# Baid Finserv Limited

(Formerly known as "Baid Leasing and Finance Co. Ltd.")

**Regd. Office:** "Baid House", IInd Floor, 1-Tara Nagar, Ajmer Road, Jaipur-302006 Ph: 9214018855 E-mail: baidfinance@baidgroup.in Website: www.baidfinserv.com CIN: L65910RJ1991PLC006391

Ref. No.: BAIDFIN/2024-25/29

Date: June 05, 2024

To,

BSE Limited,	National Stock Exchange of India Limited,
Phiroze Jeejeebhoy Towers,	Exchange Plaza, C-1 Block-G,
Dalal Street,	Bandra Kurla Complex,
Mumbai-400001 (Maharashtra)	Bandra (East), Mumbai
	Maharashtra-400051
SCRIP CODE: 511724	NSE SYMBOL: BAIDFIN

<u>Sub.: Investor Presentation under the SEBI (Listing Obligations and Disclosure Requirements)</u>
<u>Regulations, 2015 ('Listing Regulations')</u>

Dear Sir / Ma'am,

With reference to captioned subject and pursuant to Regulation 30 of the Listing Regulations, please find enclosed herewith investor presentation to be made to Analyst/Investors on the Audited Financial Results of the Company for the quarter and year ended on March 31, 2024.

Pursuant to Regulation 46 of the Listing Regulations, the presentation is also hosted on the website of the Company i.e. <u>www.baidfinserv.com</u>.

We request you to take the same on record.

Thanking you, Yours Sincerely,

FOR BAID FINSERV LIMITED (Formerly known as "Baid Leasing and Finance Co. Ltd.")

SURBHI RAWAT COMPANY SECRETARY AND COMPLIANCE OFFICER MEMBERSHIP NUMBER: A49694

Encl:- A/a



### **Disclaimer**



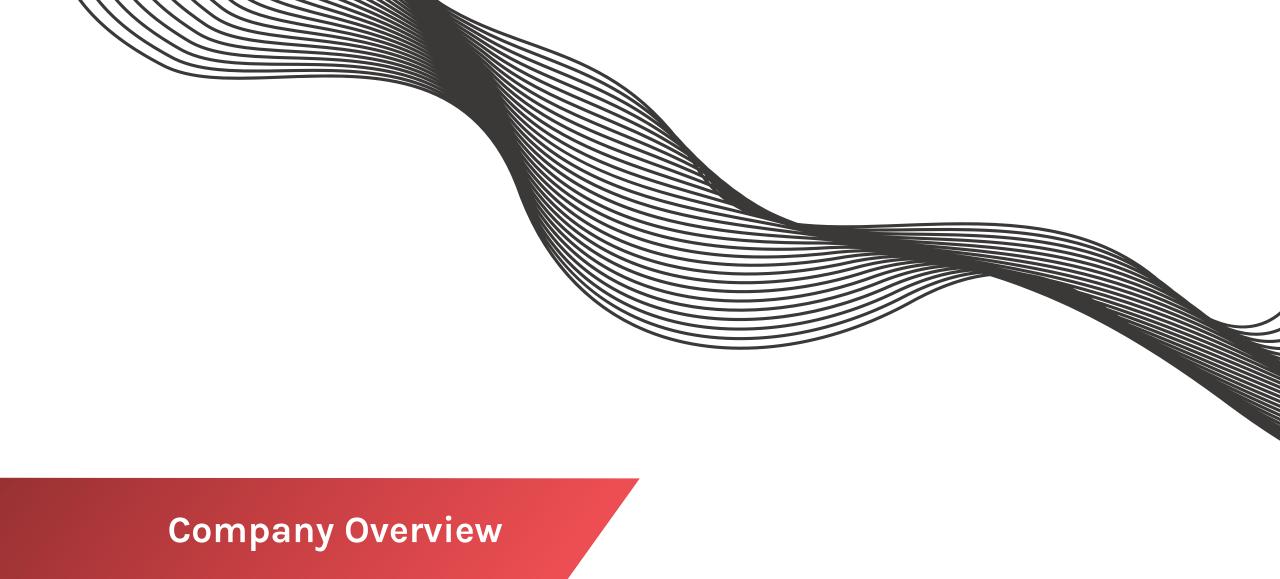
This presentation and the accompanying slides (the "Presentation"), which have been prepared by Baid Finserv Limited (BAIDFIN, The Company) solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantee of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict.

These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company's market preferences and its exposure to market risks, as well as other risks.

The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.



# Baid FinServ Limited @ Glance

BAID GROUP apki Pragati Hamara Saath

Baid Finserv Limited (BAIDFIN, The Company) is a Non-Deposit Taking NBFC (Base Layer) that specializes in providing Secured MSME Loans (LAP), Vehicle Loans, and Insurance products. Established in 1991 and based in Jaipur, the company has more than 30 years of experience serving customers in semi-urban and rural areas of Rajasthan. It is now expanding its presence in Madhya Pradesh and Gujarat.

With a strong customer base of over 50,000 clients across different business sectors, Baid Finserv is dedicated to improving its services to meet the growing needs of its clients. The company has plans to further expand its operations in Maharashtra by the end of Q2 FY25, with the aim of capitalizing on the increasing funding opportunities in underbanked semi-urban and rural regions.



# **Key Metrics Overview**







**30 +** Years Of Experience



**45** Branches



**50,000 +**Satisfied Customers



**368 Cr** AUM



**6,800 +** Active Customer



**BBB**Credit Rating
Care Edge.



**225 +** Employees



**0.36%** Net NPA



From FY21 to FY24



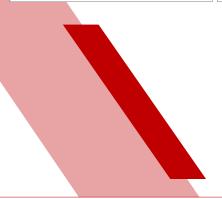
FY24 Disbursement ₹ 179 Cr.



