

## October'24 - Business and Financial Update



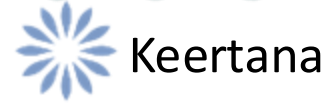
Keertana Finserv Pvt. Ltd.  
(formerly known as Rajshree Tracom Pvt. Ltd.)  
CIN: U65100WB1996PTC077252

## Business at a Glance

<b>Fastest Growing NBFC</b>	<b>Rs. 2,011 Cr AUM</b> 99% growth in TTM* Presence in 6 states	<b>328</b> Operating Branches   37% growth TTM* - AP constitutes 86% of AUM followed by TS ,TN and other states with a total of 14%	<b>2,68,376</b> Borrowers   80% growth TTM* 85% Rural and 15% Urban
<b>Well defined Product Mix</b>	65% Secured- Rs. 1,301 Cr And 35% Unsecured- Rs.710 Cr Secured Loans are Gold, LAP & HL	Gold Loan & STPL- Rs. 1,155 Cr MSME – Rs. 31 Cr LAP & HL-Rs.146 Cr MEL (JLG) - Rs. 676 Cr Other Loan (Consumer) - Rs. 3 Cr	<b>Yield on Portfolio</b> Overall-25.96%
<b>Robust Balance Sheet with Strong Capital Adequacy</b>	CAR at 26.78% Net worth- Rs.558 Cr 99% Promoter holding	<b>Impeccable Portfolio Quality</b> 0 % NNPA	<b>158 Cr</b> PAT (31 months of operations)
<b>Efficient Operations</b>	ROA – 6.24% (Post tax) ROE – 23%	<b>Rs. 6.13 Cr Avg AUM per Branch</b>	<b>AUM Per Employee - Rs. 78 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- 2,577</b>

\*Trailing 12 Months

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



Presence in 6 States &  
54 Districts

Operating Branches  
328

Active Loans  
4,48,850

Active Borrowers  
2,68,376

Value of Loans  
Disbursed (cum)  
7,875

No of Loans Disbursed  
13,10,536

Loan Portfolio  
2,011 Cr

AUM Per Branch  
6.13Cr

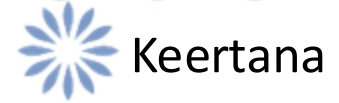
Yield 26%

GNPA – 0.15%

NNPA – 0%

Number of Employees  
2,577

## Business Update Oct'24– Gold Loans



Presence in 5 States &  
38 Districts.

