

## May'24 - Business Update

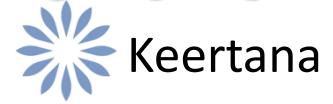


Keertana Finserv Pvt. Ltd.  
(formerly known as Rajshree Tracom Pvt. Ltd.)  
CIN: U65100WB1996PTC077252

## Business at a Glance

<b>Fastest Growing NBFC</b>	Rs. 1,855 Cr AUM   1.6x growth YTM Presence in 6 states	300 Operating Branches   40% growth YTM - AP contributes 88% of AUM followed by TS ,TN and other states with a total of 12%	2,46,036 Borrowers   197% growth YTM 85% Rural and 15% Urban
<b>Well defined Product Mix</b>	60% Secured- Rs. 1,110 Cr And 40% Unsecured- Rs.744 Cr Secured Loans are Gold, LAP & HL	Gold Loan and STPL- Rs. 1,005 Cr   MSME – Rs. 60 Cr LAP&HL-Rs.105 Cr   MEL (JLG) - Rs. 685 Cr	Yield on Portfolio Overall-26%
<b>Robust Balance Sheet with Strong Capital Adequacy</b>	CAR at 21.50% Net worth- Rs.408 Cr 96% Promoter holding	Impeccable Portfolio Quality 0 % NNPA	108.60 Cr PAT (26 months of operations)
<b>Efficient Operations</b>	ROA – 7.3% (Post tax) ROE – 32 %	Rs. 6.1 Cr Avg AUM per Branch and Rs.1.7 Cr AUM per Loan Officer	AUM Per Employee - Rs. 91Lakhs
<b>Strong Team with decades of Domain Expertise</b>	Promoter with over 25 years of experience in financial services; Able Board leading business to quality growth	Strengthening second line continues to be core focus	Avg relevant domain experience per staff- 10 years Total Staff- 2,019

## Business Update May'24 (Keertana – Overall Product Portfolio)



Presence in 6 States &  
42 Districts.

Operating Branches  
300

Active Loans  
3,63,849

Active Borrowers  
2,46,036

Value of Loans  
Disbursed (cum)  
5,900 Cr

No of Loans Disbursed  
9,59,433

Loan Portfolio  
1,855 Cr

AUM Per Branch  
6.1 Cr & AUM Per LO  
1.7 Cr

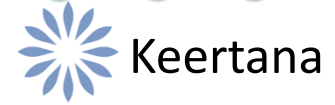
Yield 26%

GNPA – 0.08%

NNPA – 0%

Number of Employees  
2,019

## Business Update May'24– Gold Loans



Presence in 4 States &  
33 Districts.

Operating Branches  
159

Active Loans  
89,709

Active Borrowers  
52,942

Value of Loans  
Disbursed  
4,456 Cr

No of Loans Disbursed  
4,99,401

Gold Loan Portfolio  
927 Cr

AUM Per Branch  
6.3 Cr & AUM Per LO  
2.1 Cr

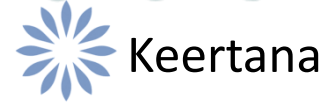
Yield 21%

GNPA – 0%

NNPA – 0%

Number of Employees  
1,001

## Business Update May' 24 –LAP/HL & Unsecured Loans



Presence in 5 States &  
22 Districts

Operating Branches  
47

Active Loans  
13,532

Active Borrowers  
13,149

Value of Loans  
Disbursed  
348 Cr

No of Loans Disbursed  
14,284

Unsecured – 138Cr  
LAP/HL – 105 Cr  
Total – 243 Cr

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

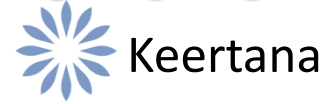
Yield  
28 %

GNPA – 0.73%

NNPA – 0%

Number of Employees  
305

## Business Update May'24 – Micro Enterprise Group Loans (JLG)



Presence in 4 States &  
23 Districts.

