Value of Loans
Disbursed
1,615 Cr

No of Loans Disbursed
2,25,376

Gold Loan Portfolio
418Cr

AUM Per Branch
2.94Cr & AUM Per RO
0.75 Cr

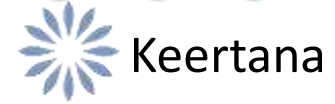
Yield
25.8%

Loans Given to New
Customers
27,734

Loans Given to Existing
Customers
1,97,642

Number of Employees
671

Business Update Jun 23 – MSME & LAP Loans...



Presence in 5 States &
27 Districts

Number of Branches
41

Active Loans
9,105

Number of Active
Borrowers
9,099

Value of Loans
Disbursed
134.6 Cr

No of Loans Disbursed
9,150

MSME & LAP Portfolio
117 Cr

AUM Per Branch
2.86 Cr & AUM Per RO
0.62 Cr

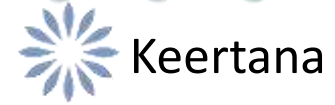
Yield
28.7%- MSME &
LAP – 24%

Loans Given to New
Customers
8,983

Loans Given to Existing
Customers
167

Number of Employees
238

Business Update Jun 23 – Group Loans...



Presence in 2 States &
9 Districts.

Number of Branches
42

Active Loans
52,776

Number of Active
Borrowers
52,188

Value of Loans
Disbursed
258 Cr

No of Group Loans
Disbursed
46,735

Group Loan Portfolio
227 Cr

AUM Per Branch
5.4 Cr & AUM Per RO
1.15 Cr

Yield
25%

Loans Given to New
Customers
44,756

Loans Given to Existing
Customers
1,979

Number of Employees
248

Corporate Actions undertaken

01



Acquired Rajshree (NBFC) by buying 100% stake from erstwhile promoters for Rs 2.83 cr -31st Mar 2022

02



Promoters infused total capital amounting to Rs. **190 cr.**

03



On April 4, 2022, acquired portfolio through BTA worth Rs. 205 crore from SMBT and SRUDO.

04



30 lenders were on-boarded in 14 months reflecting lenders confidence

05



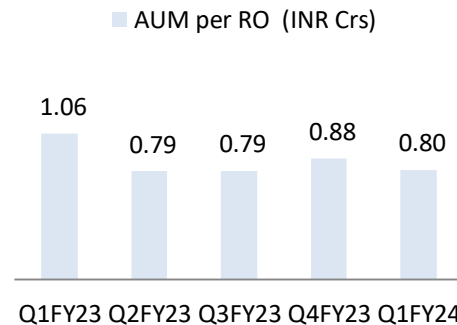
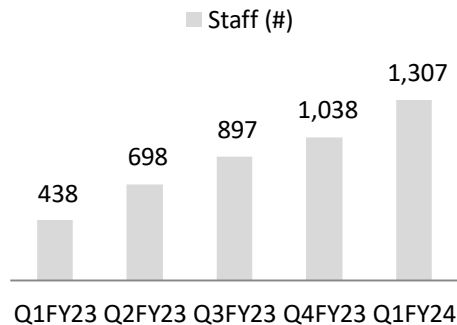
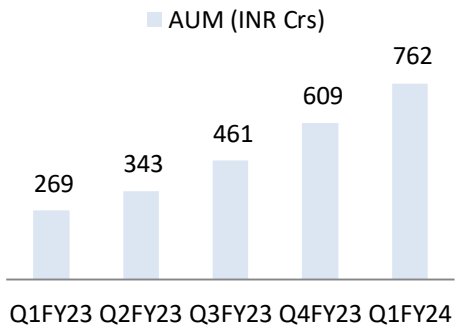
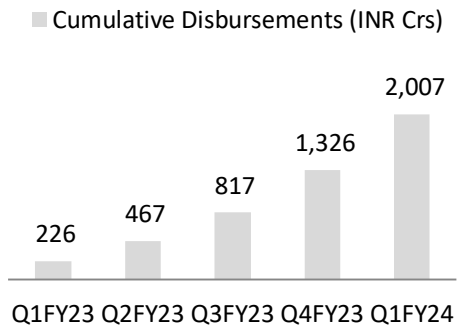
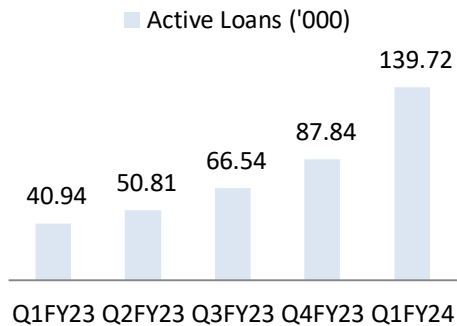
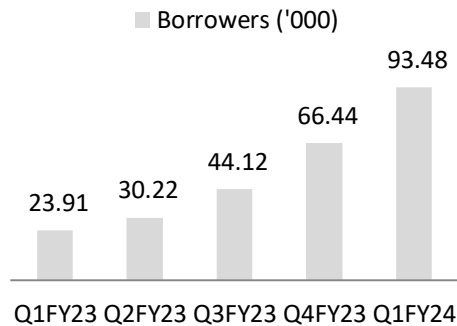
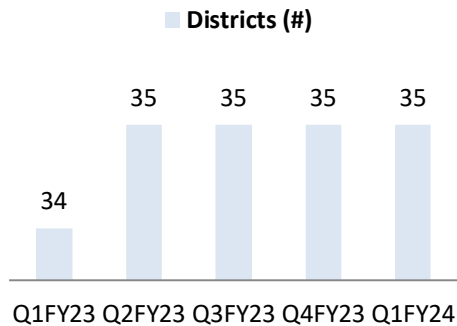
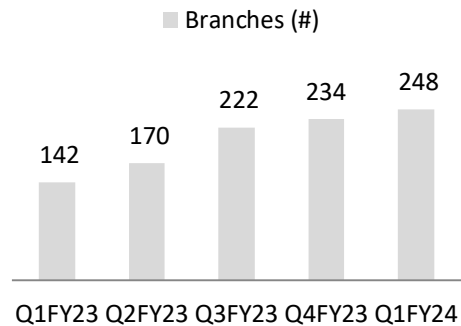
Received credit ratings of BBB Stable from CRISIL and BBB- (Stable) from ICRA