Operating Branches  
186

Active Loans  
1,12,470

Active Borrowers  
64,544

Value of Loans  
Disbursed  
6,490 Cr

No of Loans Disbursed  
6,63,317

Gold Loan Portfolio  
1,155 Cr

AUM Per Branch  
6.21 Cr

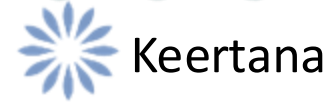
Yield 24.36%

GNPA – 0.00%

NNPA – 0%

Number of Employees  
1,284

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



Presence in 4 States &  
23 Districts

Operating Branches  
42

Active Loans  
13,285

Active Borrowers  
12,590

Value of Loans  
Disbursed  
Unsecured – 124.74 Cr  
LAP/HL – 176.04 Cr

No of Loans Disbursed  
Unsecured – 11,890  
LAP/HL – 3,416

AUM  
Unsecured – 31 Cr  
LAP/HL – 146 Cr  
Total – 177 Cr

AUM Per Branch  
4.23 Cr & AUM Per  
LO - 0.83 Cr

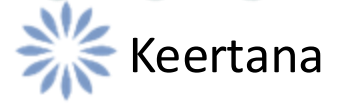
Yield  
26.90%

GNPA (LAP/HL) – 0.43%

NNPA – 0%

Number of Employees  
303

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



Presence in 4 States &  
21 Districts

Operating Branches  
100

Active Loans  
2,36,646

Active Borrowers  
1,91,242

Value of Loans  
Disbursed  
1084.41 Cr

No of  
Loans Disbursed  
2,40,345

Portfolio  
676 Cr  
3 Cr Consumer loans

AUM Per Branch  
6.79 Cr & AUM Per LO  
1.26 Cr

Yield  
28.33%

GNPA – 0.30%

NNPA – 0%

Number of Employees  
739

## 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



**50** lenders were on-boarded in 31 months reflecting lenders confidence

05



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

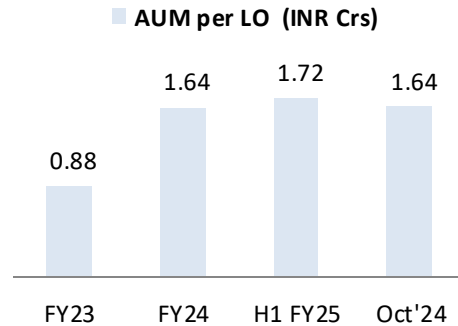
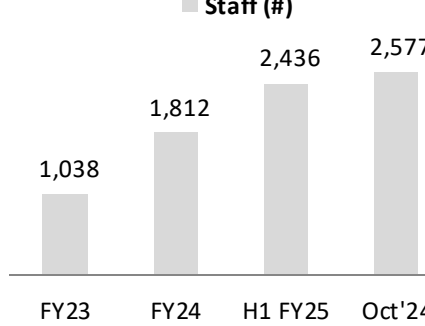
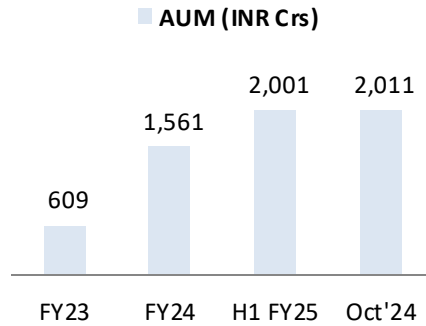
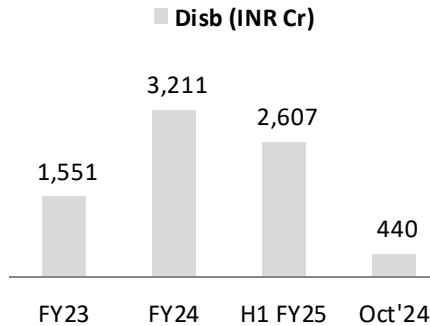
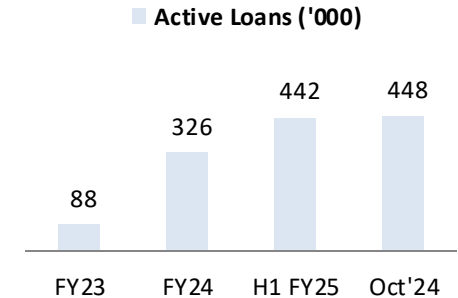
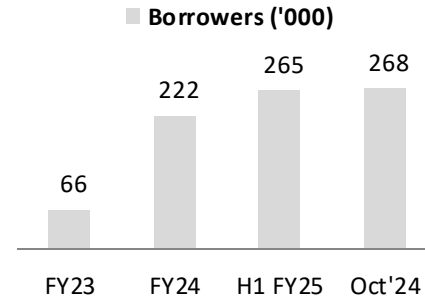
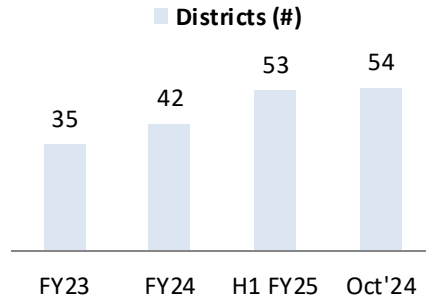
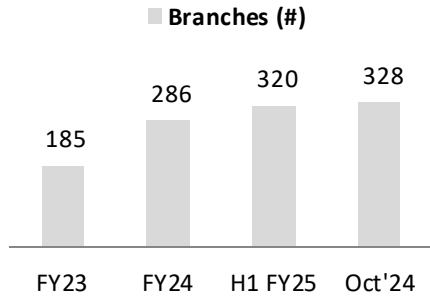
06