Operating Branches  
93

Active Loans  
1,87,289

Active Borrowers  
1,79,945

Value of Loans  
Disbursed  
892 Cr

No of  
Loans Disbursed  
1,80,469

Portfolio  
685 Cr

AUM Per Branch  
7.3 Cr & AUM Per LO  
1.7 Cr

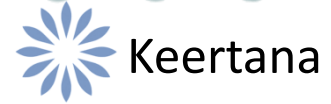
Yield  
28 %

GNPA – 0.05%

NNPA – 0%

Number of Employees  
540

## Corporate Actions undertaken



01



Acquired Rajshree (NBFC) by buying 100% stake from erstwhile promoters for Rs 2.83 cr -31<sup>st</sup> 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



**41** lenders were on-boarded in 25 months reflecting lenders confidence

05



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

06

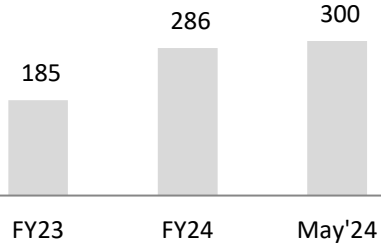


Accomplished the goal of **1,500 cr+ AUM** by Mar'24.

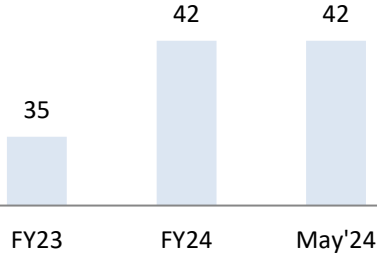
\* Total Equity infusion till date by promoter and family is at INR 300 Cr (Net worth after profit is at INR 408 Cr) as of May'24

# Operational Update – May'24

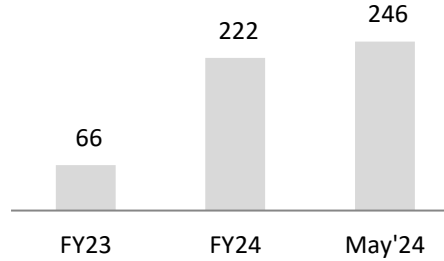
■ Branches (#)



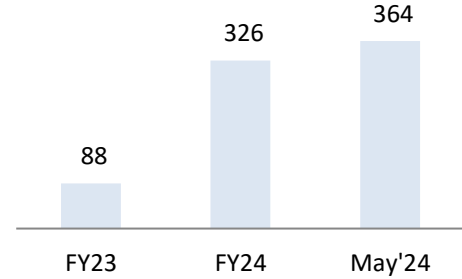
■ Districts (#)



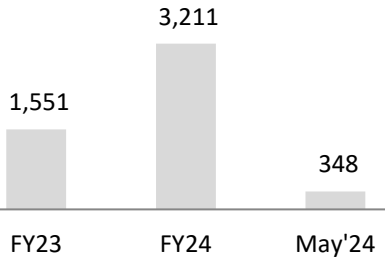
■ Borrowers ('000)



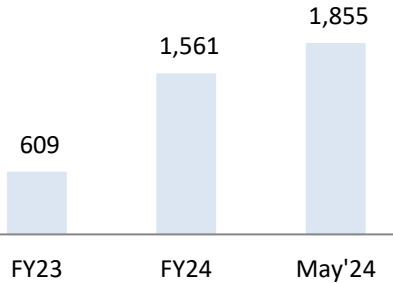
■ Active Loans ('000)



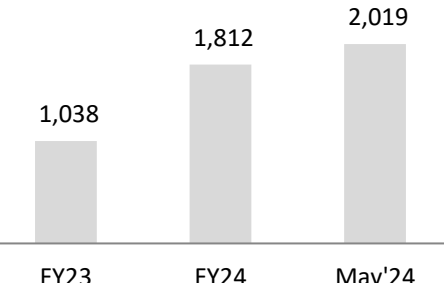
■ Disb (INR Cr)



