

FY'24- 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 157% and 235% respectively Y-o-Y

Fastest Growing NBFC	Rs. 1,567 Cr AUM 157 % growth YTM Presence in 6 states	286 Operating Branches 55% growth YTM - AP contributes 89% of AUM followed by TS ,TN and other states with a total of 11%	2,22,310 Borrowers 235% growth YTM 88% Rural and 12% Urban
Well defined Product Mix	49% Secured- Rs. 772 Cr And 51% Unsecured- Rs.795 Cr Secured Loans are Gold, HL and LAP	AUM Gold Loan- Rs. 687 Cr PL/MSME – Rs. 139 Cr LAP/HL-Rs. 85 Cr MEL(JLG)- Rs. 657 Cr	Yield on Portfolio Overall-28.4% *
Robust Balance Sheet with Strong Capital Adequacy	CAR at 24.81% Net worth- Rs.396 Cr 96% Promoter holding	Impeccable Portfolio Quality 0 % NNPA	96.04 CR PAT (24 months of operations)
Efficient Operations	ROA – 8% (Post tax) ROE – 30%	Rs. 5.4 Cr Avg AUM per Branch and Rs.1.6 Cr AUM per Loan Officer	AUM Per Employee - Rs. 86 Lakhs
Strong Team with decades of Domain Expertise	Promoter with over 25 years of experience in financial services; capable Board leading business to quality growth	Strengthening second line of management continues to be core focus	Avg relevant domain experience per staff- 10 years Total Staff- 1,812

*Yield on portfolio includes Interest and amortized fee

Business Update FY'24(Keertana- Overall Product Portfolio)

Presence in 6 States &
42 Districts.

Operating Branches
286

Active Loans
3,25,817

Active Borrowers
2,22,310

Value of Loans
Disbursed (cum)
4,868 Cr

No of Loans Disbursed
7,78,928

Loan Portfolio
1567 Cr

AUM Per Branch
5.4 Cr & AUM Per LO
1.6 Cr

Yield*
28.4%

Loans Given to New
Customers
2,28,204

Loans Given to Existing
Customers
5,45,978

No of Employees
1,812

*Yield on portfolio includes Interest and amortized fee

Business Update FY'24– Gold Loans

Presence in 4 States &
33 Districts.

Operating Branches
152

Active Loans
76,021

Active Borrowers
45,240

Value of Loans
Disbursed
3,801 Cr

No of Loans Disbursed
5,47,623

Gold Loan Portfolio
686 Cr

AUM Per Branch
5 Cr & AUM Per LO
1.8 Cr

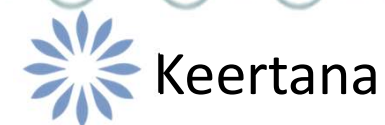
Yield
22 %

Loans Given to New
Customers
60,776

Loans Given to Existing
Customers
4,55,236

No of Employees
891

Business Update FY'24 –LAP/HL & Unsecured Loans



Presence in 5 States &
22 Districts

Operating Branches
43

Active Loans
78,223

Active Borrowers
12,996

Value of Loans
Disbursed
245 Cr

No of Loans Disbursed
24,573

Unsecured – 139 Cr
HL & LAP- 85 Cr
Total - 224 Cr

AUM Per Branch
3.6 Cr & AUM Per
LO - 0.7 Cr

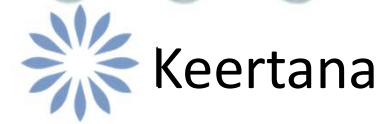
Yield
30 %

Loans Given to New
Customers
17,408

Loans Given to Existing
Customers
19,980

No of Employees
308

Business Update FY'24 – Micro Enterprise Loans (JLG)



Presence in 4 States &
23 Districts.