06



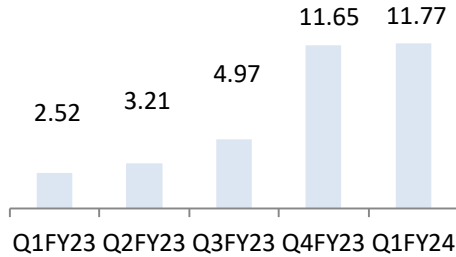
Accomplished the goal of **600cr AUM** in the first year of operations

Business Update – June 23

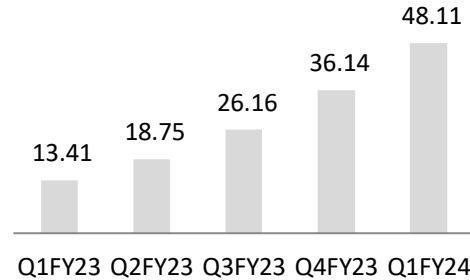


Financial Update – Jun 23

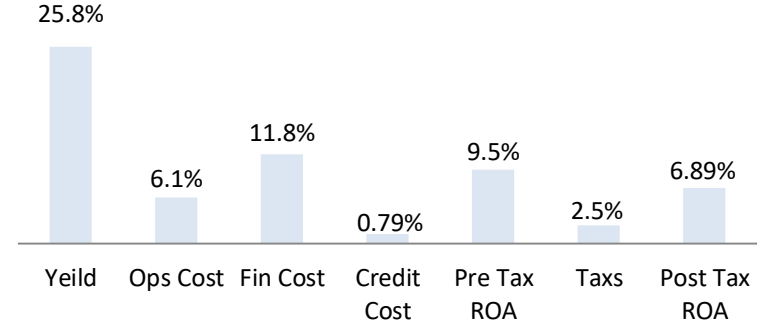
PAT (INR Crs)



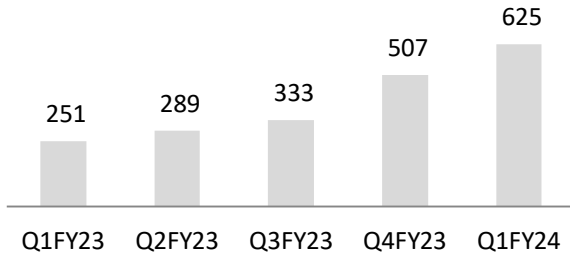
Revenue – QoQ (INR Crs)



Post Tax ROA of 7%



Borrowings Outstanding (INR Crs)



Cross Sale

Mobile Phones

- 2070 Mobiles worth of Rs. 3.45 Crs were sold in the last 14 months
- ~2.21 Lacs commission earned which is 1.17 % of PAT

Aasara – Accidental Insurance

- 17,091 Accidental insurance policies with a sum insured of Rs. 224.5 Crs were sold;

30 Lenders



YOUR PERFECT BANKING PARTNER



Profit and Loss account Jun -23 _ Cumulative..