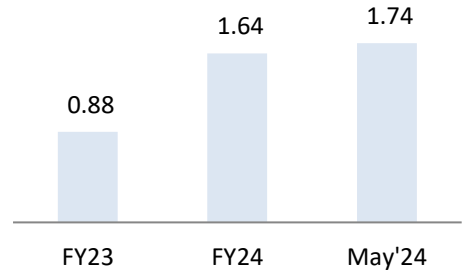
■ AUM (INR Crs)



■ Staff (#)

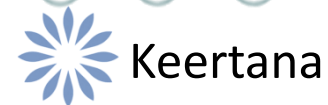


■ AUM per LO (INR Crs)

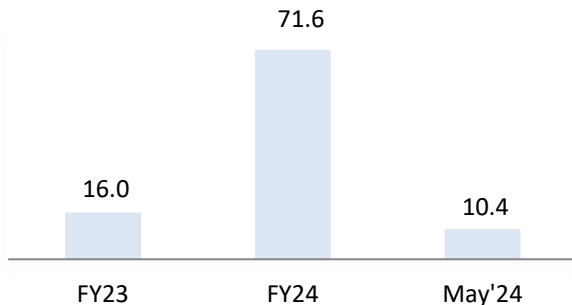




# Financial Update – May'24



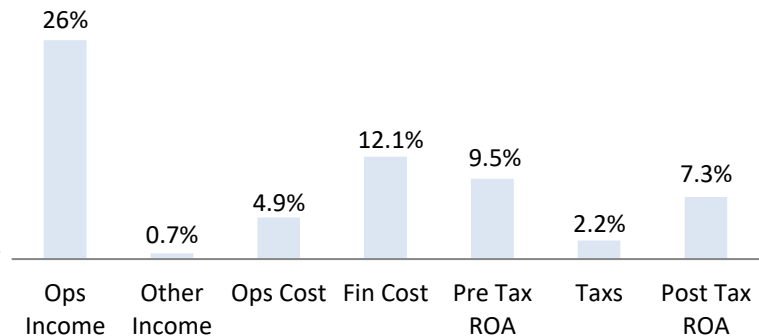
**PAT (INR Crs)**



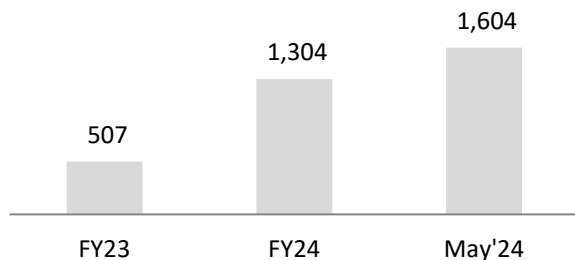
**Revenue (INR Crs)**



**Steady rate ROA >7%**



**Borrowings Outstanding (INR Crs)**



## Cross Sale

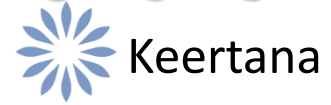
### Mobile Phones

- 5,981 Mobiles worth of Rs. 6.59 Crs were sold in the last 25 months
- ~30.11 Lacs commission earned which is 0.4% of PAT

### Aasara – Accidental Insurance

- 33,070 Accidental insurance policies with a sum insured of Rs.4,798 Crs were sold

