



info@srghousing.com 

www.srghousing.com 

**Date: August 21, 2024**

**To,  
National Stock Exchange of India Ltd  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Mumbai-400051  
Scrip Symbol- SRGHFL**

**BSE Limited  
1st Floor, P.J. Towers,  
Dalal Street,  
Mumbai-400001  
Scrip Code – 534680**

**Subject: Investor Presentation –June 2024**

Dear Sir,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached Investor Presentation on the Company's Performance for the quarter ended June 30, 2024.

The Presentation may also be accessed on the website of the Company at [www.srghousing.com](http://www.srghousing.com)

Please take note of the same.

Thanking You,  
With Regards

**For SRG Housing Finance Limited**

**Divya Kothari  
Company Secretary  
M No: A57307**

*Enclosed – a/a*

R.O.: 321 S.M. Lodha Complex, Near Shastri Circle, Udaipur - 313001, Rajasthan, India. | 0294-2412609

H.O.: Plot No. 12, Opposite Paras JK Hospital, Shobhagpura, Udaipur - 313001, Rajasthan, India. | 0294-2561882

C.O.: 307, 3rd Floor, Hubtown Solaris, N.S. Phadke Marg, Near East West Flyover, Andheri (E), Mumbai - 400069, Maharashtra. | 022-62215307

