

## August'24 - Business and Financial Update



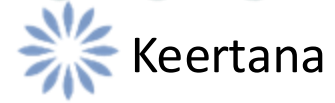
Keertana Finserv Pvt. Ltd.  
(formerly known as Rajshree Tracom Pvt. Ltd.)  
CIN: U65100WB1996PTC077252

## Business at a Glance

<b>Fastest Growing NBFC</b>	<b>Rs. 1,988 Cr AUM</b> 1.3x growth in TTM* Presence in 6 states	<b>309</b> Operating Branches   35% growth TTM* - AP contributes 87% of AUM followed by TS ,TN and other states with a total of 13%	<b>2,61,276</b> Borrowers   150% growth TTM* 84% Rural and 16% Urban
<b>Well defined Product Mix</b>	64% Secured- Rs. 1,265 Cr And 36% Unsecured- Rs.723 Cr Secured Loans are Gold, LAP & HL	Gold Loan & STPL- Rs. 1,129 Cr MSME – Rs. 42 Cr LAP & HL-Rs.136 Cr MEL (JLG) - Rs. 677 Cr Other Loan (Consumer) - Rs. 4 Cr	<b>Yield on Portfolio Overall-25%</b>
<b>Robust Balance Sheet with Strong Capital Adequacy</b>	CAR at 26.30% Net worth- Rs.539 Cr 99% Promoter holding	<b>Impeccable Portfolio Quality</b> 0 % NNPA	<b>139.47 Cr</b> <b>PAT (29 months of operations)</b>
<b>Efficient Operations</b>	ROA – 7% (Post tax) ROE – 27%	<b>Rs. 6.43 Cr Avg AUM per Branch</b> <b>and Rs.1.55 Cr AUM per Loan Officer</b>	<b>AUM Per Employee - Rs. 82 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 continues to be core focus</b>	<b>Total Staff- 2,413</b>

\*Trailing 12 Months

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



Presence in 6 States &  
53 Districts

Operating Branches  
309

Active Loans  
4,25,516

Active Borrowers  
2,61,276

Value of Loans  
Disbursed (cum)  
6,942 Cr

No of Loans Disbursed  
11,54,577

Loan Portfolio  
1,988 Cr

AUM Per Branch  
6.43Cr & AUM Per LO  
1.55 Cr

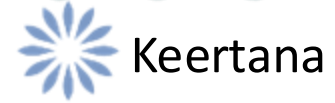
Yield 25%

GNPA – 0.16%

NNPA – 0%

Number of Employees  
2,431

## Business Update Aug'24– Gold Loans



Presence in 4 States &  
34 Districts.

Operating Branches  
174

Active Loans  
1,07,813

Active Borrowers  
61,734

Value of Loans  
Disbursed  
5,657.71 Cr

No of Loans Disbursed  
5,90,481

Gold Loan Portfolio  
1,129 Cr

AUM Per Branch  
6.49 Cr & AUM Per LO  
2.09 Cr

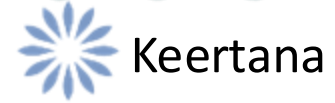
Yield 22.48%

GNPA – 0.00%

NNPA – 0%

Number of Employees  
1,202

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



Presence in 4 States &  
23 Districts

Operating Branches  
42

Active Loans  
13,706

Active Borrowers  
13,105

Value of Loans  
Disbursed  
Unsecured – 127.74 Cr  
LAP/HL – 162.28.10 Cr

No of Loans Disbursed  
Unsecured – 11,890  
LAP/HL – 3,130

AUM  
Unsecured – 42 Cr  
LAP/HL – 136 Cr  
Total – 178 Cr

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

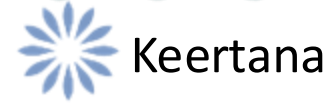
Yield  
26%

GNPA (LAP/HL) – 0.21%

NNPA – 0%

Number of Employees  
340

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



Presence in 5 States &  
25 Districts.

Operating Branches  
93

Active Loans  
2,19,774

Active Borrowers  
1,86,437

Value of Loans  
Disbursed  
996.94 Cr

No of  
Loans Disbursed  
2,15,176

Portfolio  
677 Cr  
4 Cr Consumer durable

AUM Per Branch  
7.32 Cr & AUM Per LO  
1.36 Cr

Yield  
27.25%

GNPA – 0.27%

NNPA – 0%

Number of Employees  
680

## 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. 400 Cr \*

03



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

04



**47** lenders were onboarded in 29 months reflecting lenders confidence

05



Received credit ratings of BBB+ from India Ratings, BBB (Stable) from CRISIL and BBB (Stable) from ICRA

06

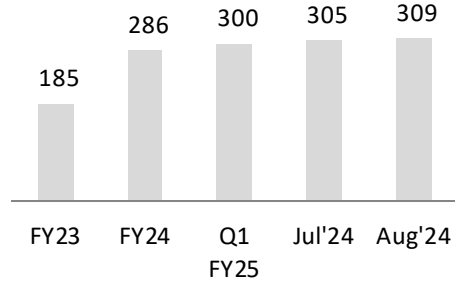


Accomplished **1,988 Cr AUM** as of Aug'24.