Lenders : 6 Banks and 4 SFBs



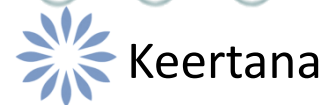
*IndusInd Bank*



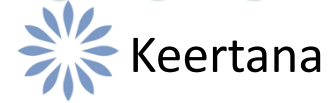
**kotak**  
Kotak Mahindra Bank



# Lenders: 25+ NBFCs and FIs



# Financial Performance – Balance Sheet and P&L



## Balance Sheet – May'24

INR Cr

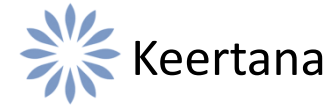
Particulars	May'24	Apr'24	FY24	FY23
<b>ASSETS</b>				
Cash and cash equivalents	108.19	70.64	77.81	43.28
Fixed Assets	21.64	21.38	21.14	16.62
ROU Asset	19.95	18.85	18.02	15.44
Investments	12.21	12.21	12.21	-
Loans & Advances	1,867.63	1,756.06	1,569.43	618.89
Other assets	19.70	18.44	18.38	6.39
<b>Total</b>	<b>2,049.33</b>	<b>1,897.58</b>	<b>1,716.99</b>	<b>700.61</b>
<b>Liabilities</b>				
Net worth	408.36	397.98	387.34	168.40
Borrowings	1,604.37	1,461.17	1,296.47	506.46
Other Liabilities	36.60	38.43	33.19	25.75
<b>Total</b>	<b>2,049.33</b>	<b>1,897.58</b>	<b>1,716.99</b>	<b>700.61</b>

## Profit & Loss – May'24

INR Crs

Particulars	May'24	Apr'24	FY24	FY23
<b>Income</b>				
Interest income	39.52	34.66	268.93	91.82
Other Income	0.64	1.29	7.90	0.06
<b>Total</b>	<b>40.17</b>	<b>35.95</b>	<b>276.83</b>	<b>91.87</b>
<b>Expenditure</b>				
Finance Cost	18.50	16.23	125.24	37.94
Operating cost	7.73	6.38	50.68	28.50
Provisions	-	-	11.65	3.89
<b>Total</b>	<b>26.23</b>	<b>22.61</b>	<b>187.57</b>	<b>70.34</b>
PBT	13.93	13.34	89.25	21.54
Tax	3.35	2.70	17.67	5.54
<b>PAT</b>	<b>10.37</b>	<b>10.64</b>	<b>71.59</b>	<b>15.99</b>

## YoY Growth – May'24 vs May'23



Particular	May'24	May'23	Net Growth	% of Growth
No of operating Branches	300	214	86	40%
No of Customers	246,036	82,799	163,237	197%
Disbursement (Rs. Crs.)	348	180	168	93%
No of Employees	2,019	1,231	788	64%
AUM (Rs.Crs.)	1,855	703	1,152	164%
Networth (Rs. Crs.)	408	174	234	134%
Revenue (Rs. Crs.)	39.5	15.6	24	153%
Yield	26%	27%	-1%	-5%
PAT	10.38	2.72	8	282%
NIM %	15.4%	14.8%	0.6%	4%
Opex %	4.91%	6.38%	1.5%	23%
ROA %	7.31%	5.99%	1.3%	22%
ROE %	31.70%	20.47%	11.2%	55%
Debt to Equity	3.93	3.21		
CRAR	21.5%	23.79%		

## Projections : Rs. 3,200Cr AUM by FY25

Particulars	FY23 Audited	FY24 Audited	FY25 Projected
No of Branches	186	286	470
Borrowers	66,431	2,22,310	4,40,000
Employees	1,038	1,812	2,750
Disbursement (in Crs)	1,614	3,214	7,228
Average Ticket Size	70,000	70,000	55,000
AUM (in Crs)	609	1,561	3,200
Networth (In Crs)	168	387	750
Revenue	92	277	593
Yield (%)	24.6%	27.0%	25.0%
PAT (Cr)	16.0	71.6	157
NIM%	14.4	14.5%	14.1
Cost to Income%	31.0	41.1	32.5
OPEX%	8.7	5.1	4.8
Credit Cost%	0.96%	1.18%	1.40%
Return on Assets%	5.3	7.2	6.9
Return on Equity%	18.7	27.6	26.2
Debt to Equity	3.0	3.3	3.2
CRAR%	26.0	23.6	23.2

**Thank You**