Operating Branches
91

Active Loans
1,71,573

Active Borrowers
1,64,104

Value of Loans
Disbursed
836 Cr

No of
Loans Disbursed
1,62,693

Portfolio
657 Cr

AUM Per Branch
7.2 Cr & AUM Per LO
2.0 Cr

Yield
28 %

Loans Given to New
Customers
1,53,566

Loans Given to Existing
Customers
9,087

No of Employees
444

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. 110 Cr *

03



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

04



40 lenders were on-boarded in 24 months reflecting lenders confidence

05



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

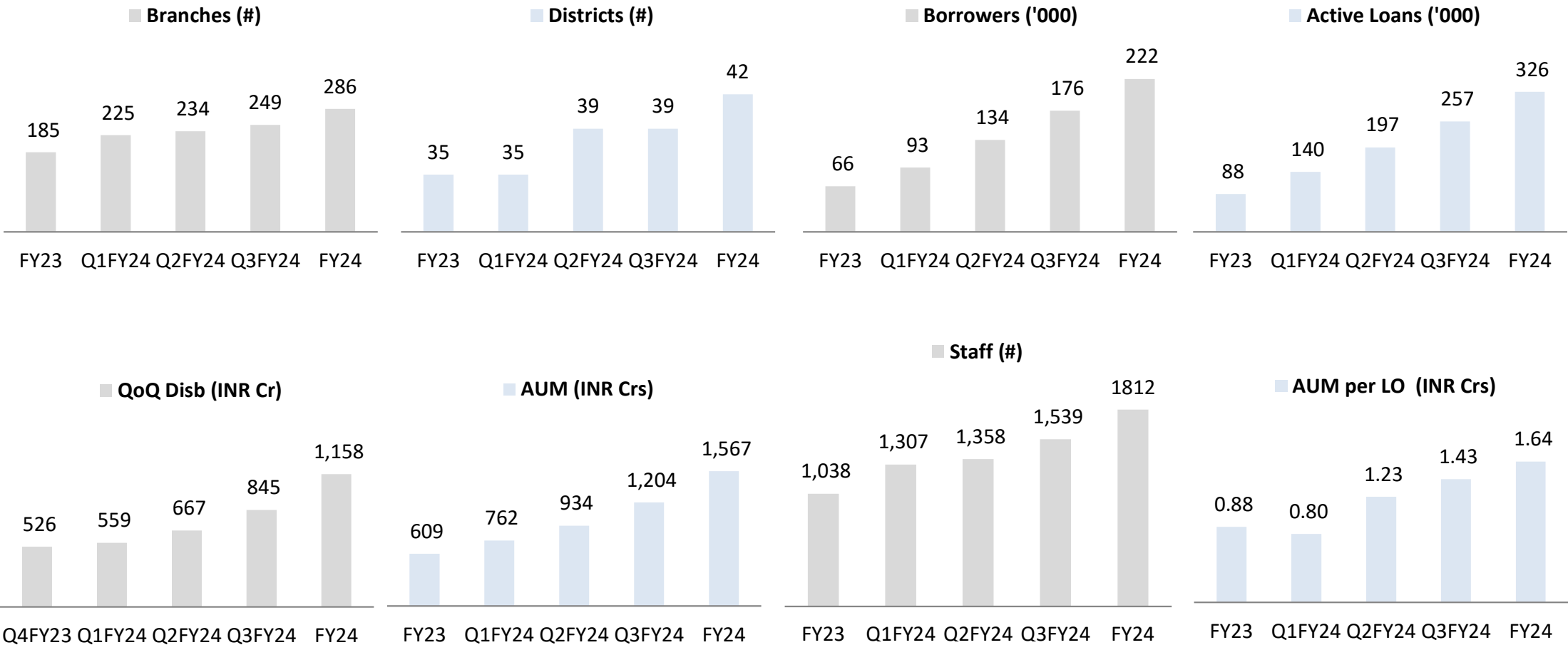
06



Accomplished the goal of **1,500cr AUM.**

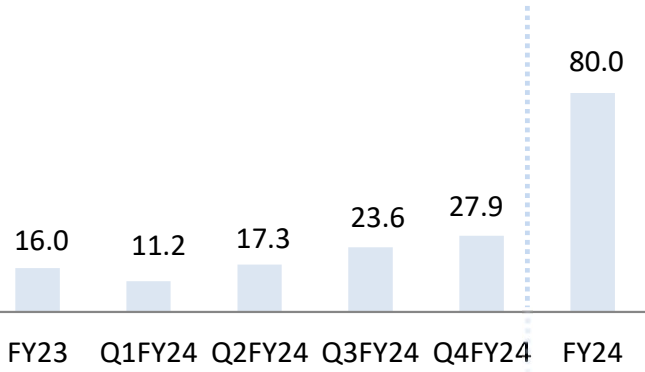
Total Equity infusion till date by promoter and family is at INR 300 Cr (Net worth after profit at INR 396 Cr) as of Mar'24

