

## July'24 - Business and Financial Update



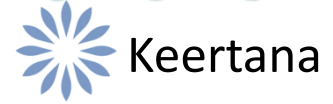
Keertana Finserv Pvt. Ltd.  
(formerly known as Rajshree Tracom Pvt. Ltd.)  
CIN: U65100WB1996PTC077252

## Business at a Glance

<b>Fastest Growing NBFC</b>	<b>Rs. 2,011 Cr AUM</b>   1.5x growth in TTM* Presence in 6 states	<b>305 Operating Branches</b>   35% growth TTM* - AP contributes 87% of AUM followed by TS ,TN and other states with a total of 13%	<b>2,61,678 Borrowers</b>   150% growth TTM* 84% Rural and 16% Urban
<b>Well defined Product Mix</b>	64% Secured- Rs. 1,279 Cr And 36% Unsecured- Rs.732 Cr Secured Loans are Gold, LAP & HL	Gold Loan & STPL- Rs. 1,150 Cr MSME – Rs. 47 Cr LAP & HL-Rs.129 Cr MEL (JLG) - Rs. 682 Cr Other Loan (Consumer) - Rs. 3 Cr	<b>Yield on Portfolio</b> Overall-25%
<b>Robust Balance Sheet with Strong Capital Adequacy</b>	CAR at 25.44% Net worth- Rs.529 Cr 99% Promoter holding	<b>Impeccable Portfolio Quality</b> 0 % NNPA	129.29 Cr PAT (28 months of operations)
<b>Efficient Operations</b>	ROA – 7% (Post tax) ROE – 28%	Rs. 6.59 Cr Avg AUM per Branch and Rs.1.63 Cr AUM per Loan Officer	<b>AUM Per Employee - Rs. 87 Lakhs</b>
<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	<b>Strengthening second line</b> continues to be core focus	<b>Total Staff- 2,316</b>

\*Trailing 12 Months

## Business Update July'24 (Keertana – All three verticals)



Presence in 6 States &  
55 Districts

Operating Branches  
305

Active Loans  
4,09,048

Active Borrowers  
2,61,678

Value of Loans  
Disbursed (cum)  
6,576.5 Cr

No of Loans Disbursed  
10,81,699

Loan Portfolio  
2,011 Cr

AUM Per Branch  
6.59Cr & AUM Per LO  
1.63 Cr

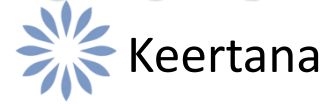
Yield 25%

GNPA – 0.11%

NNPA – 0%

Number of Employees  
2,361

## Business Update July'24– Gold Loans



Presence in 4 States &  
34 Districts.

Operating Branches  
171

Active Loans  
1,05,468

Active Borrowers  
60,360

Value of Loans  
Disbursed  
5,335.5 Cr

No of Loans Disbursed  
5,77,180

Gold Loan Portfolio  
1,150 Cr

AUM Per Branch  
6.73 Cr & AUM Per LO  
2.21 Cr

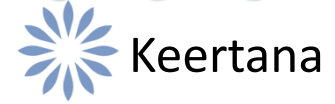
Yield 23%

GNPA – 0.00%

NNPA – 0%

Number of Employees  
1,146

## Business Update July' 24 –LAP/HL & BL-Unsecured Loans



Presence in 4 States &  
22 Districts

Operating Branches  
42

Active Loans  
13,686

Active Borrowers  
13,138

Value of Loans  
Disbursed  
Unsecured – 127.74 Cr  
LAP/HL – 153.10 Cr

No of Loans Disbursed  
Unsecured – 11,890  
LAP/HL – 2,936

AUM  
Unsecured – 47 Cr  
LAP/HL – 129 Cr  
Total – 176 Cr

AUM Per Branch  
4.18 Cr & AUM Per  
LO - 0.73 Cr

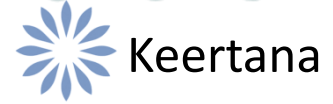
Yield  
26 %

GNPA (LAP/HL) – 0.22%

NNPA – 0%

Number of Employees  
337

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



Presence in 5 States &  
23 Districts.