CIN No.: L65922RJ1999PLC015440



हम  
दिल में घर  
बनाते हैं™

Investor Presentation  
Q1 FY25

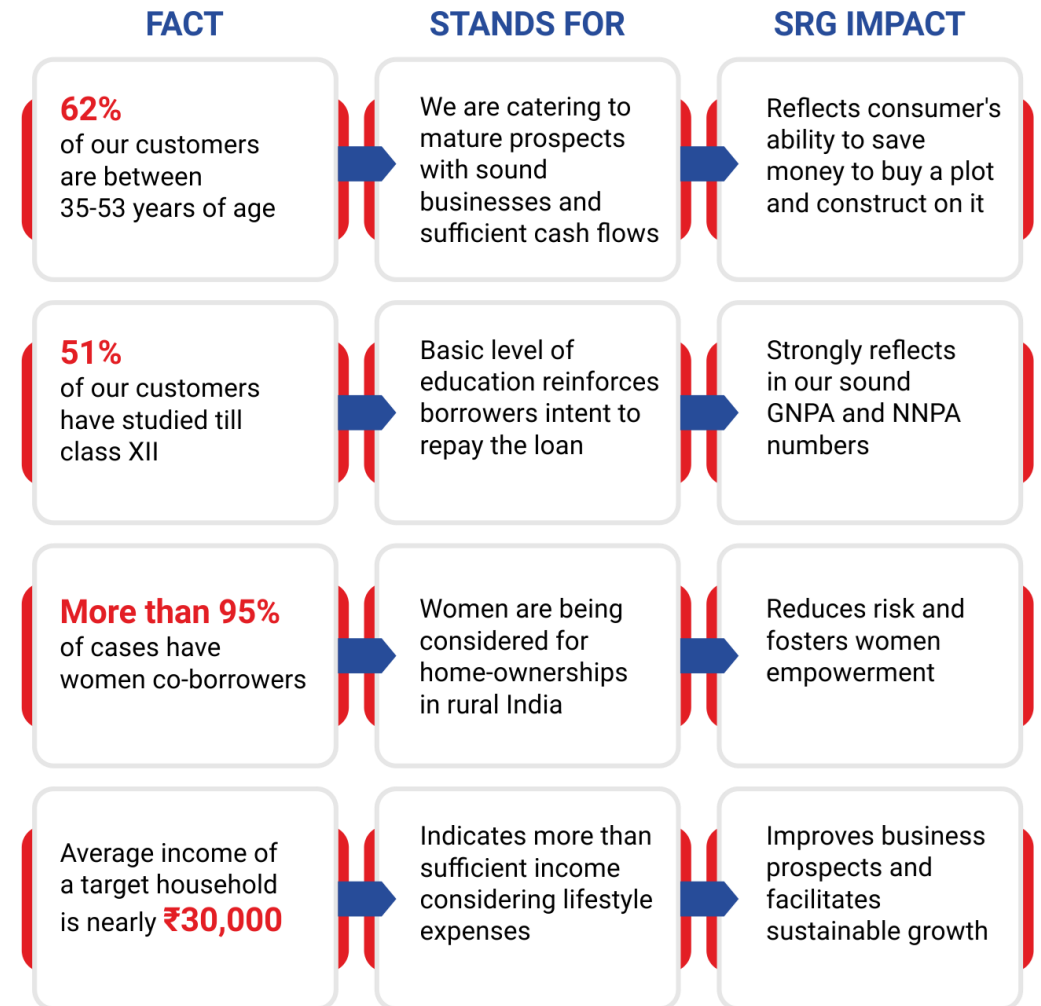


# Who We Are

- Expert in Rural Housing Finance, Solving the problem of Housing Loans for New-to-Credit, Underserved & Unorganized population while simplifying access to finance for all
- Best in class NIM 11.06% in June 24 (annualized)
- Focused on small ticket loans (ATL: less than Rs 8 lacs) and low LTV (less than 50%)
- Around 97% of our borrowers pay their EMIs through banking channels like NACH
- 95%+ of book is rural and 70%+ loan to non Salaried segment.

**78** | **6** | **18000+** | **700+**  
 Branches | States | Customers | Employees

**BBB Stable CARE** | **70% + Non Salaried** | **31 Lenders**



# Our Journey



**1999**

Incorporated as Vitalise Finlease Pvt. Ltd & subsequently changed the name to SRG Housing Finance Pvt Ltd.

**2002**

1st company in Rajasthan to receive NHB license. Converted into public company

**2012**

1st company in Rajasthan to be listed on the BSE SME Platform

**2017**

1st private placement listing in March 2017  
1st private placement of NCD in August 2017

**2016**

Sanctioned and refinanced from National Housing Bank twice in the same year. ISO 9001:2008 certified company for Quality Management System of Loan Process

**2015**

India's first company to migrate to the BSE Main Board. Notified by Ministry of Finance to be treated as "Financial Institution" under SARFAESI Act 2002

**2018**

Rating BBB in March 2018 by Brickwork.

**2019**

Launched business process reengineering project, "SRG SRAJAN", and implementation commenced.

**2022**

Reached Rs 340 cr AUM by 31 Mar'22 & crossed net worth of Rs. 100 Cr

**2024**

Listed on NSE  
Rs 601 cr AUM as on 31 Mar 2024

**2023**

Rs. 438 cr AUM as on 31 Mar'23 & Expanded to 62 branches from 37 branches

# Experienced Board



**Mr. Vinod Kumar Jain**  
Managing Director (Promoter)  
25 Years + Experience



**Mrs. Seema Jain**  
Non-Executive, Non-Independent Director (Promoter)  
21 Years + Experience



**Mr. Mohit Singhvi**  
Non-Executive, Independent Director  
34 Years + Experience  
Retired from ICICI bank



**Mr. Dilip Kumar Singhvi**  
Non-Executive, Independent Director  
35 Years + Experience  
Retired from Bank of Baroda



**Mr. Suresh K Porwal**  
Non-Executive, Independent Director  
35 Years + Experience  
Retired from State Bank of India



**Mr. Nishant Badala**  
Non-Executive, Independent Director  
9 Years + Experience  
Chartered Accountant



**Mrs. Garima Soni**  
Non-Executive, Non-Independent Director  
9 Years + Experience  
Practicing Company Secretary

# Strong Management Depth continues to drive SRG's Outperformance



**Mr. Vipin Saxena**  
Chief Compliance Officer  
-Prior associated with SBI as GM  
**37 Years + Experience**



**Mr. Harshil Mehta**  
Business Strategy Advisor  
-Prior Associated with Aadhar Housing (MD & CEO), ICICI Bank in multiple roles, Transamerica Commercial Finance & Whirlpool  
**28 Years + Experience**



**Mr. Ashok Modi**  
Chief Financial Officer  
-Prior doing practicing as Chartered Accountant  
**27 Years + Experience**