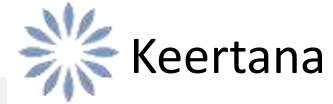
Particulars	Jun-23	May-23	Apr-23	Mar-23	Feb-23	Jan-23	Dec-22	Nov-22	Oct-22	Sep-22	Aug-22	Jul-22	Jun-22	May-22	Apr-22	FY22
Income																
Interest income	47.42	30.36	14.35	94.07	81.23	69.44	58.32	48.46	40.06	32.57	25.43	18.98	13.43	8.39	3.61	0.33
Other Income	0.69	0.40	0.17	1.18	1.09	1.12	0.91	0.78	0.59	0.40	0.29	0.18	0.13	0.06	0.03	0.00
Total	48.11	30.76	14.52	95.25	82.32	70.56	59.23	49.24	40.65	32.97	25.72	19.16	13.56	8.45	3.64	0.33
Expenditure																
Finance Cost	20.12	13.35	6.07	36.94	31.25	27.02	22.53	18.56	15.71	12.50	9.66	6.92	4.65	2.73	0.97	-
Salaries	6.71	4.39	1.87	18.97	17.22	15.64	13.89	12.42	9.72	8.05	6.23	4.77	3.47	2.28	1.25	0.08
Other Opex	3.04	1.90	0.96	7.59	6.43	5.70	4.77	3.88	3.11	2.63	2.18	1.65	1.16	0.74	0.26	-
Depreciation	0.72	0.48	0.23	1.85	1.62	3.55	3.02	2.51	2.11	1.68	1.33	1.07	0.76	0.69	0.18	0.01
Provisions	1.35	0.83	0.68	0.97	0.84	0.70	0.59	0.45	0.49	0.45	0.21	0.19	0.14	0.11	0.05	-
Total	31.94	20.94	9.81	66.32	57.37	52.60	44.80	37.81	31.14	25.29	19.60	14.59	10.18	6.54	2.71	0.09
PBT	16.17	9.82	4.71	28.94	24.95	17.96	14.44	11.42	9.52	7.67	6.12	4.57	3.37	1.91	0.94	0.24
Tax	4.40	2.65	1.33	7.52	6.28	4.48	3.73	2.87	2.40	1.93	1.54	1.15	0.85	0.48	0.24	0.05
PAT	11.77	7.16	3.38	21.41	18.67	13.48	10.71	8.55	7.12	5.74	4.58	3.42	2.52	1.43	0.70	0.19

Balance Sheet as at Jun -23

INR Crs

Particulars	Jun-23	May-23	Apr-23	Mar-23	Feb-23	Jan-23	Dec-22	Nov-22	Oct-22	Sep-22	Aug-22	Jul-22	Jun-22	May-22	Apr-22	FY22
ASSETS																
Cash and cash equivalents*	49.45	12.68	10.63	43.26	21.15	56.68	9.22	13.58	22.92	49.27	11.58	22.56	81.30	5.42	15.03	0.87
Fixed Assets	18.39	17.22	16.86	16.62	15.07	11.74	11.80	11.20	10.17	9.26	8.18	7.69	7.03	6.69	6.19	0.00
Investments	10.21	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Loans & Advances	762.37	704.50	661.84	610.25	550.25	513.68	460.97	408.63	373.77	343.72	323.65	292.31	268.87	264.42	245.44	1.95
Other current assets	30.67	28.68	26.02	23.64	24.92	35.98	31.63	29.71	27.35	25.71	23.05	19.82	13.04	10.78	8.34	-
Total	871.09	763.09	715.35	693.76	611.39	618.08	513.61	463.12	434.21	427.97	366.45	342.38	370.25	287.30	275.00	2.82
Liabilities																
Net worth	224.06	181.46	177.67	174.29	171.55	166.36	163.59	161.43	130.00	128.62	116.55	115.40	114.50	113.40	112.68	2.74
Borrowings	625.01	564.36	522.61	507.30	426.42	437.93	333.01	288.81	291.38	289.36	242.76	221.27	251.00	169.20	158.81	-
Other current Liabilities	22.01	17.27	15.07	12.16	13.42	13.79	17.01	12.88	12.83	9.99	7.14	5.72	4.75	4.70	3.51	0.09
Total	871.09	763.09	715.35	693.76	611.39	618.08	513.61	463.12	434.21	427.97	366.45	342.38	370.25	287.30	275.00	2.82

