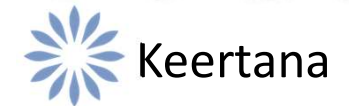


August FY24 - Business Update



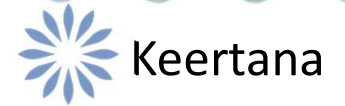
Keertana Finserv Pvt. Ltd.
(formerly known as Rajshree Tracom Pvt. Ltd.)
CIN: U65100WB1996PTC077252



Business at a Glance... AUM and No. of Borrowers grew by 40% and 75% respectively

Fastest Growing NBFC	Rs.857 Cr AUM 40% growth YTM Presence in 5 states	230 Operating Branches 24% growth YTM AP contributes 93% of AUM followed by TS ,TN and other states with a total of 7%	1,15,943 Borrowers 75% growth YTM 86% Rural and 14% Urban
Well defined Product Mix	54% Secured- Rs. 454 Cr And 46% Unsecured-Rs. 396 Cr Secured by Gold and Residential houses	AUM Gold Loan- Rs. 412 Cr LAP-Rs. 42 Cr MSME & JLG- Rs. 396 Cr	Yield on Portfolio Overall-28.50% Gold-26% LAP- 26% MSME-31% and JLG-31%
Robust Balance Sheet with Strong Capital Adequacy	CAR at 25.32% Net worth- Rs. 235Cr 95.93% Promoter holding	Impeccable Portfolio Quality 100% CE of all Loans disbursed from 1 st April 22	Profit made till date in 17 months of operations – Rs. 44Cr
Efficient Operations	ROA – 7.5% (Post tax) ROE – 26.98%	Rs. 3.73 Cr Avg AUM per Branch and Rs. 0.86 Cr AUM per Loan Officer	AUM Per Employee - Rs. 65 Lakhs
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- 1,328

Business Update Aug 23... (Overall)



Presence in 5 States &
35 Districts.

Number of Branches
230

Active Loans
1,75,499

Number of Active
Borrowers
1,15,943

Value of Loans
Disbursed
2,477Cr

No of Loans Disbursed
3,69,932

Loan Portfolio
850 Cr

AUM Per Branch
3.71 Cr & AUM Per RO
0.86 Cr

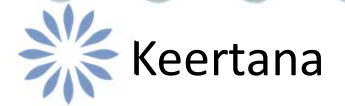
Yield
28.51%

Loans Given to New
Customers
1,09,165

Loans Given to Existing
Customers
2,61,037

Number of Employees
1,328

Business Update Aug 23 – Gold Loans...



Presence in 4 States &
30 Districts.

Number of Branches
142

Active Loans
91,877

Number of Active
Borrowers
32,804

Value of Loans
Disbursed
1,916 Cr

No of Loans Disbursed
2,91,534

Gold Loan Portfolio
411 Cr

AUM Per Branch
2.90 Cr & AUM Per RO
0.78 Cr

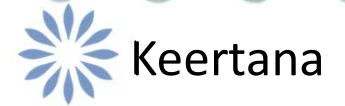
Yield
26%

Loans Given to New
Customers
33,257

Loans Given to Existing
Customers
2,25,573

Number of Employees
631

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



Presence in 5 States &
27 Districts

Number of Branches
40

Active Loans
11,040

Number of Active
Borrowers
11,035

Value of Loans
Disbursed
153.03 Cr

No of Loans Disbursed
10,038

MSME & LAP Portfolio
128 Cr

AUM Per Branch
3.19 Cr & AUM Per RO
0.60 Cr

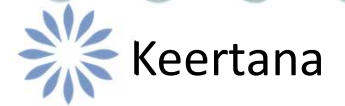
Yield
31%- MSME &
LAP – 26%

Loans Given to New
Customers
11,144

Loans Given to Existing
Customers
302

Number of Employees
260

Business Update Aug 23 – Group Loans...



Presence in 2 States &
9 Districts.