FY24 Collection Efficiency 95.5%



Revenue ₹ 66.36 Cr EBITDA ₹ 41.64 Cr Net Profit ₹ 12.93 Cr



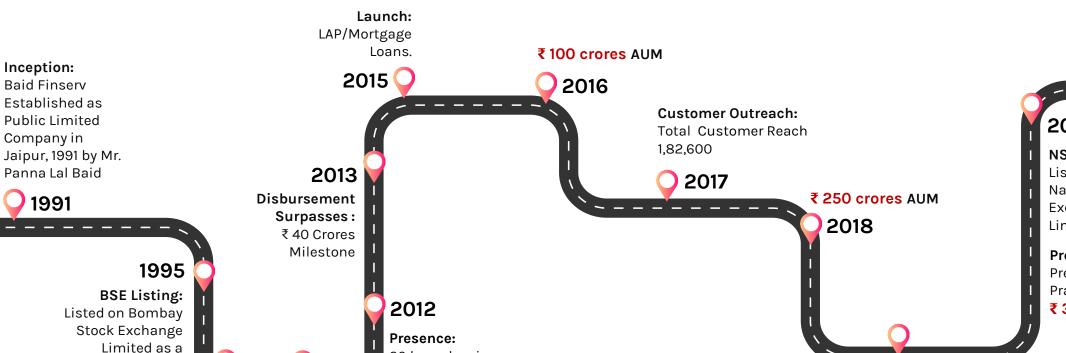
## Vision, Mission, & Core Values





# **Key Milestones In Company's Journey**





20 branches in

Rajasthan.

2003

₹15 crores AUM

### Presence:

The company expanded its branch network by adding new branches in the states of Madhya Pradesh and Gujarat.

2024

### 2023

### **NSE Listing:**

Listed on National Stock Exchange Limited.

### Presence:

Presence in Madhya Pradesh

₹325 crores AUM

### 2019

NCLT: Approval Secured for Scheme of Arrangement with Jaisukh Developers Pvt. Ltd. and Skyview Tie Up Private Limited

**Investor Presentation** 

result of

immense scope and an initiative

of the Directors to

take it forward.

# Serving The Underbanked In Semi-urban & Rural Areas



# 45 branch offices in semi-urban and rural areas across Rajasthan, Madhya Pradesh and Gujarat.

Ratlam Palanpur C Sehore Ajmer	Chirawa Dungargarh Chomu Gudha Gorji Danta Harsor Deedwana Jaipur Ho	Kishangarh Kuchaman City Mukandgarh Narayanpur	Neem Ka Thana Niwai Nokha	Renwal Savad Badi Shahpura Rural	Taranagar Tonk Udaipurwati	Modasa  Jabalpur  Sagar
Sehore Ajmer	Danta Harsor	Mukandgarh	Nokha			
				Shahpura Rural	Udaipurwati	Sagar
Ujjain Bikaner De	Deedwana Jaipur Ho	Naravannur			•	- Jugur
		Marayanpar	Paota	Shahpura Hub	Kota	Satna

# Diverse Lending Portfolio With Proven Long Term Relations



### Banks













### Financial Institutions













































The company has 15 active lenders, each providing valuable resources to support its financial endeavors.

# **Empowering Communities: Baid Finserv's CSR Initiatives**



- Baid Finserv Limited's CSR initiatives aim to uplift the disadvantaged/marginalized segments of society by enhancing their quality of life. This includes assistance for serious illnesses, educational support for underprivileged students, and efforts towards eradicating extreme hunger and poverty, as well as providing relief during natural calamities.
- The Company channels its CSR contributions through reputable charitable foundations and funds authorized to carry out permissible CSR activities.
- CSR activities encompass a wide spectrum, including education, preventive healthcare, environmental sustainability, maintaining ecological balance, protecting flora and fauna, animal welfare, training and skill development, hunger eradication, poverty and malnutrition alleviation, promoting healthcare and gender equality, empowering women, ensuring access to safe drinking water, supporting higher education, and other activities stipulated under Schedule VII of the Companies Act, 2013.

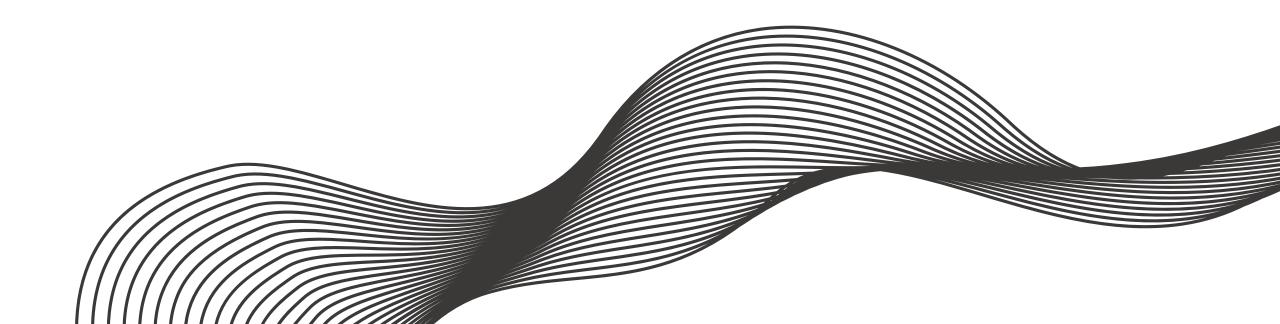








# **Business Overview**



# Service Offerings: Driving Growth & Diversification





- Tractor Loan
- Commercial Vehicle Loan
- Car Loan



### **Mortgage Loans**

- MSME Loan
- Loan Against Property



- Life Insurance
- Dwelling Insurance
- Motor Insurance

# **Empowering New Borrowers: Service Offering Insights**



### **Unlocking Mobility For New Vehicle Owners**

**Vehicle** Loans



Loans of upto ₹ 10 Lakhs to first time vehicle owners

- Tractor Loan
- Commercial Vehicle Loan
- Car Loan

Categories: Tractor, Commercial Vehicle, Personal Vehicle

Purpose: Transportation, Commercial and Personal Use.

