

December'24 - Business and Financial Update



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

Business at a Glance

Fastest Growing NBFC

Rs. 2,075 Cr AUM |
73% growth in TTM*
Presence in 6 states

363 Operating Branches | 46% growth
TTM* - AP contributes 85% of AUM
followed by TS ,TN and other states
with a total of 15%

2,71,116 Borrowers |
54% growth TTM*
85% Rural and 15% Urban

Well defined Product Mix

70% Secured- Rs. 1,443 Cr
And 30% Unsecured- Rs.632 Cr
Secured Loans are Gold, LAP &
HL

Gold Loan & STPL- Rs. 1,286 Cr
MSME – Rs. 26 Cr
LAP & HL-Rs.158 Cr
MEL (JLG) - Rs. 604 Cr
Other Loan (Consumer) - Rs. 2 Cr

Yield on Portfolio
Overall-24.55%

Robust Balance Sheet with Strong Capital Adequacy

CAR at 26.20%
Net worth- Rs.557 Cr
99% Promoter holding

Impeccable Portfolio Quality
0.12 % NNPA

158 Cr
PAT (33 months of operations)

Efficient Operations

ROA (YTD) – 5.11% (Post provision
& tax)
ROE – 19.67%

Rs. 5.72Cr Avg AUM per Branch
and Rs.1.57 Cr AUM per Loan
Officer

AUM Per Employee - Rs. 75
Lakhs

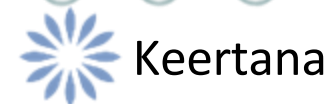
Strong Team with decades of Domain Expertise

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

Total Staff- 2,762

Business Update Dec'24 (Keertana – All three verticals)



Presence in 6 States &
55 Districts

Operating Branches
363

Active Loans
4,64,067

Active Borrowers
2,71,116

Value of Loans
Disbursed (cum)
8,723

No of Loans Disbursed
14,43,468

Loan Portfolio
2,075 Cr

AUM Per Branch
5.72Cr & AUM Per LO
1.57 Cr

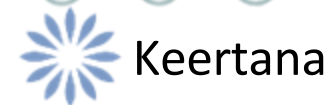
Yield 24.55%

GNPA – 0.27%

NNPA – 0.12%

Number of Employees
2,762

Business Update Dec'24– Gold Loans



Presence in 6 States &
46 Districts.

Operating Branches
216

Active Loans
1,22,519

Active Borrowers
69,714

Value of Loans
Disbursed
7300.97 Cr

No of Loans Disbursed
7,35,634

Gold Loan Portfolio
1,286 Cr

AUM Per Branch
5.95 Cr & AUM Per LO
2.22 Cr

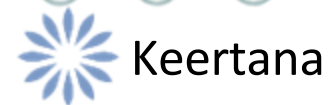
Yield 22.59%

GNPA – 0.00%

NNPA – 0%

Number of Employees
1,503

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



Presence in 5 States &
24 Districts

Operating Branches
43

Active Loans
12,875

Active Borrowers
12,102

Value of Loans
Disbursed
Unsecured – 128.05 Cr
LAP/HL – 192.93 Cr

No of Loans Disbursed
Unsecured – 12,099
LAP/HL – 3,736

AUM
Unsecured – 26 Cr
LAP/HL – 158 Cr
Total – 184 Cr

AUM Per Branch
4.27 Cr & AUM Per
LO - 0.93 Cr

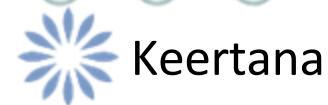
Yield
25.69%

GNPA (LAP/HL) – 0.45%

NNPA – 0.27%

Number of Employees
284

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



Presence in 5 States &
28 Districts

Operating Branches
104

Active Loans
2,33,364

Active Borrowers
1,89,300

Value of Loans
Disbursed
1101.41 Cr

No of
Loans Disbursed
2,44,394

Portfolio
606 Cr
2.12 Cr Consumer durable

AUM Per Branch
5.83 Cr & AUM Per LO
1.12 Cr

Yield
28.17%

GNPA – 0.68%

NNPA – 0.33%

Number of Employees
745

Key Milestones

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. 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 33 months reflecting lenders confidence