**Mr. Suresh Mate**  
Business Head  
B. Sc, Physics, MBA – MIT, Pune.  
Prior associated with Muthoot Group, IDBI Home Finance  
**18 Years + Experience**



**Mr. Archis Jain**  
Chief Executive Officer  
-Young Achiever of the Year at the ABP News BFSI and Most Admired BFSI Professional in 2022.  
**6 Years + Experience**



**Mrs. Divya Kothari**  
Company Secretary  
-Started Career with SRGHFL  
**6 Years + Experience**

# Strong Management Depth continues to drive SRG's Outperformance



**Mr. Ravi Patel**  
Head – Human Resources  
-MBA  
-Worked with ICICI group  
**15 years + Experience**



**Mr. Ashish Kothari**  
Assistant Vice President -Operation  
-PGDM from IIM Kozikhode  
-Earlier associated with Many HFCs.  
**18 Years + Experience**



**Mr. Jollee Kumar Shukla**  
Chief Legal Officer  
-Bachelor in Law  
-Worked with Aavas Financiers Limited, Reliance Home Finance Limited, Tata capital  
**17 Years + Experience**



**Mr. Abhishek Surana**  
Assistant Vice President - Credit  
Chartered Accountant  
100 % successful achievement of new sub vertical of Credit & Operation-Centralized Credit decisioning, PAN India BSC scorer, Eagle eye awardee in leading bank-ICICI.  
**10 Years + Experience**

# Why Borrower Prefer SRG



1

Quick sanction and disbursement process (TAT of 15 days)