Number of Branches
44

Active Loans
72,582

Number of Active
Borrowers
72,104

Value of Loans
Disbursed
360 Cr

No of Group Loans
Disbursed
67,215

Group Loan Portfolio
311 Cr

AUM Per Branch
6.63 Cr & AUM Per RO
1.25 Cr

Yield
31%

Loans Given to New
Customers
64,757

Loans Given to Existing
Customers
2,458

Number of Employees
313

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



34 lenders were on-boarded in 17 months reflecting lenders confidence

05



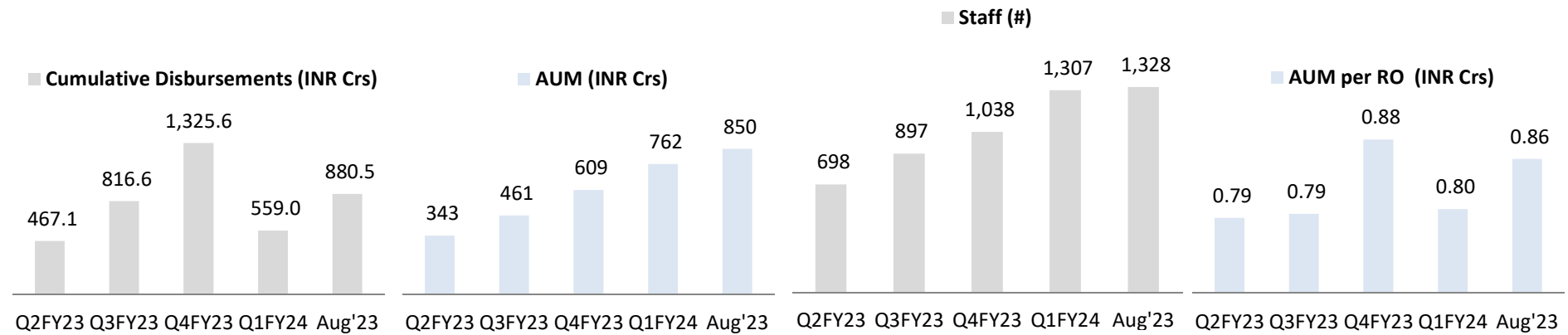
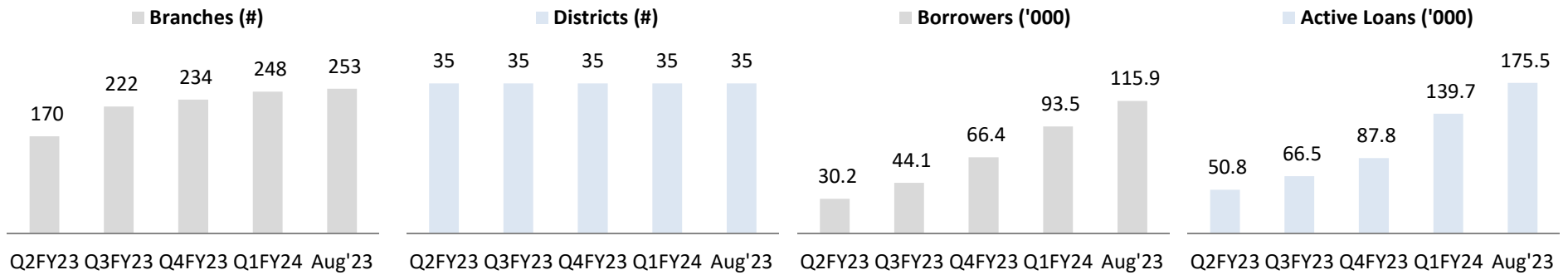
Received credit ratings of BBB Stable from CRISIL and BBB (Stable) from ICRA

06

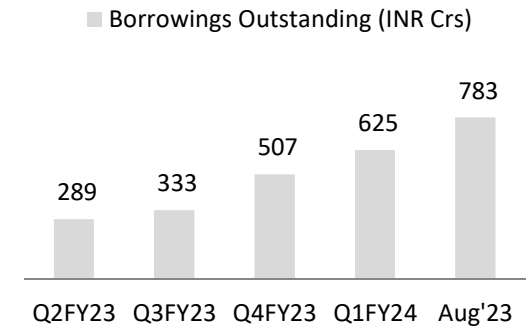
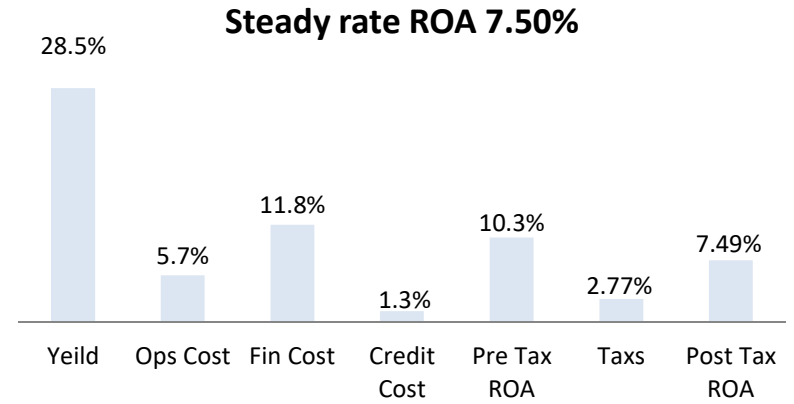
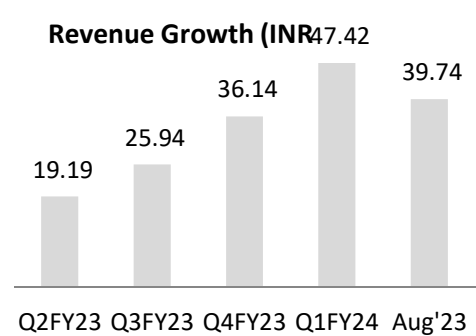
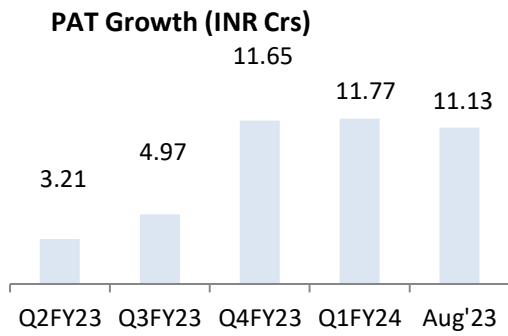
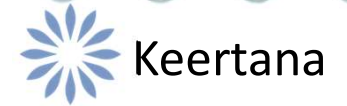