05



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

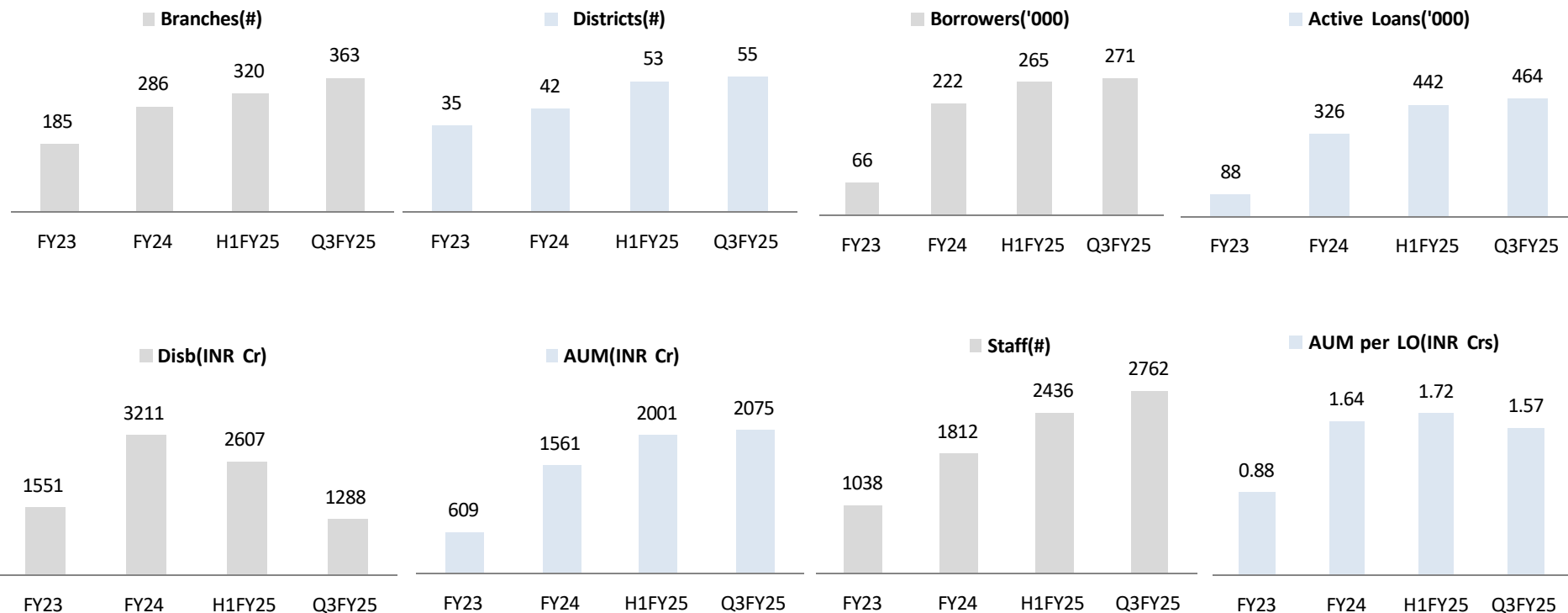
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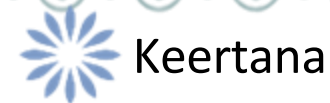
Accomplished **2,075 Cr AUM as of Dec'24.**

Total Equity infusion till date by promoter and family is at INR 400 Cr (Net worth after profit at INR 557 Cr) as of Dec'24

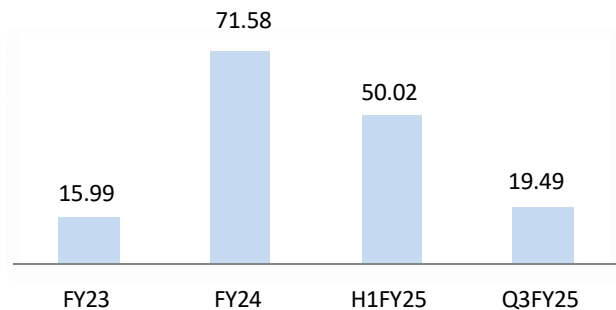
Operational Update – Dec'24



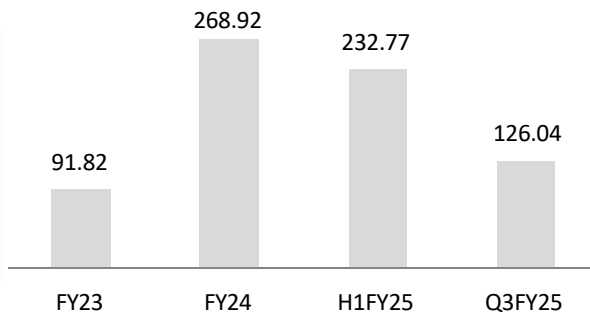
Financial Update – Dec'24



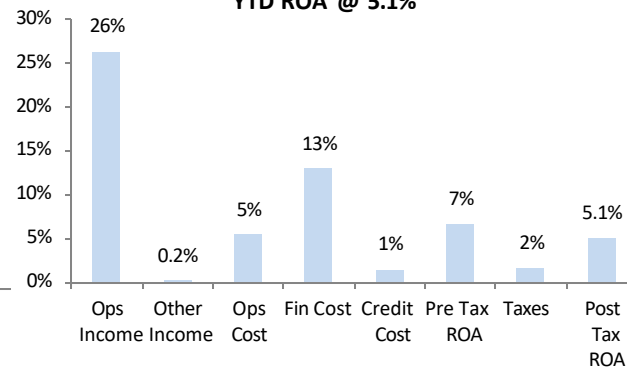
PAT Growth (INR Crs)