Avg. Ticket Size: up to 10 Lakhs

Avg. Interest Rate: 16%-28%

Avg. Tenure: 12-48 months

Avg. LTV: 70-80%

**Security: Hypothecation** 

AUM Share: 12%

Revenue Share: 7%

### **Empowering Dreams, Empowering Entrepreneurs**

Mortgage Loans





Secured loan designed for first-time loan takers, offering financing of up to ₹ 25 Lakhs

- MSME
- Mortgage Loans/LAP

Categories: Self Employed, Vendors, Small Shop Owners, Dairy Operators

Purpose: Working Capital and Business Expansion, Inventory

Avg. Ticket Size: up to 25 Lakhs

Avg. Interest Rate: 16%-28%

Avg. Tenure: 60-120 months

Avg. LTV: 30% - 45%

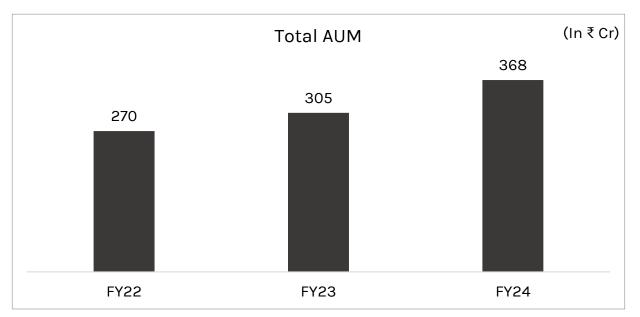
Security: Residential / Commercial Property

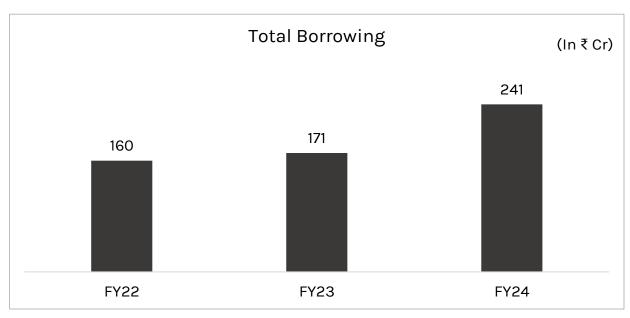
AUM Share: 88%

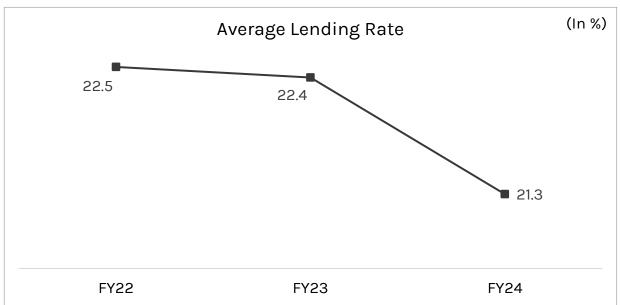
Revenue Share: 92%

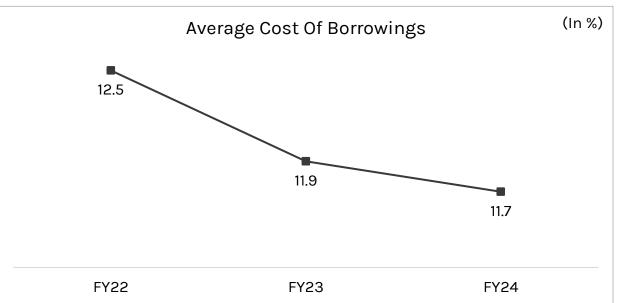
# Quantifying Financial Operations: AMU, Borrowing, & Interest Trends





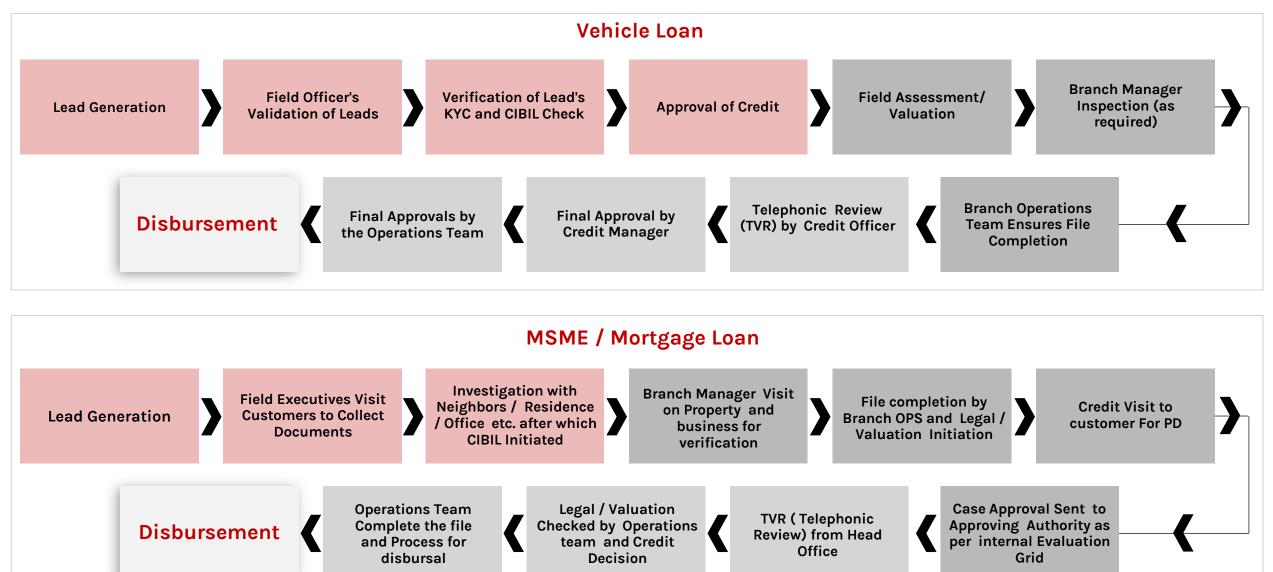






### **Baid Finserv's Loan Disbursement Framework**





Field Branch Head Office

# Training & Development Initiatives: Empowering Growth & Efficiency

BAID GROUP Aapki Pragati Hamara Saath

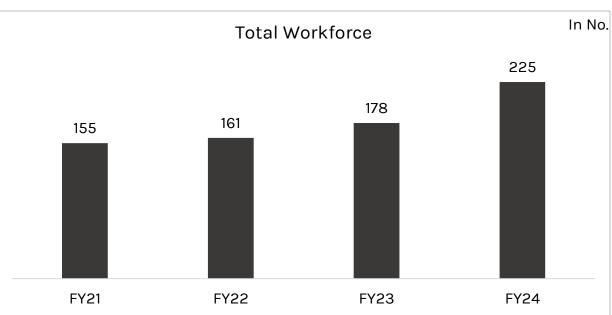
- New Hire Induction: Comprehensive program introducing company, policies, and structure.
- Department Training: Regular sessions at HQ to update on roles and policies.
- Internal Communication: Weekly emails for policy updates and information sharing.
- Educational Videos: Shared resources for learning about processes and policies.
- Interdepartmental Training: Weekly sessions for cross-functional understanding.
- Software Training: Zoom, videos, and in-house sessions for tool proficiency.