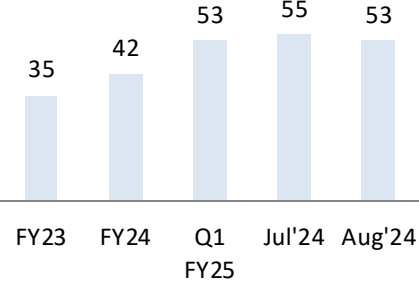
Total Equity infusion till date by promoter and family is at INR 400 Cr (Net worth after profit at INR 539 Cr) as of Aug'24

# Operational Update – Aug'24

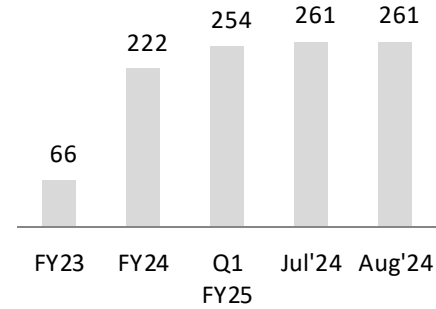
■ Branches (#)



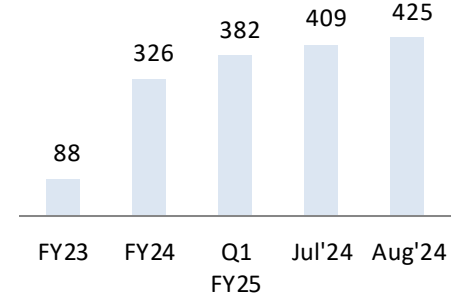
■ Districts (#)



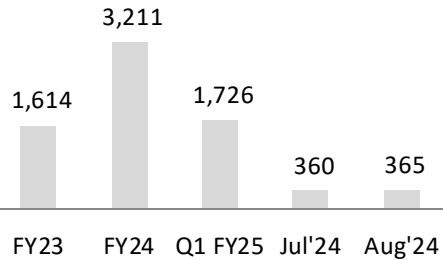
■ Borrowers ('000)



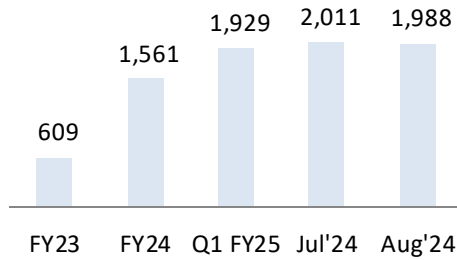
■ Active Loans ('000)



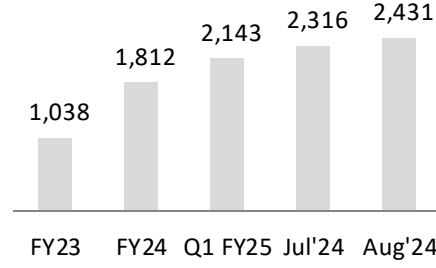
■ Disb (INR Cr)



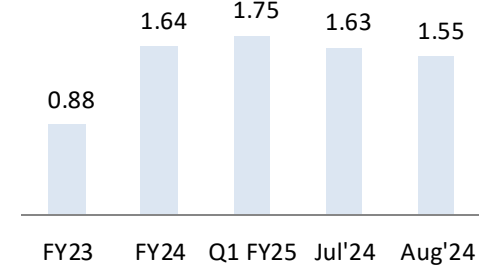
■ AUM (INR Crs)



■ Staff (#)



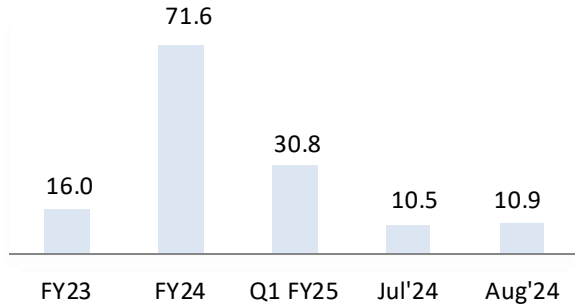
■ AUM per LO (INR Crs)