Achievements - FY 23



Particular	Projected	Actual	% of Achievement
No of Branches	180	186	103
No of Customers	67,000	66,437	99
No of Employees	1,200	1,038	87
Disbursement	1,498	1,711	114
Avg Ticket Size	90,000	70,000	78
AUM	600	609	102
Networth	170	175	103
Revenue	95	95	100
Yield	25	26	102
PAT	17	22	129
NIM %	12	16	135
Cost to income %	57	50	113
Opex %	7.5	7.5	100
Credit Cost %	0.50	0.25	200
ROA %	4	6	144
ROE %	12	18	145
Debt to Equity	3	3	100
CRAR	28	27	95

Projections : Rs. 2,500Cr AUM by FY25

Particulars	FY23 Actual	FY24 Projected	FY25 Projected
No of Branches	186	276	400
Customers	67,000	200,000	400,000
Employees	1,038	1,560	3,200
Disbursement (in Crs)	1,325	2,700	4,400
Average Ticket Size	70,000	70,000	100,000
AUM (in Crs)	610	1,500	2,500
Networth (In Crs)	175	325	510
Revenue	95	270	405
Yield (%)	25.6%	26	26
PAT (Cr)	22	60	113
NIM%	15.6	13.2	13.0
Cost to Income%	50	40	30
OPEX%	7.5	6.1	5.0
Credit Cost%	0.26%	1.25%	1.50%
Return on Assets%	6.2	6.5	7
Return on Equity%	17	22	27
Debt to Equity	2.9	3.5	3.2
CRAR%	27	26	26

Achievements – Jun 23

Particulars	Jun 23 Target	Achievement	%
No of Employees	45	76	169%
No of Branches	7	11	157%
Value of Loan Disb (Rs. Crs.)	150	142	95%
No of Loans disbursed	32,000	29,974	94%
No of Borrowers	11,000	10,678	97%
Portfolio Growth (Rs.Crs)	74	59	80%
POS per Employee (Rs.Crs)	0.94	0.58	62%
Revenue (Rs.Crs)	22.00	17.35	79%
Operating Cost (Rs.Crs)	4.81	3.70	130%
Financial Cost (Rs.Crs)	9.95	6.77	147%
Credit Cost (%)	0.25	0.25	100%
PAT (Rs.Crs)	3.33	4.61	138%
Portfolio Outstanding	765.09	761.70	100%

Projections: revenue of Rs.95Cr in the first year and thereafter doubling every year...

Profit and Loss Account

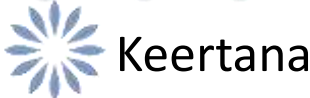
Particulars	FY23	FY24	FY25
	Actual	Projected	Projected
Income			
Interest	94.07	253.0	491.58
Processing Fee	1.18	19.57	38.62
Total	95.25	272.52	530.20
Expenditure			
Finance Cost	36.94	119.39	198.98
Employee Cost	18.97	44.89	74.82
Other Opex	7.59	12.84	21.40
Depreciation	1.85	3.00	5.00
Total	65.34	180.12	300.20
Pre - Provision Profit	29.91	92.40	230.00
Provisions	0.97	12.00	37.00
PBT	28.94	80.40	193.00
Tax	7.52	20.10	48.25
PAT	21.41	60.30	144.75

Balance Sheet

INR Crs

Particulars	FY23	FY24	FY25
	Actual	Projected	Projected
LIABILITIES			
Net Worth	174.29	334.59	630.09
Borrowings	507.30	1,187.74	1,990.39
Other Liabilities	12.16	36.73	14.50
TOTAL	693.76	1,559.06	2,634.97
ASSETS			
Net Fixed Assets	16.62	17.74	18.47
Loan Portfolio	610.25	1,500.62	2,500.00
Cash and others	66.89	40.70	116.50
TOTAL	693.76	1,559.06	2,634.97

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 NBFC in Andhra Pradesh and Telangana States by 2025 offering range of financial products.

Thank You