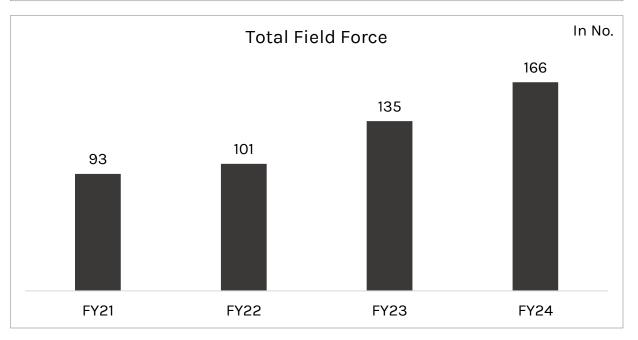












# Streamlined Operations: Enhancing Efficiency Through Technology



### Vehicle valuation

Real-time Vehicle
Valuation: Instantly
Initiating Valuations via
the Auto Swift App to
External Vendors, with
Reports (TAT)."





### Information Technology

Planning to introduce an IT portal to address all IT-related issues and keep records of asset allocations and usage.

### **Data Security**

All data is centrally backed up on the head office server, with email/ folders password- protected.
Internet access rights are centrally monitored and controlled to ensure data security.





### Networking

All offices/branches utilize a real-time attendance biometric system and are connected via networking.

Access to Jaguar Software for Learning Management System (LMS) and Accounting is available across all branches.

Building Bridges, Securing Networks: Driving Efficiency through Technology Integration.

# Streamlining Payment Processes: Leveraging Digital Solutions For Efficient Collections



### **Digital Payment Mode**

NACH: Activation of NACH in less than 48 hrs. with high level of accuracy and least manual interference. 80% NACH presentation making EMI collection more efficient

BBPS/UPI availability for every customer to make payments digitally from anywhere at ease.



### **Collections**

Collect-ON: This application helps getting real time collection receipt by printer to customer. All Collection executives are issued machine to fetch data of tier customers and generates print of collection receipt.



Data Security: All data is centrally stored on the HO server with password protection for emails and folders. Internet access rights are monitored and controlled to uphold data security.

# Collection Escalation Protocol To Strengthening Procedures



	SMS	Collection Calls	Relationship Executive	Branch Manager	Credit Manager	Collection Executive	Collection Manager	Collection Head
0 - 30 Days	<b>√</b>	<b>√</b>	✓	$\triangle$	$\triangle$	A	$\triangle$	$\triangle$
31 - 60 Days	<b>√</b>	<b>√</b>	<b>√</b>	<b>✓</b>	$\triangle$	✓	✓	✓
61 - 90 Days	<b>√</b>	<b>√</b>	<b>√</b>	<b>✓</b>	<b>√</b>	✓	<b>√</b>	<b>√</b>
91 - 150 Days	<b>√</b>	<b>√</b>	✓	<b>✓</b>	<b>√</b>	✓	✓	✓
> 150 Days	<b>√</b>	<b>√</b>	<b>√</b>	<b>✓</b>	<b>√</b>	✓	<b>√</b>	<b>✓</b>

Maintaining Vigilance Strategizing Debt Recovery

# Structured Legal Procedures For Debt Default Management & Asset Possession



### **Notice**

- Defaulter Notice 30-60 Days
- Asset Verification Notice 60-90 Days
- Pre-Repo Auto Mode > 90 Days

### **Arbitration**

- Issue a notice U/s 21 of Arbitration Act
- Receiver order takes in sec 17 through arbitrator in arbitration act or Sec 9 through ADJ court (Addition District Judge)
- Award Taking a period of 75 to 90 Days
- Award Maturity Period is 90 to 120 Days From the Order Date

### Sec 138 of Negotiable instrument Act

- Process start after cheque bounces
- Legal Notice for 15 Days
- After 30 Days from serving of Notice file Complaint in Court (Sec 138)

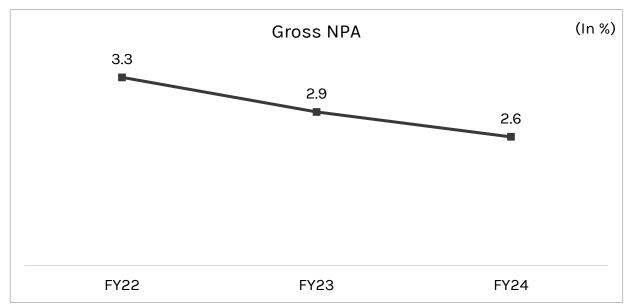
### **SARFAESI**

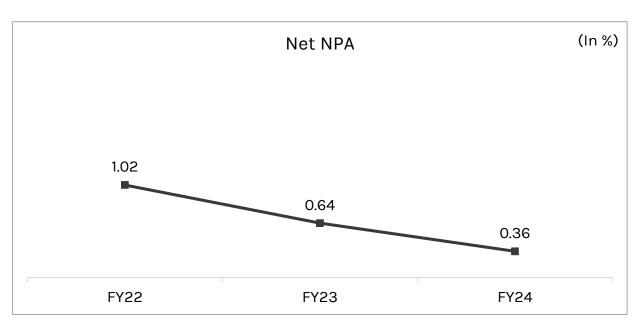
- Proceedings on Above 20 Lacs
- Issue a notice U/s 13(2) of SARFAESI Act 2002 "for 60 Days"
- Issue a notice U/s 13(4) of SARFAESI Act 2002 "for Symbolic Possession"