Operating Branches  
92

Active Loans  
2,07,428

Active Borrowers  
1,88,180

Value of Loans  
Disbursed  
963.16 Cr

No of  
Loans Disbursed  
2,01,905

Portfolio  
682 Cr  
3 Cr Consumer durable

AUM Per Branch  
7.45 Cr & AUM Per LO  
1.46 Cr

Yield  
27 %

GNPA – 0.16%

NNPA – 0%

Number of Employees  
685

## Key Milestones

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



**46** lenders were on-boarded in 28 months reflecting lenders confidence

05



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

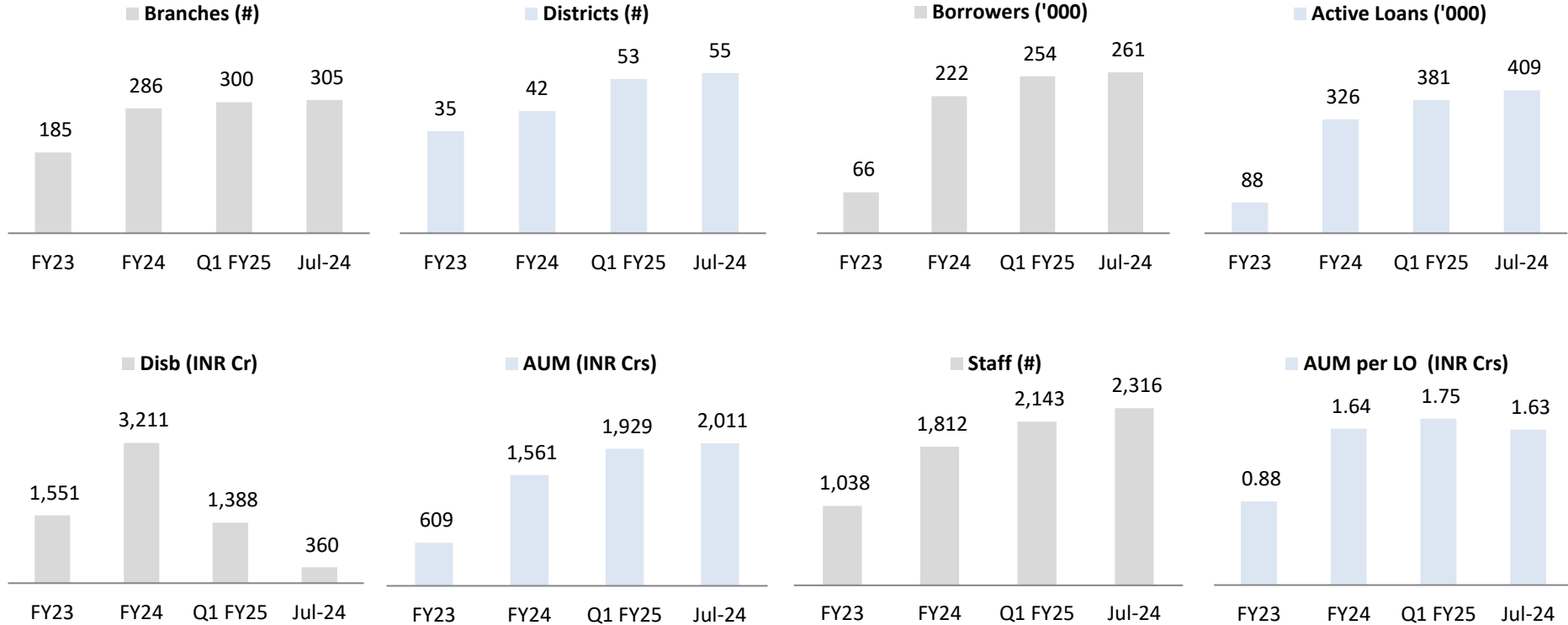
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Accomplished **2,011 Cr AUM** as of July'24.

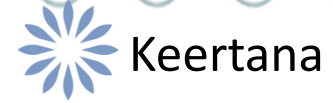
Total Equity infusion till date by promoter and family is at INR 400 Cr (Net worth after profit at INR 529 Cr) as of Jul'24

# Operational Update – July'24

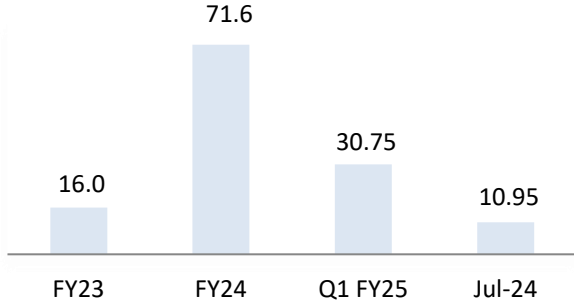




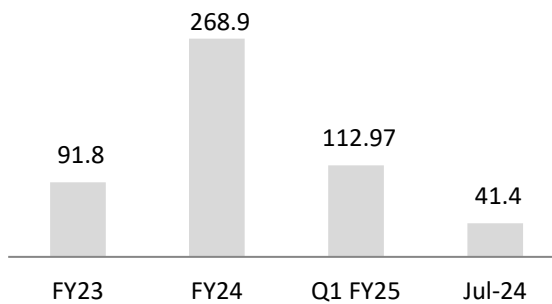
# Financial Update – July'24



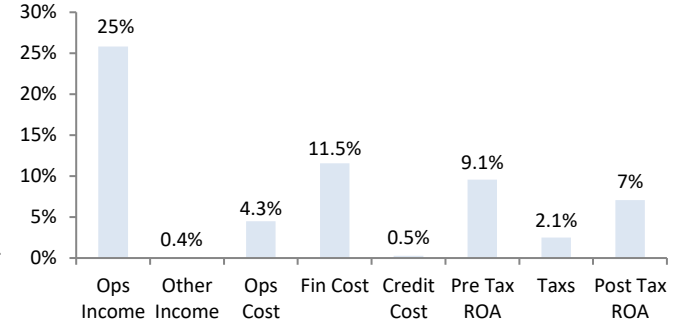
### PAT Growth (INR Crs)