Business Update – FY'24

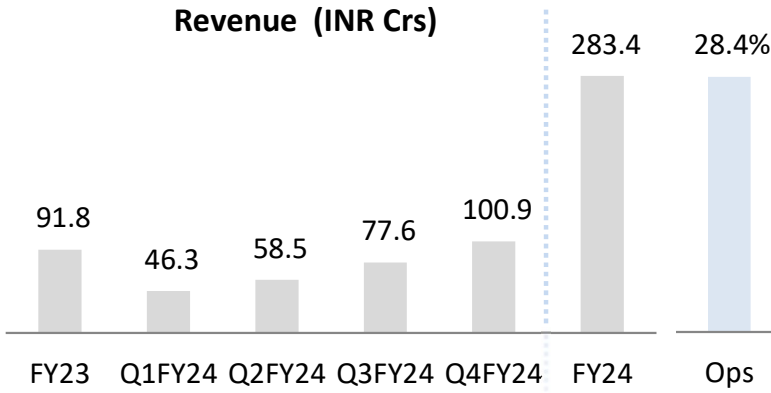


Financial Update – FY'24

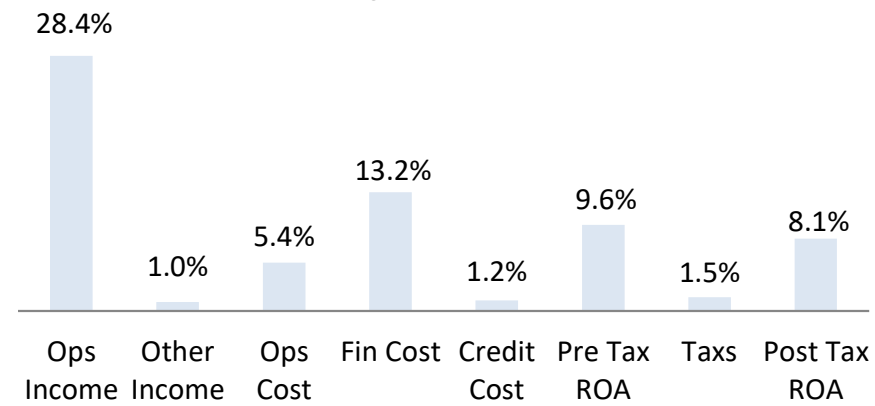
PAT Growth (INR Crs)



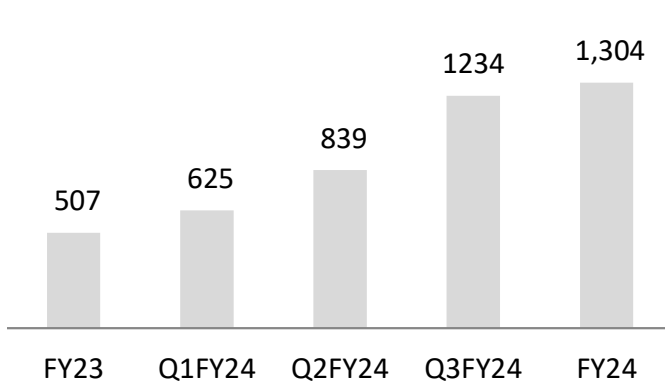
Revenue (INR Crs)



Steady rate ROA 8%



Borrowings Outstanding (INR Crs)



Cross Sale

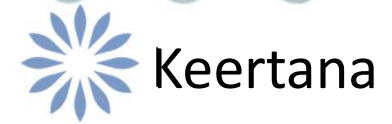
Mobile Phones

- 5,877 Mobiles worth of Rs. 6.42 Crs were sold in the last 19 months
- ~30.09 Lacs commission earned which is 0.4% of PAT