2

Prompt response and quick solutions for financial assistance

3

In-depth rural penetration & localized approach

4

Simple documentation process

5

Preferred partner to help fulfil dream in affordable housing



# Addressable Target Market



## The Problem Definition & Need Gap

Unorganized sector, New to Credit,  
Underserved Population, Low Banking Habits

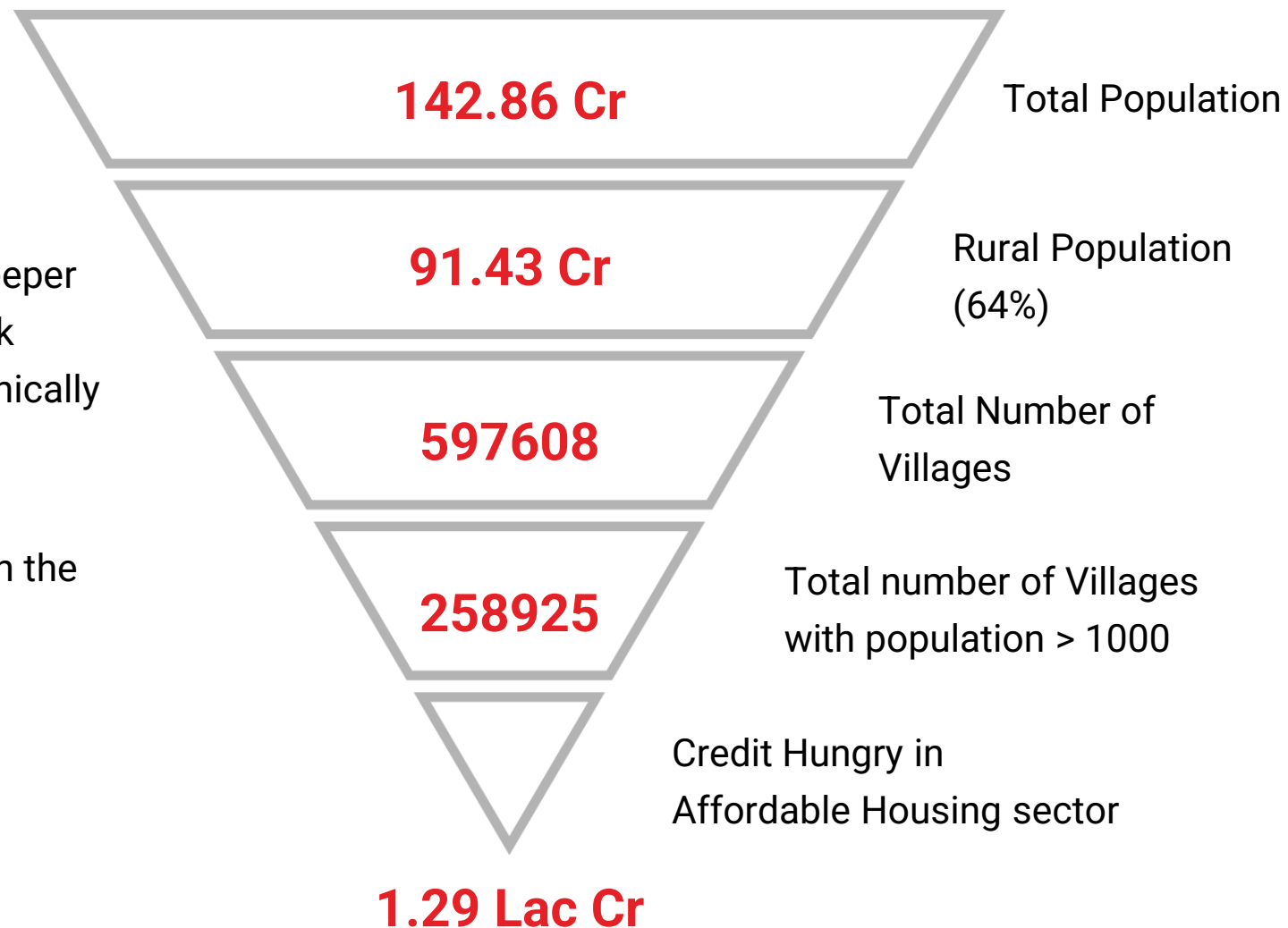
## The Solution – SRG Housing Finance

Tailor made products to serve different profiles, deeper market penetration, leveraging technology for quick processing, Assessed Income evaluation, geographically difference credit and collection policy

## The Target Segment

Population in Rural India who are credit hungry with the following characteristics:

- EWS, LIG & MIG Class of Groups
- New to Credit/Justified Credit Bureau Calls
- Lack of Income Documentation



## SRG Unique Positioning in Market



- ❑ **Deeper Penetration**

In Rural Village Areas through wider Geo Limits of 50 Km from Hub and 35 Km from Spoke Branches

- ❑ **New to Credit**

Justified Credit Bureau Calls based on Merits of Profile

- ❑ **Unique risk management**

Based on Population, Segmentation, Product Mix

- ❑ **Consumer**

Targeting the untapped and underserved population in home loan segment

- ❑ **Location Based**

Collateral and Credit Policy

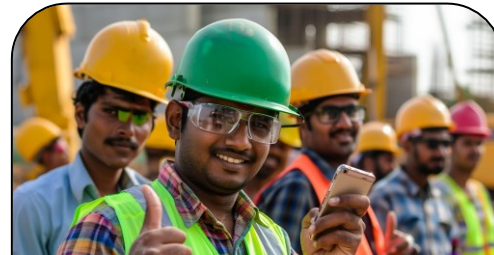
# Customer Profile



**Milkman**



**Trader/Whole seller**



**Labour**



**Repair Shop**



**Saree Shop**



**Tea Stall**



**Teacher**



**Entrepreneur**



**Barber**



**Shopkeeper**



**Vegetable vendor**

# Product Offerings



## Products

- Home Loans
- Loan Against Property

## Ticket Size

- Minimum INR 1,00,000
- Maximum INR 1500,00,000

## Interest Rate

- 15%–26%

## Tenure and Repayment

- Minimum 1 Year
- Maximum 10 Years

## Type of Loan

- Secured

## Benefits

- Mini documentation
- Quick and easy
- Digital Application
- Actual Income Based Assessment

## KEY FEATURES

### Application Process



100% Online Login by RM



15 Min Application Time to Complete

### Real Time Status and Approval



Real time Status



Quick Approval (<3 days approvals)

### Risk Based Pricing



Geo-based Collateral



No Hidden Charges

### Hassle Free Process



Fast Disbursal



Risk Based Pricing 15% to 26%

# Key Highlights for Q1FY25



₹**629.60** cr.

AUM as on 30th June 2024

**10.99%**

Spread earned in Q1FY25

₹**44.57** cr.