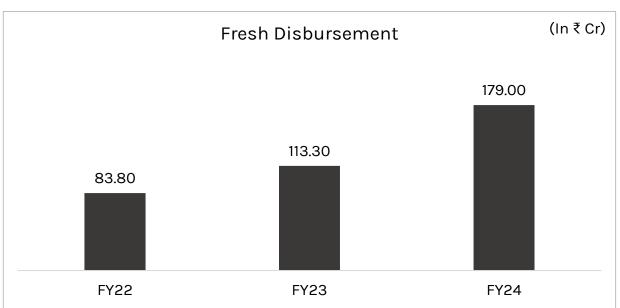
Navigating Legal Channels: Ensuring Efficient Debt Recovery and Asset Protection

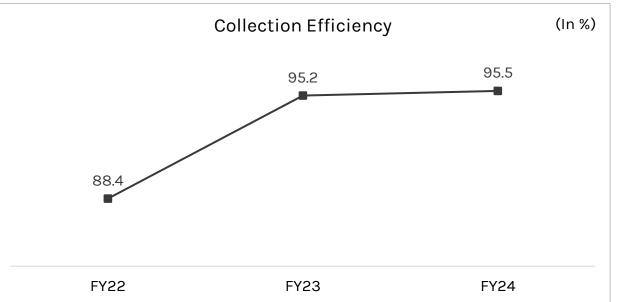
# **Key Operational Efficiency Indicators**



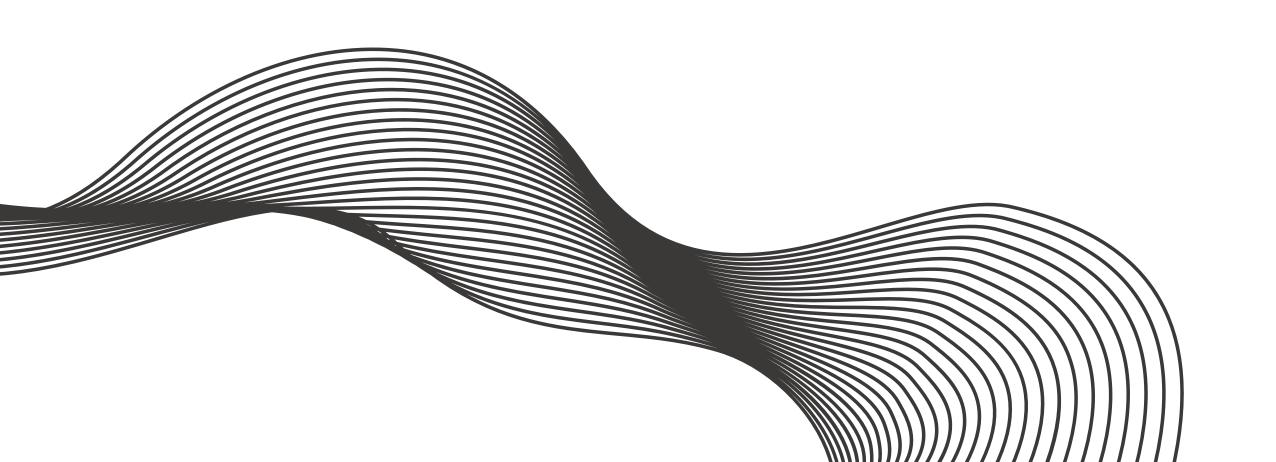








# Management Overview



## **Core Management Team**





Mr. Panna Lal Baid
Chairman and Managing Director

Mr. Panna Lal Baid, the founder of Baid Finserv Limited is a first-generation entrepreneur with over 53 years of experience across various sectors, notably excelling in the core finance sector. He strategically established the company's strong presence in the high-yield pre-owned vehicle financing segment, showcasing his expertise in loan origination, valuation, and collection.



Aman Baid
Whole Time Director

Mr. Aman Baid, a post-graduate in FMB from SP Jain School of Global Management and an alumnus of the Lawrence School, Sanawar, has been an integral part of the company since 2013. Over the past decade, he has played a proactive role in establishing new distribution points, evaluating new products, and formulating as well as deploying the company's credit policy. With a curious mindset and keen attention to detail, he has facilitated the company in analyzing challenges and effectively mitigating risks, leading to the expansion into newer geographies.

### **Core Management Team**





Mr. Aditya Baid

CFO and Product Head

(Msme Loans and Property Loans)

Mr. Aditya Baid, a seasoned third-generation entrepreneur, boasts extensive expertise in MSME Loans and secured Property Loans, backed by a solid background spanning over 9 years. An esteemed alumnus of renowned institutions such as The Lawrence School, Sanawar, and the S.P. Jain Institute of Management and Research, he brings a wealth of knowledge and a distinguished educational pedigree to his professional endeavors.



Mr. Abhishek Rathore
Business Head

Mr. Abhishek Rathore, a Banking and Finance postgraduate from ICFAI, Hyderabad, is a seasoned Business Development Professional specializing in the startup financial sector, specifically Affordable/MSME segments. As the Business Head at Baid Finserv since May 2022, he brings over 16 years of leadership experience in Sales, Business Development, and Channel Partnerships within leading NBFCs and HFCs, playing a pivotal role in directing the organization's business planning and strategy implementation.



Ms. Surbhi Rawat
Company Secretary and
Compliance Officer

Ms. Surbhi Rawat, a qualified Company Secretary, oversees the Regulatory Compliance and Corporate Secretarial functions of the company. With 7 years of experience, she specializes in Corporate & Securities Laws, SEBI Listing Compliances, RBI Compliance, Secretarial Compliances, Audits, Due Diligence, corporate governance, and loan documentation. Her expertise plays a crucial role in ensuring the company's adherence to regulatory standards and maintaining sound corporate governance practices.



**Industry Overview** 

# Rise Of NBFCs: Transforming Retail Finance Landscape





NBFCs expect 13–14% credit growth in FY24, Lending businesses are prospering without needing large physical setups. Projections suggest NBFCs credit will grow at a rate of 13–15% from FY23 to FY25.