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

Total Equity infusion till date by promoter and family is at INR 400 Cr (Net worth after profit at INR 558 Cr) as of Oct'24

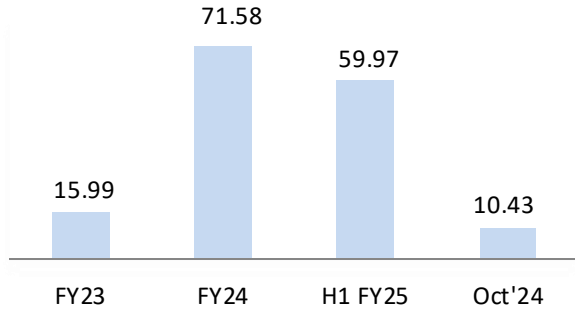
# Operational Update – Oct'24



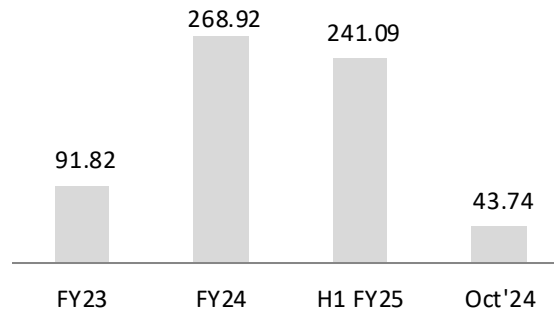


# Financial Update – Oct'24

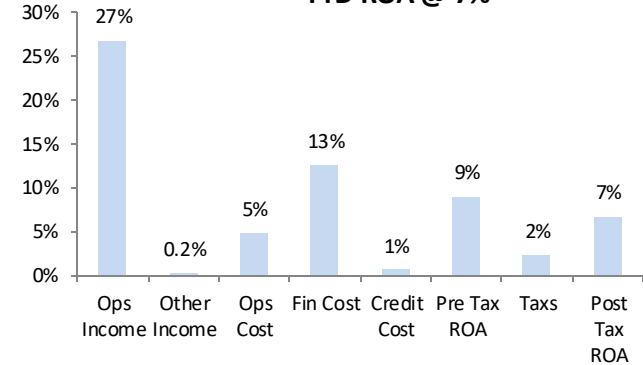
**PAT Growth (INR Crs)**



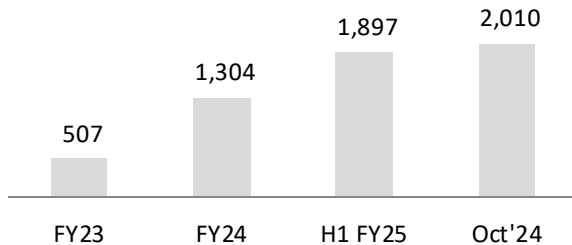
**Revenue (INR Crs)**



**YTD ROA @ 7%**



**Borrowings Outstanding (INR Crs)**



## Cross Sale

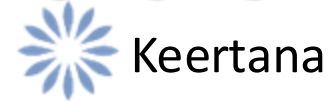
### Mobile Phones

- 6976 Mobiles worth of Rs. 8.74 Crs were sold in the last 28 months
- ~93.97 Lacs commission earned.