Disbursement during the quarter

₹**125.04**

Book Value per share as on 30th June 2024

₹**46.51** cr.

New Approvals during the quarter

₹**168.80** cr.

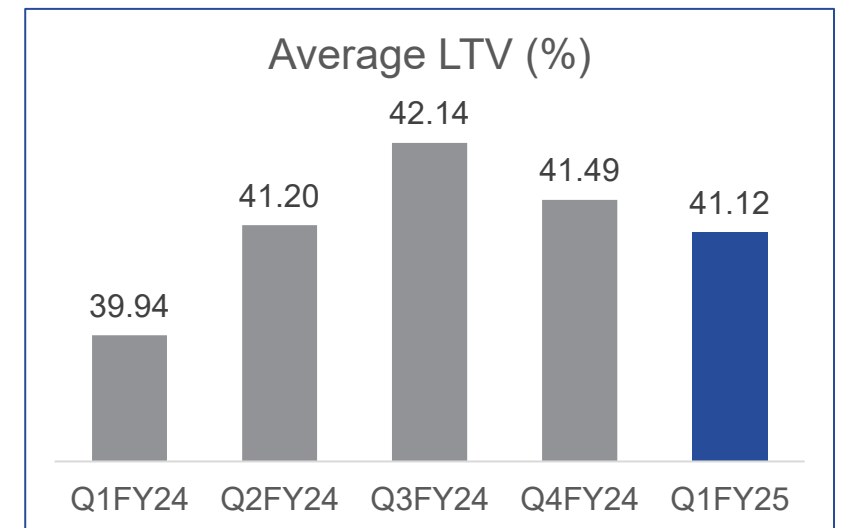
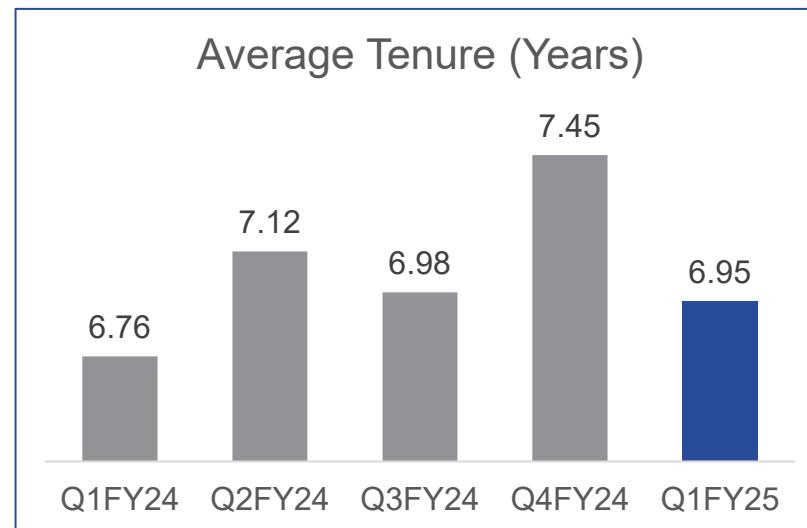