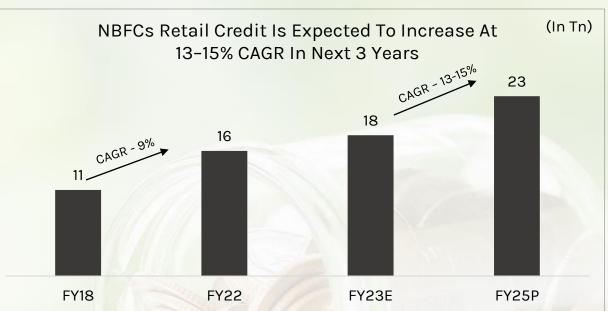
- Non-banking financial companies (NBFCs) are rapidly gaining prominence as intermediaries in the retail finance space.
- The public funds of NBFCs increased from US\$ 278.23 billion in 2016 to US\$ 470.74 billion in 2020 at a CAGR of 14.04%
- New distribution channels such as bank assurance, online distribution and Non-Banking Financial Companies (NBFCs) have widened the reach and reduced operational costs.
- Two-thirds of India's population lives in rural areas where financial services have made few inroads so far. Rural India has seen steady rise in incomes creating an increasingly significant market for financial services.

# Navigating Growth Trajectories: Insights Into NBFC AUM Expansion



Vehicle finance anticipated to sustain 17-18% growth, supported by solid underlying-asset sales.

- Assets under management (AUM) of non-banking financial companies (NBFCs) projected to grow by 14-17% next fiscal.
- Retail credit growth driven by robust macro and micro factors, including strong private consumption.
- Home loans and vehicle finance constitute 25-27% each of NBFC AUM, with steady growth expected in both segments.
- Affordable home loans (<Rs 25 lakh) to fuel 12-14% growth in the home loan segment.
- After three years of single-digit growth, NBFCs are poised to witness an 11-12% growth in AUM by the end of FY23.
- Future growth is expected to be supported by the strong push towards digitization, better consumer non-deposit-taking NBFCs, except for changes in governance and prudential guidelines.



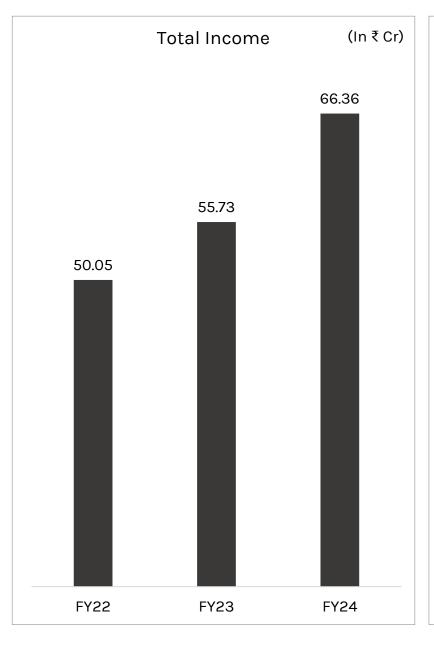


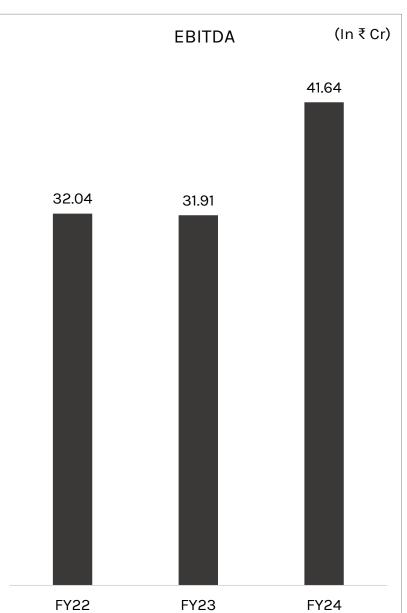
Source - KPMG, IBEF

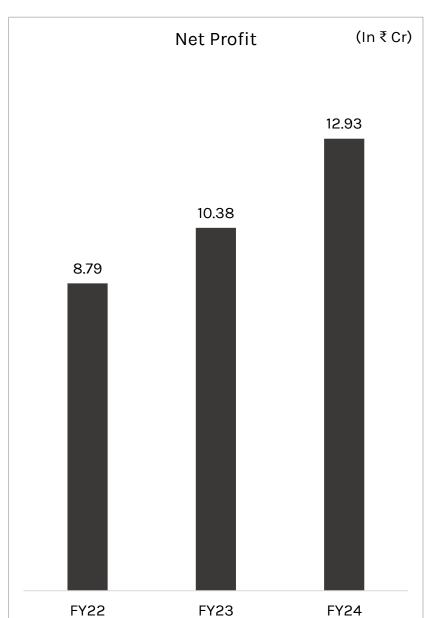
# **Financial Overview**

# **Key Financial Highlights**









# **Profit & Loss Statement**



			In ₹ Cr
Particulars	FY22	FY23	FY24
Revenues	49.94	54.85	65.92
Other Income	0.11	0.88	0.44
Total Income	50.05	55.73	66.36
Raw Material Expenses	0.01	1.54	4.50
Employee Costs	4.94	5.47	6.81
Other Expenses	13.06	16.73	13.41
Total Expenditure	18.01	23.74	24.72
EBITDA	32.04	31.99	41.64
Finance Costs	19.60	17.68	23.06
Depreciation & Amortisation Expenses	0.29	0.33	0.48
PBT	12.15	13.99	18.10
Tax	3.37	3.61	5.17
Net Profit	8.79	10.38	12.92
Total Comprehensive Income	8.82	10.37	12.93
EPS	7.32	0.97	1.08

# **Balance Sheet**



In ₹ Cr

Equities & Liabilities	FY22	FY23	FY24	Assets	FY22	FY23	
equity	12.01	24.02	24.01	Non- Financial Assets			
Reserves	133.82	130.99	142.77	Fixed Assets	1.27	1.26	
Net Worth	145.83	155.01	166.78	Inventories	0.10	0.04	
inancial Liabilities:				Deferred Tax Assets (Net)	0.06	0.04	
Payables	1.91	0.66	1.78	Other Intangible Assets	0.10	0.14	
Borrowings	159.77	170.72	241.86	Other Non-Financial Assets	7.41	8.71	
Other Financial Liabilities	6.60	10.66	9.94	Total Non- Financial Assets	8.94	10.20	
Financial Liabilities	168.28	182.04	253.58	Financial Assets			
Non-Financial Liabilities				Cash and Cash Equivalents	15.79	17.83	
Current Tax Liabilities (Net)	3.10	3.43	4.59	Receivables	6.91	0.00	
Provisions	0.02	0.02	0.05	Loans	271.12	299.45	
Other Non-Financial Liabilities	0.62	0.62	0.71	Investments	8.58	6.28	
				Other Financial Assets	6.50	7.36	
Non- Financial Liabilities	3.73	4.07	5.36	Total Financial Assets	308.90	330.92	
Total Liabilities	317.84	341.12	425.72	Total Assets	317.84	341.12	