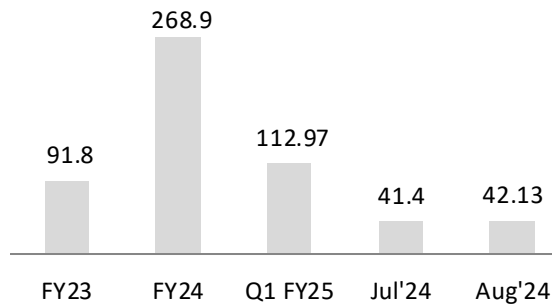


# Financial Update – Aug'24

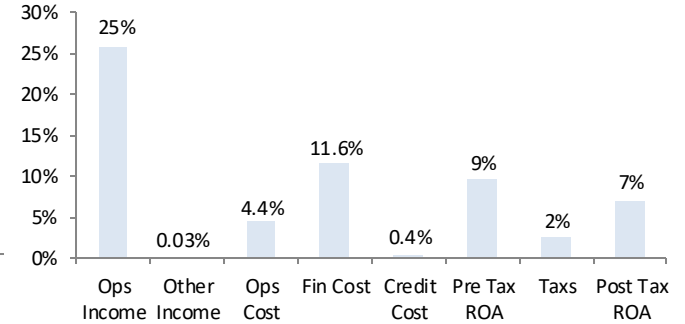
**PAT Growth (INR Crs)**



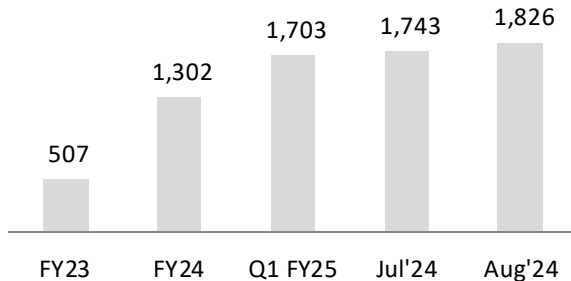
**Revenue (INR Crs)**



**ROA @ 7%**



**Borrowings Outstanding (INR Crs)**



## Cross Sale

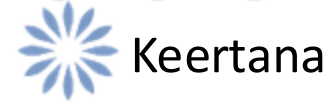
### Mobile Phones

- 6960 Mobiles worth of Rs. 8.71 Crs were sold in the last 26 months
- ~92.67 Lacs commission earned.

### Accidental Insurance

- 4,00,668 Accidental insurance policies with a sum insured of Rs. 4668.11Crs were sold

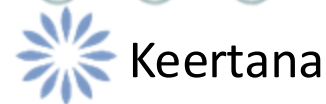
Lenders : 7 Banks and 4 SFBs



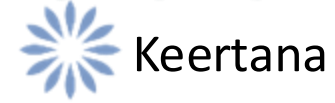
**kotak**  
Kotak Mahindra Bank



# Lenders: 25+ NBFCs and FIs



# Financial Performance – Balance Sheet and P&L



## Balance Sheet – Aug'24

INR Cr

Particulars	Aug'24	Jul'24	Q1 FY25	FY24	FY23
<b>ASSETS</b>					
Cash and cash equivalents	74.76	125.46	116.54	77.81	43.28
Fixed Assets	25.12	24.07	22.95	21.14	16.62
ROU Asset	24.08	24.4	22.17	18.02	15.44
Investments	233.3	59.52	112.37	12.21	-
Loans & Advances	2016.4	2044.21	1,948.92	1,569.43	618.89
Other assets	16.81	16.54	15.52	18.38	6.39
<b>Total</b>	<b>2390.47</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	539.47	529.03	518.08	387.34	168.4
Borrowings	1805.28	1,724.11	1,685.19	1,296.47	506.46
Other Liabilities	45.72	41.06	35.2	33.19	25.75
<b>Total</b>	<b>2390.47</b>	<b>2,294.20</b>	<b>2,238.47</b>	<b>1,716.99</b>	<b>700.61</b>

## Profit & Loss – Aug'24

INR Crs

Particulars	Aug'24	Jul'24	Q1 FY25	FY24	FY23
<b>Income</b>					
Interest income	42.13	41.39	112.97	268.93	91.82
Other Income	0.06	0.57	1.99	7.9	0.06
<b>Total</b>	<b>42.19</b>	<b>41.96</b>	<b>114.96</b>	<b>276.83</b>	<b>91.87</b>
<b>Expenditure</b>					
Finance Cost	19.7	19.5	52.4	125.24	37.94
Operating cost	7.36	7.1	21.16	50.68	28.5
Provisions	0.78	0.82	0.45	11.65	3.89
<b>Total</b>	<b>27.84</b>	<b>27.42</b>	<b>74.01</b>	<b>187.57</b>	<b>70.34</b>
PBT	14.35	14.54	40.94	89.25	21.54
Tax	3.5	3.59	10.18	17.67	5.54
<b>PAT</b>	<b>10.85</b>	<b>10.95</b>	<b>30.75</b>	<b>71.59</b>	<b>15.99</b>

## YoY Growth – Aug'23 vs Aug'24



Particular	Aug'24	Aug'23	Net Growth	% of Growth
No of operating Branches	309	229	80	35%
No of Customers	2,61,276	1,15,943	1,45,333	125%
Disbursement (Rs. Crs.)	365.17	186.81	178.36	95%
No of Employees	2,431	1,328	1103	83%
AUM (Rs.Crs.)	1,988	850	1,138	134%
Networth (Rs. Crs.)	539	226	313	138%
Revenue (Rs. Crs.)	42	18	22	133%
Yield	25%	27%	-2%	-7.4%
PAT	10.85	5.40	5.54	101%
NIM %	13.13%	15.41%	-1.92%	-15%
Opex %	4.42%	5.99%	2.07%	26%
ROA %	7%	7%	0	0
ROE %	27%	27%	0	0
Debt to Equity	3.35	3.45		
CRAR	26.30%	25.32%		

## 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**