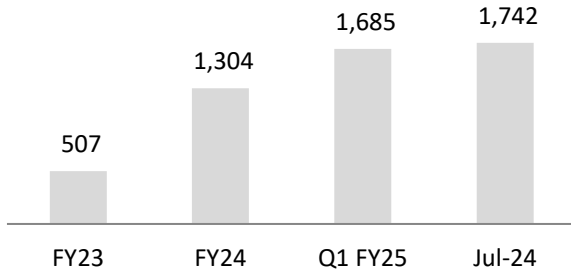
### Revenue (INR Crs)



### ROA @ 7%



### Borrowings Outstanding (INR Crs)



## Cross Sale

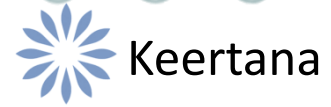
### Mobile Phones

- 6,572 Mobiles worth of Rs. 8.06 Crs were sold in the last 25 months
- ~74.90 Lacs commission earned.

### Accidental Insurance

- 3,84,668 Accidental insurance policies with a sum insured of Rs.4,849 Crs were sold

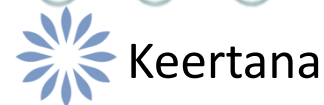
Lenders : 7 Banks and 4 SFBs



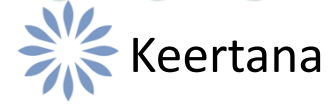
**kotak**  
Kotak Mahindra Bank



# Lenders: 25+ NBFCs and FIs



# Financial Performance – Balance Sheet and P&L



## Balance Sheet – June'24

INR Cr

Particulars	July'24	Q1 FY25	FY24	FY23
<b>ASSETS</b>				
Cash and cash equivalents	125.46	116.54	77.81	43.28
Fixed Assets	24.07	22.95	21.14	16.62
ROU Asset	24.40	22.17	18.02	15.44
Investments	59.52	112.37	12.21	-
Loans & Advances	2044.21	1,948.92	1,569.43	618.89
Other assets	16.54	15.52	18.38	6.39
<b>Total</b>	<b>2,294.20</b>	<b>2,238.47</b>	<b>1,716.99</b>	<b>700.61</b>
<b>LIABILITIES</b>				
Net worth	529.03	518.08	387.34	168.40
Borrowings	1,724.11	1,685.19	1,296.47	506.46
Other Liabilities	41.06	35.20	33.19	25.75
<b>Total</b>	<b>2,294.20</b>	<b>2,238.47</b>	<b>1,716.99</b>	<b>700.61</b>

## Profit & Loss – June'24

INR Crs

Particulars	July'24	Q1 FY25	FY24	FY23
<b>Income</b>				
Interest income	41.39	112.97	268.93	91.82
Other Income	0.57	1.99	7.90	0.06
<b>Total</b>	<b>41.96</b>	<b>114.96</b>	<b>276.83</b>	<b>91.87</b>
<b>Expenditure</b>				
Finance Cost	19.50	52.40	125.24	37.94
Operating cost	7.10	21.16	50.68	28.50
Provisions	0.82	0.45	11.65	3.89
<b>Total</b>	<b>27.42</b>	<b>74.01</b>	<b>187.57</b>	<b>70.34</b>
PBT	14.54	40.94	89.25	21.54
Tax	3.59	10.18	17.67	5.54
<b>PAT</b>	<b>10.95</b>	<b>30.75</b>	<b>71.59</b>	<b>15.99</b>

## YoY Growth – July'23 vs July'24



Particular	July'24	July'23	Net Growth	% of Growth
No of operating Branches	305	226	79	35%
No of Customers	2,61,678	1,04,419	1,57,259	151%
Disbursement (Rs. Crs.)	360.20	234.51	125.69	54%
No of Employees	2,316	1,295	1021	79%
AUM (Rs.Crs.)	2,011	810	1,201	148%
Networth (Rs. Crs.)	529	220	309	140%
Revenue (Rs. Crs.)	41	19	22	116%
Yield	25%	27%	-2%	-7.4%
PAT	10.95	5.41	5.54	102%
NIM %	13.55%	15.47%	-1.92%	-12%
Opex %	4.34%	6.41%	2.07%	32%
ROA %	7%	7%	0	0
ROE %	27.91%	26.31%	1.6%	6.08%
Debt to Equity	3.29	3.07		
CRAR	25.44%	25.7%		

## 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	2,725
Disbursement (in Crs)	1,614	3,214	7,311
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	592
Yield (%)	24.6%	27.0%	24.5%
PAT (Cr)	16.0	71.6	157
NIM%	14.4	14.5%	13.7%
Cost to Income%	31.0	41.1	32.5
OPEX%	8.7	5.1	4.80
Credit Cost%	0.96%	1.18%	1.4%
Return on Assets%	5.3	7.2	6.5
Return on Equity%	18.7	27.6	26.4
Debt to Equity	3.0	3.3	3.2
CRAR%	26.0	23.6	25.1

**Thank You**