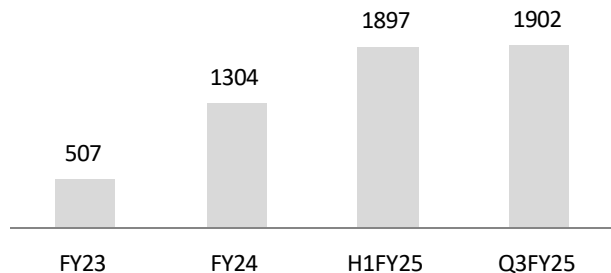
Revenue (INR Crs)



YTD ROA @ 5.1%



Borrowings Outstanding (INR Crs)



Cross Sale

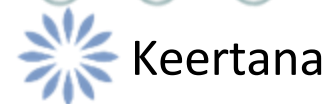
Mobile Phones

- 6976 Mobiles worth of Rs. 8.74 Crs were sold in the last 29 months
- ~93.97 Lacs commission earned.

Accidental Insurance

- 4,60,099 Accidental Insurance Policies with a sum insured of Rs 5315.98 cr were sold

Financial Performance – Balance Sheet and P&L



Balance Sheet – Dec'24

INR Cr

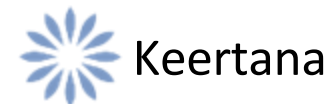
Particulars	Q3 FY25	H1 FY25	FY24	FY23
ASSETS				
Cash and cash equivalents	214.02	133.78	77.81	43.28
Fixed Assets	28.82	28.6	21.14	16.62
ROU Asset	29.02	25.03	18.02	15.44
Investments	98.49	245.88	12.21	-
Loans & Advances	2090.98	2,013.49	1,569.43	618.89
Other assets	29.32	18.27	18.38	6.39
Total	2490.65	2,465.05	1,716.99	700.61
Liabilities				
Net worth	556.89	536.4	387.34	168.4
Borrowings	1889.33	1,877.61	1,296.47	506.46
Other Liabilities	44.43	51.04	33.19	25.75
Total	2,490.65	2,465.05	1,716.99	700.61

Profit & Loss – Dec'24

INR Crs

Particulars	Q3 FY25	H1 FY25	FY24	FY23
Income				
Interest income	126.05	233.78	268.93	91.82
Other Income	0.75	2.14	7.9	0.06
Total	126.80	235.92	276.83	91.87
Expenditure				
Finance Cost	64.76	111.51	125.24	37.94
Operating cost	23.79	51.31	50.68	28.5
Provisions	14.4	6.04	11.65	3.89
Total	102.95	168.86	187.57	70.34
PBT	23.85	67.06	89.25	21.54
Tax	4.36	17.03	17.67	5.54
PAT	19.49	50.03	71.59	15.99

YoY Growth – Q3 FY24 vs Q3 FY25



No of operating Branches	363	249	114	46%
No of Customers	2,71,116	1,75,942	95,174	54%
Disbursement (Rs. Crs.)	1,288	846	442	52%
No of Employees	2,762	1,560	1202	77%
AUM (Rs.Crs.)	2,075	1204	871	72%
Networth (Rs. Crs.)	557	300	257	86%
Revenue (Rs. Crs.)	127	78	48	62%
Yield	24%	28%	-4%	-14%
PAT	19.5	24.7	-5.2	-21%
NIM %	10%	14%	-4%	-27%
Opex %	5%	6%	1%	17%
ROA %	5%	8%	-3%	-37%
ROE %	20%	31%	-11%	-35%
Debt to Equity	3.39	4.00		
CRAR	26.20%	26.76%		

Note: The decline in YoY ratios above is primarily attributable to the higher credit costs incurred in the unsecured book in Q3 and measures are being taken to contain delinquencies. Nonetheless, **secured book** of the company remains robust and continues to grow at a good rate currently constituting **70% of the overall** book.

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%
Cost to Income%	31.0	41.1	35.34%
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