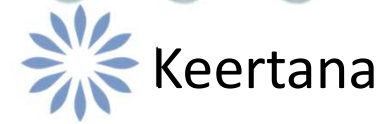
Aasara – Accidental Insurance

- 3,30,70 Accidental insurance policies with a sum insured of Rs.4,172 Crs were sold

Lenders - 6 Banks and 4 Small Finance Banks



Lenders - NBFCs and FIs



Month on Month P&L – FY'24

Particulars	Mar'24	Feb'24	Jan'24	Dec-23	Nov-23	Oct-23	Sep-23	Aug-23	Jul-23	Jun-23	May-23	Apr-23	Mar-23
Income													
Interest income	281.25	245.61	215.00	181.12	153.56	129.01	104.83	83.40	64.92	46.31	29.63	13.99	94.07
Other Income	9.93	8.10	5.32	4.94	4.09	3.27	2.83	1.58	1.57	1.57	-	-	1.18
Total	291.18	253.71	220.32	186.07	157.65	132.28	107.66	84.98	66.49	47.88	29.63	13.99	95.25
Expenditure													
Finance Cost	131.09	114.68	99.46	82.44	69.32	57.25	46.27	36.34	28.35	20.78	13.42	6.25	36.94
Operating cost	53.30	47.30	41.34	35.58	30.55	27.18	23.29	18.27	15.14	10.55	6.99	2.98	28.41
Provisions	11.59	8.68	6.91	5.20	4.13	3.47	2.84	2.12	1.65	1.20	0.71	0.30	0.97
Total	195.98	170.66	147.71	123.21	104.01	87.90	72.40	56.73	45.14	32.53	21.13	9.53	66.32
PBT	95.20	83.05	72.62	62.85	53.65	44.38	35.26	28.25	21.35	15.35	8.50	4.46	28.94
Tax	15.16	12.91	11.36	9.63	8.68	7.16	6.70	6.62	5.21	5.10	2.65	1.33	7.52
PAT	80.04	70.14	61.26	53.22	44.97	37.22	28.56	21.63	16.14	10.25	5.85	3.13	21.41

Month on Month Balance Sheet – FY'24

INR Crs

Particulars	Mar'24	Feb'24	Jan'24	Dec-23	Nov-23	Oct-23	Sep-23	Aug-23	Jul-23	Jun-23	May-23	Apr-23	Mar-23
ASSETS													
Cash and cash equivalents	75.16	233.21	166.70	189.46	73.78	28.75	33.23	127.25	59.81	49.50	8.14	10.66	43.28
Fixed Assets	21.10	20.15	19.66	19.38	19.38	19.56	19.45	19.61	19.82	18.39	17.22	16.86	16.62
ROU Asset	18.09	13.58	13.83	17.89	13.79	14.01	14.15	14.36	14.58	14.79	15.01	15.22	15.44
Investments	13.25	13.69	46.07	99.76	45.49	80.65	72.77	10.21	10.21	10.21	-	-	-
Loans & Advances	1,569.08	1,383.94	1,286.88	1,209.40	1,109.62	1,019.35	942.94	859.35	817.68	773.08	715.50	671.23	618.89
Other assets	22.08	16.14	17.08	19.94	19.25	13.42	11.91	15.47	10.81	9.47	7.23	7.20	6.39
Total	1,718.77	1,680.71	1,550.23	1,555.83	1,281.32	1,175.74	1,094.44	1,046.25	932.92	875.45	763.10	721.17	700.61
Liabilities													
Net worth	395.97	385.93	307.65	299.61	291.37	283.61	234.08	228.05	221.42	216.65	174.25	171.53	168.40
Borrowings	1,286.44	1,259.90	1,208.42	1,221.28	955.22	860.30	831.78	782.51	676.66	625.73	559.65	521.86	506.46
Other Liabilities	36.37	34.88	34.16	34.93	34.74	31.82	28.58	35.69	34.83	33.07	29.20	27.78	25.75
Total	1,718.77	1,680.71	1,550.23	1,555.83	1,281.32	1,175.74	1,094.44	1,046.25	932.92	875.45	763.10	721.17	700.61