Accomplished the goal of **600cr AUM** in the first year of operations

Business Update – Aug 23



Financial Update – Aug 23



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;

34 Lenders



Profit and Loss account Aug-23 _ Cumulative.
INR Crs

Particulars	Aug-23	Jul-23	Q1FY24	Q4FY23	Q3FY23	Q2FY23	Q1FY23	FY22
Income								
Interest income	87.16	66.18	47.42	94.07	58.32	32.57	13.43	0.33
Other Income	0.19	1.06	0.69	1.18	0.91	0.40	0.13	0.00
Total	87.35	67.24	48.11	95.25	59.23	32.97	13.56	0.33
Expenditure								
Finance Cost	36.22	28.14	20.12	36.94	22.53	12.50	4.65	-
Salaries	11.50	9.13	6.71	18.97	13.89	8.05	3.47	0.08
Other Opex	4.52	3.67	3.04	7.59	4.77	2.63	1.16	-
Depreciation	1.30	1.00	0.72	1.85	3.02	1.68	0.76	0.01
Provisions	2.43	1.90	1.35	0.97	0.59	0.45	0.14	-
Total	55.96	43.84	31.94	66.32	44.80	25.29	10.18	0.09
PBT	31.38	23.40	16.17	28.94	14.44	7.67	3.37	0.24
Tax	8.48	6.34	4.40	7.52	3.73	1.93	0.85	0.05
PAT	22.90	17.06	11.77	21.41	10.71	5.74	2.52	0.19

Balance Sheet as at Aug -23

Particulars								INR Crs
	Aug-23	Jul-23	Q1FY24	Q4FY23	Q3FY23	Q2FY23	Q1FY23	FY22
ASSETS								
Cash and cash equivalents*	50.11	59.74	49.45	43.26	9.22	49.27	81.30	0.87
Fixed Assets	19.61	19.82	18.39	16.62	11.80	9.26	7.03	0.00
Investments	87.23	10.21	10.21	-	-	-	-	-
Loans & Advances	850.36	809.69	762.37	610.25	460.97	343.72	268.87	1.95
Other current asset	37.02	31.01	30.67	23.64	31.63	25.71	13.04	-
Total	1,044.34	930.47	871.09	693.76	513.61	427.97	370.25	2.82
Liabilities								
Net worth	235.19	229.35	224.06	174.29	163.59	128.62	114.50	2.74
Borrowings	782.62	676.41	625.01	507.30	333.01	289.36	251.00	-
Other current Liabilities	26.53	24.71	22.01	12.16	17.01	9.99	4.75	0.09
Total	1,044.34	930.47	871.09	693.76	513.61	427.97	370.25	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

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

Profit and Loss Account

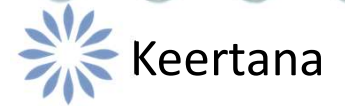
Particulars	FY23 Actual	FY24 Projected	FY25 Projected
Income			
Interest	94.07	253.0	491.58
Processing Fee	1.18	19.57	38.62
Total	95.25	272.52	530.20
Expenditure			
Finance Cost	36.94	119.39	198.98
Employee Cost	18.97	44.89	74.82
Other Opex	7.59	12.84	21.40
Depreciation	1.85	3.00	5.00
Total	65.34	180.12	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 Actual	FY24 Projected	FY25 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

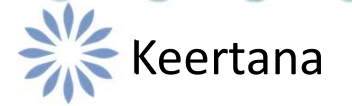


Mission

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