# **Cash Flow Statement**

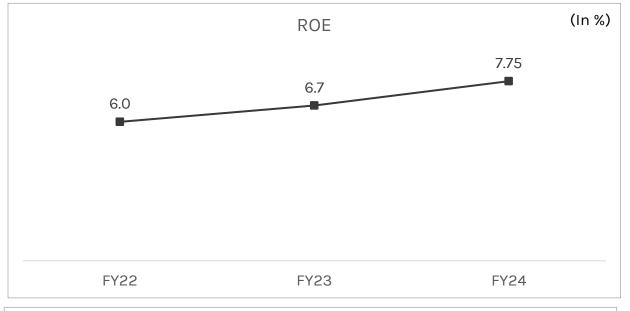


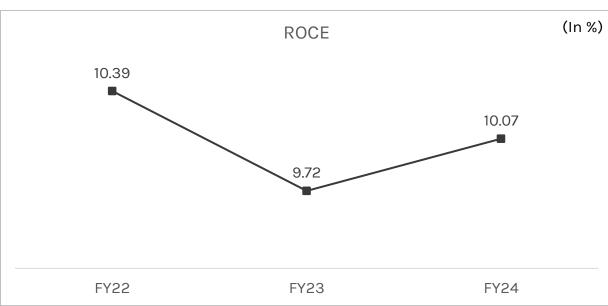
In ₹ Cr

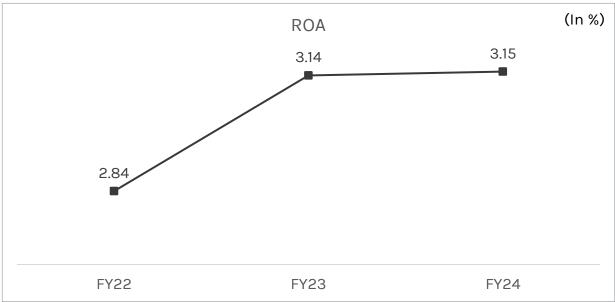
Particulars	FY22	FY23	FY24
Cashflow from Operations	34.00	5.53	-21.77
Cashflow from Investments	-5.58	2.81	-1.59
Cashflow from Financing	-24.27	-7.93	46.94
Net Cash flow	4.15	0.42	23.58
Opening Cash & Cash Equivalent	4.43	8.58	8.99
Closing Cash & Cash Equivalent	8.58	8.99	32.57