Growth FY24 vs FY23

Particular	As at Mar'24	As at Mar'23	Net Growth	% of Growth
No of operating Branches	286	185	101	55%
No of Customers	2,22,310	66,431	1,55,879	235%
Disbursement (Rs. Crs.)	3,214	1,614	1,600	99%
No of Employees	1,812	1,038	774	75%
AUM (Rs.Crs.)	1,567	609	958	157%
Networth (Rs. Crs.)	396	168	228	135%
Revenue (Rs. Crs.)	291	92	199	217%
Yield	28%	25%	3.8%	16%
PAT	80.04	15.99	64	400%
NIM %	15.18%	14.42%	0.8%	5%
Opex %	5.39%	8.67%	-3.3%	-38%
Credit Cost %	1.17%	0.96%	0.2%	22%
ROA %	8.09%	5.32%	2.8%	52%
ROE %	30.80%	18.69%	12.1%	65%
Debt to Equity	3.25	3.01		
CRAR	24.81%	25.98%		

Projections : Rs. 3,500Cr AUM by FY25

Particulars	FY23 Audited	FY24 Provisional	FY25 Projected
No of Branches	186	286	500
Borrowers	66,431	2,22,310	5,00,000
Employees	1,038	1,812	2,905
Disbursement (in Crs)	1,614	3,214	7,681
Average Ticket Size	70,000	70,000	55,000
AUM (in Crs)	609	1,567	3,500
Networth (In Crs)	168	396	810
Revenue	92	291	621
Yield (%)	24.6%	28.4%	25.3%
PAT (Cr)	16	80	165
NIM%	14.4	15.1	14.1
Cost to Income%	31.0	40.5	32.5
OPEX%	8.7	5.3	4.6
Credit Cost%	0.96%	1.17%	1.50%
Return on Assets%	5.3	8.1	6.9
Return on Equity%	18.7	30.8	27.5
Debt to Equity	3.0	3.3	3.5
CRAR%	26.0	24.8	23.2

Projections Vs Achievements – Mar'24

Particulars	Mar'24 Target	Achievement	%
No of Employees	1,604	1,812	113%
No of Opr.Branches	276	286	104%
Value of Loan Disb (Rs. Crs.)	2,724	3,231	119%
No of Borrowers	2,00,000	2,22,310	111%
No of Loans disbursed	3,86,932	5,85,392	151%
Portfolio Growth (Rs.Crs)	891.5	957.9	107%
POS per LO (Rs.Crs)	1.4	1.6	117%
Revenue (Rs.Crs)	272.5	291.2	107%
Operating Cost (Rs.Crs)	57.7	53.3	108%
Financial Cost (Rs.Crs)	119.4	131.1	91%
Credit Cost (Rs.Crs)	12.0	15.0	80%
PAT (Rs.Crs)	60.3	80.0	133%
POS Outstanding	1,500.6	1,567.1	104%

Projections for FY25

Profit and Loss Account

INR Crs

Particulars	FY23	FY24	FY25
	Actual	Provisional	Projected
Income			
Interest	94.07	246.7	608.73
Other Income	1.18	44.52	22.25
Total	95.25	291.18	630.98
Expenditure			
Finance Cost	36.94	131.09	274.19
Employee Cost	18.97	35.94	70.65
Other operating Cost	7.59	11.22	37.60
Depreciation	1.85	6.13	8.00
Total	65.34	184.39	390.44
Pre - Provision Profit	29.91	106.79	240.53
Provisions	0.97	11.59	37.52
PBT	28.94	95.20	203.02
Tax	7.52	15.16	37.56
PAT	21.41	80.04	165.46

Balance Sheet

INR Crs

Particulars	FY23	FY24	FY25
	Actual	Projected	Projected
LIABILITIES			
Net Worth	174.29	395.97	810.46
Borrowings	507.30	1,286.44	2,836.84
Other Liabilities	12.16	36.37	90.08
TOTAL	693.76	1,718.77	3,737.37
ASSETS			
Net Fixed Assets	16.62	21.10	42.90
Loan Portfolio	610.25	1,569.08	3,499.81
Cash and others	66.89	128.59	194.66
TOTAL	693.76	1,718.77	3,737.37

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