### Accidental Insurance

- 4,24,131 Accidental Insurance Policies with a sum insured of Rs 4956.69 cr were sold

Lenders : 7 Banks and 4 SFBs



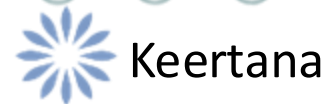
*IndusInd Bank*



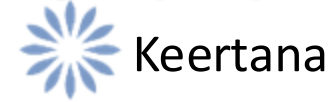
**kotak**  
Kotak Mahindra Bank



# Lenders: 35+ NBFCs and FIs



# Financial Performance – Balance Sheet and P&L



## Balance Sheet – Oct'24

INR Cr

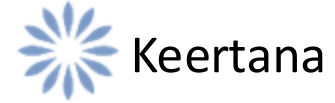
Particulars	Oct'24	H1 FY25	FY24	FY23
<b>ASSETS</b>				
Cash and cash equivalents	156.00	133.78	77.81	43.28
Fixed Assets	26.18	25.60	21.14	16.62
ROU Asset	24.67	25.03	18.02	15.44
Investments	320.63	245.88	12.21	-
Loans & Advances	2041.67	2,027.73	1,569.43	618.89
Other assets	20.41	17.88	18.38	6.39
<b>Total</b>	<b>2589.56</b>	<b>2,475.90</b>	<b>1,716.99</b>	<b>700.61</b>
<b>Liabilities</b>				
Net worth	557.61	547.24	387.34	168.4
Borrowings	1,983.19	1,877.61	1,296.47	506.46
Other Liabilities	48.76	51.05	33.19	25.75
<b>Total</b>	<b>2,589.56</b>	<b>2,475.90</b>	<b>1,716.99</b>	<b>700.61</b>

## Profit & Loss – Oct'24

INR Crs

Particulars	Oct'24	H1 FY25	FY24	FY23
<b>Income</b>				
Interest income	43.39	238.95	268.93	91.82
Other Income	0.35	2.14	7.9	0.06
<b>Total</b>	<b>43.74</b>	<b>241.09</b>	<b>276.83</b>	<b>91.87</b>
<b>Expenditure</b>				
Finance Cost	21.52	111.71	125.24	37.94
Operating cost	7.72	42.94	50.68	28.5
Provisions	1.54	6.04	11.65	3.89
<b>Total</b>	<b>30.78</b>	<b>160.69</b>	<b>187.57</b>	<b>70.34</b>
PBT	12.96	80.40	89.25	21.54
Tax	2.52	20.43	17.67	5.54
<b>PAT</b>	<b>10.43</b>	<b>59.97</b>	<b>71.59</b>	<b>15.99</b>

## YoY Growth – Oct'23 vs Oct'24



Particular	Oct'24	Oct'23	Net Growth	% of Growth
No of operating Branches	328	239	89	37%
No of Customers	2,68,376	1,48,730	1,19,646	80%
Disbursement (Rs. Crs.)	439.66	233.84	205.82	88%
No of Employees	2,577	1,405	1172	83%
AUM (Rs.Crs.)	2,011	1010	1,001	99%
Networth (Rs. Crs.)	558	284	274	96%
Revenue (Rs. Crs.)	44	25	19	76%
Yield	26%	29%	-3%	-10.34%
PAT	10.43	8.65	1.78	20%
NIM %	13.08%	16.17%	-3.09%	-19%
Opex %	4.62%	5.82%	1.20%	21%
ROA %	6.24%	8%	-1.76%	-22%
ROE %	23%	30%	-7%	-23%
Debt to Equity	3.55	3.03		
CRAR	26.78%	29.15%		

## Projections : Rs. 2,545Cr AUM by FY25

Particulars	FY23 Audited	FY24 Audited	FY25 Projected
No of Branches	186	286	422
Borrowers	66,431	2,22,310	3,00,000
Employees	1,038	1,812	2,932
Disbursement (in Crs)	1,614	3,214	6,122
AUM (in Crs)	609	1,561	2,545
Networth (In Crs)	168	387	648
Revenue	92	277	528
Yield (%)	24.6%	27.0%	25.7%
PAT (Cr)	16.0	71.6	131
NIM%	14.4	14.5%	13.5%
OPEX%	8.7	5.1	4.46
Credit Cost%	0.96%	1.18%	1.3%
Return on Assets%	5.3	7.2	6.4%
Return on Equity%	18.7	27.6	25.3%
Debt to Equity	3.0	3.3	3.35
CRAR%	26.0	23.6	25.5

**Thank You**