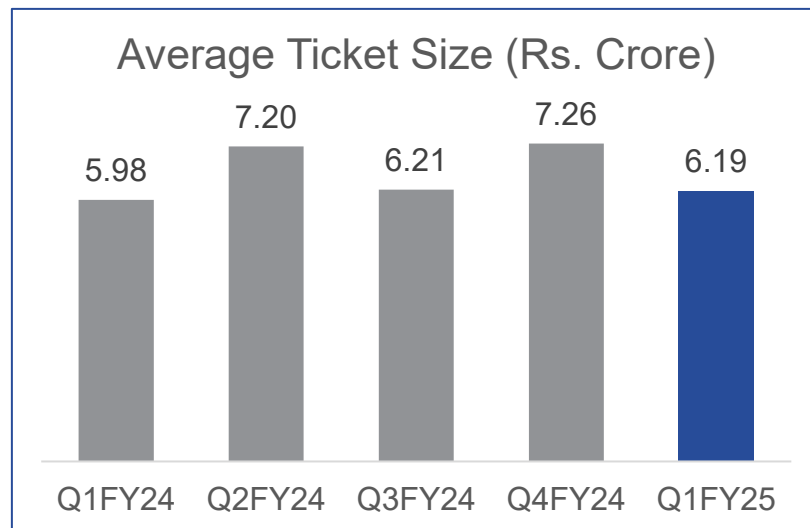
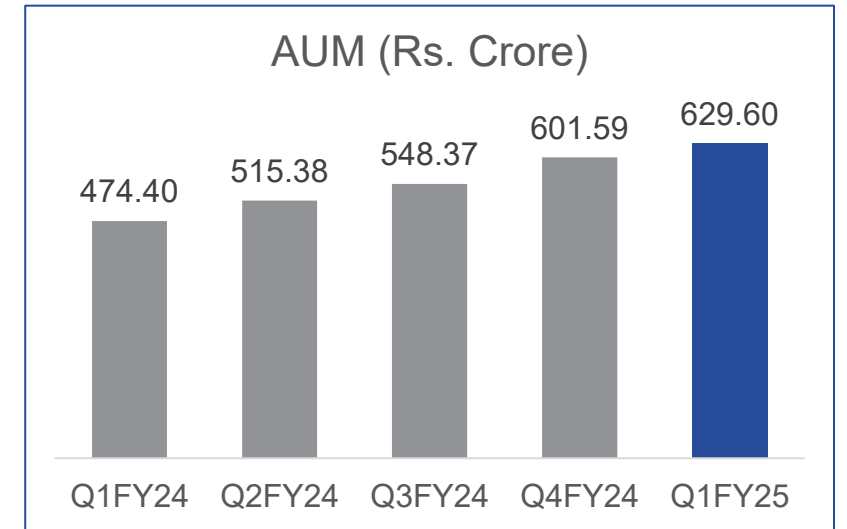
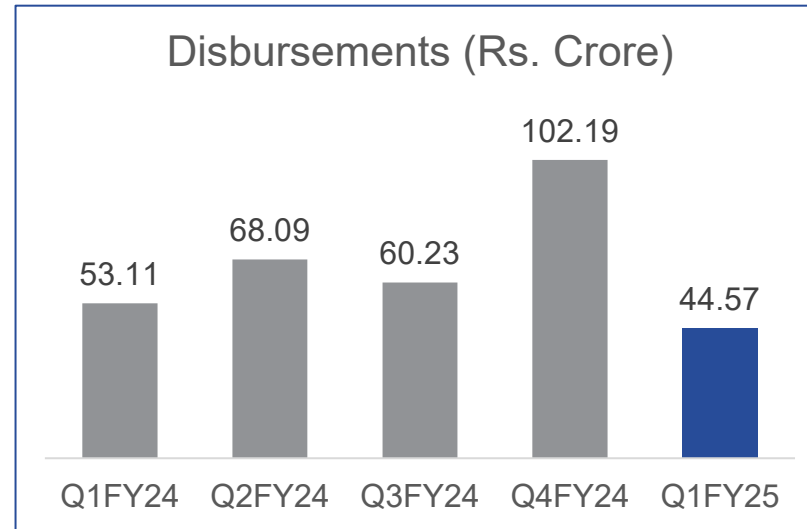
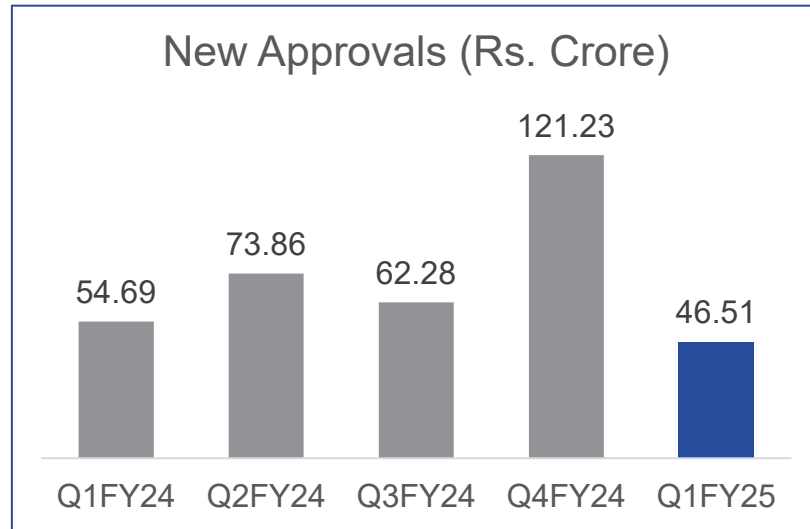
Shareholders Funds as on 30th June 2024