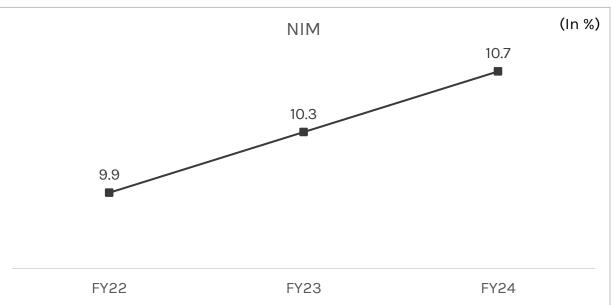
# **Key Ratios**





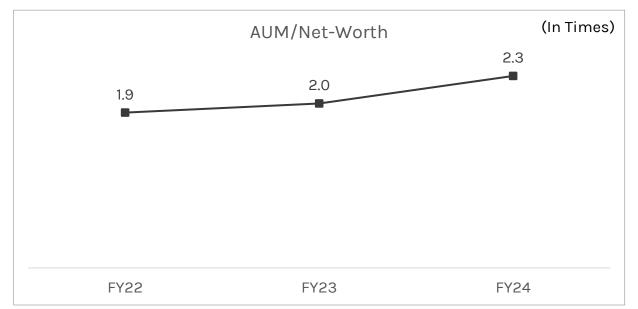


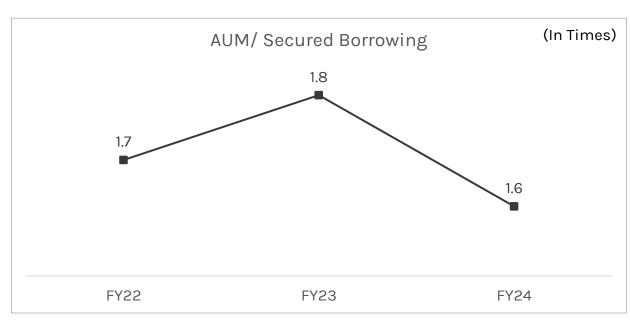


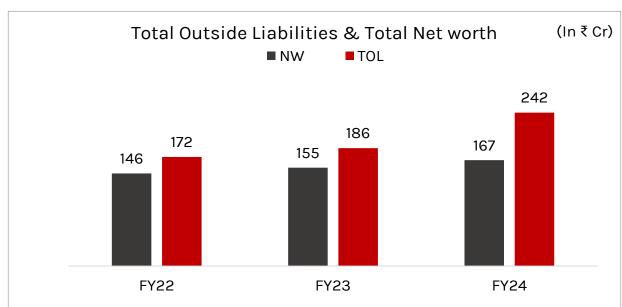


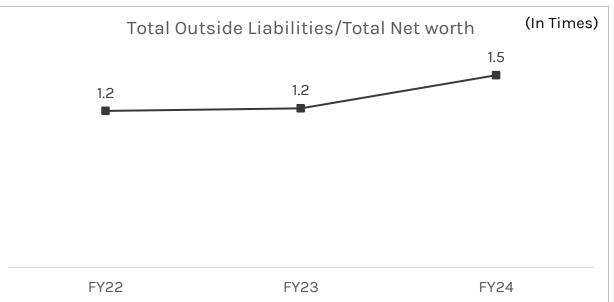
# **Key Ratios**





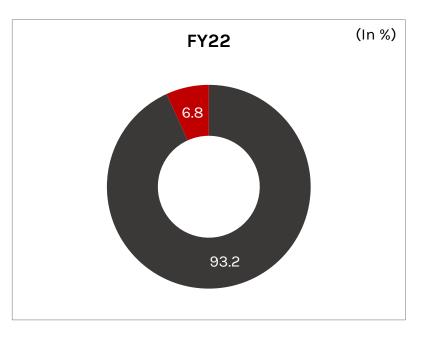


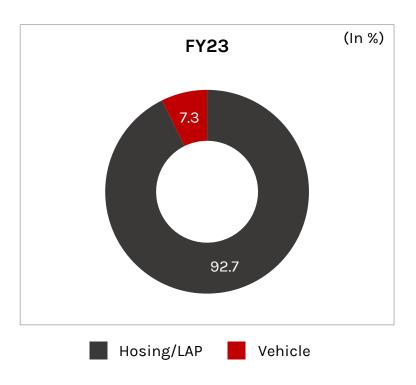


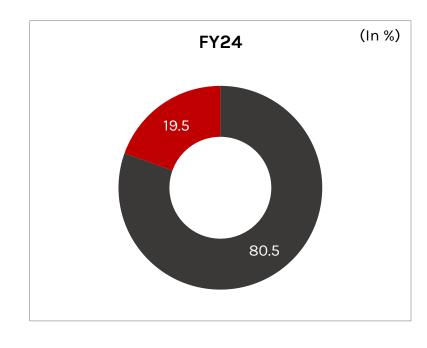


# **Portfolio Segmentation by Products**









(In ₹ Cr)	)
-----------	---

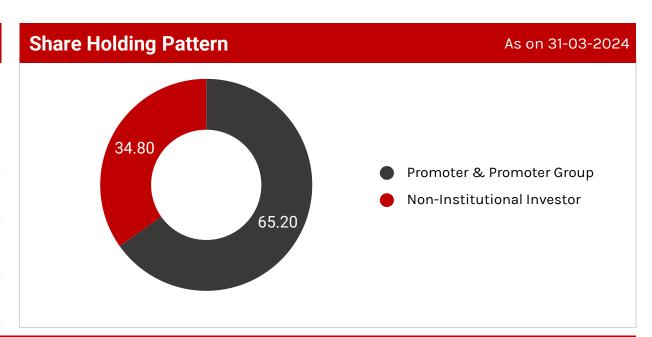
	FY22	FY23	FY24
Housing/LAP	245.36	278.94	296.24
Vehicle	17.79	21.92	71.76
Total	263.15	300.86	367.99

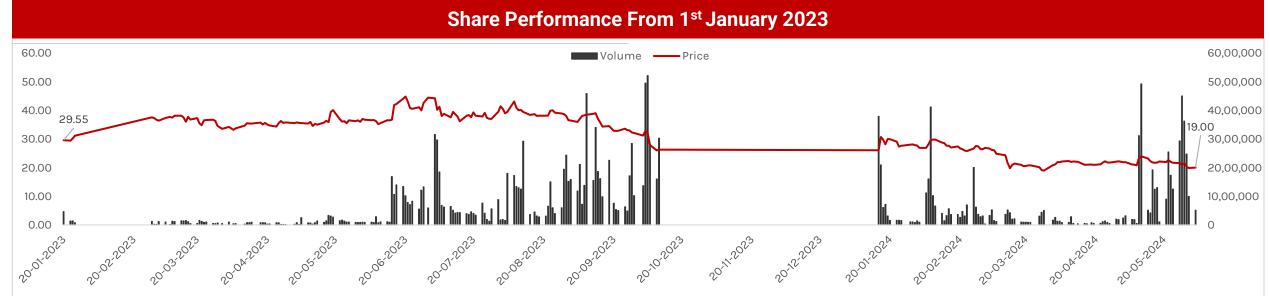
### **Stock Data**











Source - NSE



# Future Growth Drivers: Unlocking Potential for Success



- The business in Madhya Pradesh is thriving, with operations and growth progressing rapidly. Disbursements are increasing at a steady rate of 15% on a month-to-month basis.
- Company will open new branches in Maharashtra by the end of Q2 FY25.
- On track to achieve incremental ₹ 100 Cr AUM from Madhya Pradesh & Gujarat in FY25.
- Business Partnership agreement with small finance banks executed.
- The company aims to achieve an AUM of ₹ 500 Cr by FY25 & ₹ 600 Cr by FY26
- Expand to 75 branches across four states by FY 2024-25 and 100 branches by March 2026.
- Product Diversification includes Car loan, tractor loan, commercial vehicle, passenger vehicle, 3-wheeler electric vehicles and Loan Against Property.

### **Upcoming Products In Consideration**



Driving Expansion & Diversification towards ₹500 Cr in FY25 & ₹600 Cr in FY26 AUM

# **SWOT Analysis**



# **Strengths**

Company's promoters, comprising both young, dynamic individuals and experienced, visionary leaders, have established a robust presence in the finance sector for over 32 years.

With a strong foothold in operational areas and deep penetration in rural and CAT B/C markets, they employ a unique evaluation grid to assess client segments and credit appraisal. Offering a diversified range of products, the company meets the financial needs of its customers effectively.



Growing competition from finance companies and banks. Continual inflationary trends. Increasing costs of obtaining funds.



The company sees immense opportunities for geographical expansion, aiming to create a highly diversified portfolio. It emphasizes digitalization and AI integration to alleviate manual workload, ensuring more accurate processes that enhance Turnaround Time (TAT) and customer service efficiency.

### **Opportunities**

The company faces competition from other similar NBFCs and FIs, compounded by its limited geographical presence.

**Threats** 

# Thank You



### **Baid Finserv Limited**

IIND Floor, 1, Tara Nagar, Ajmer Road, Jaipur-302006, Rajasthan, India

E-mail: info@baidfinserv.com

**Phone:** 91 9116133220

Website: www.baidfinserv.com



### Kirin Advisors Private Limited

713-B, Lodha Supremus II, Wagle Estate, Thane West – 400 604

E-mail: info@kirinadvisors.com

Phone: 022 4100 2455

Website: www.kirinadvisors.com