# Quarterly Income Statement



Sr.No.	Particulars (Rs. Crore)	Q1FY25	Q1FY24	FY24	FY23
1	New Approvals	46.51	54.69	312.07	201.94
2	Disbursements	44.57	53.11	283.62	190.73
3	Outstanding Loan Book	629.60	474.40	601.59	438.36
4	Interest Income	31.05	24.53	109.50	81.26
5	Fees & Other Income	2.93	2.32	17.16	12.57
6	<b>Total Income</b>	<b>33.98</b>	<b>26.85</b>	<b>126.66</b>	<b>93.83</b>
7	Interest Expenditure	14.03	10.93	50.81	37.15
8	Other Expenditure	12.96	10.01	48.36	33.47
9	<b>Total Expenditure</b>	<b>26.99</b>	<b>20.94</b>	<b>99.17</b>	<b>70.62</b>
10	<b>Profit Before Tax &amp; Provision</b>	<b>6.99</b>	<b>5.91</b>	<b>27.49</b>	<b>23.21</b>
11	Net Interest Income	17.02	13.60	58.69	44.11
12	Provision For SA & NPA	0.11	0.70	1.39	2.17
13	<b>Profit Before Tax</b>	<b>6.88</b>	<b>5.21</b>	<b>26.10</b>	<b>21.04</b>
14	Provision For Taxation & DTL	1.02	0.82	5.04	3.98
15	<b>Profit After Tax</b>	<b>5.86</b>	<b>4.39</b>	<b>21.06</b>	<b>17.06</b>
16	Other Comprehensive Income(Net Of Tax)	0.01	0.03	0.04	(0.03)
17	<b>Total Comprehensive Income</b>	<b>5.87</b>	<b>4.43</b>	<b>21.10</b>	<b>17.03</b>
18	<b>Earning Per Share</b>	<b>4.38</b>	<b>3.38</b>	<b>16.18</b>	<b>13.12</b>
19	Gross NPA	13.81	11.72	13.76	10.97
20	Gross NPA Ratio(%)	2.19%	2.47%	2.29%	2.50%
21	Net NPA	4.14	2.26	4.11	2.18
22	Net NPA Ratio(%)	0.67%	0.49%	0.69%	0.51%

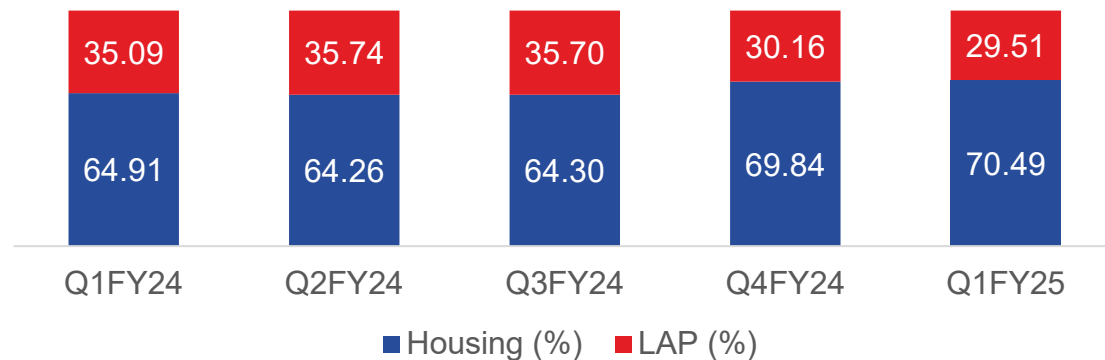
# Key Performance Indicator (1/3)



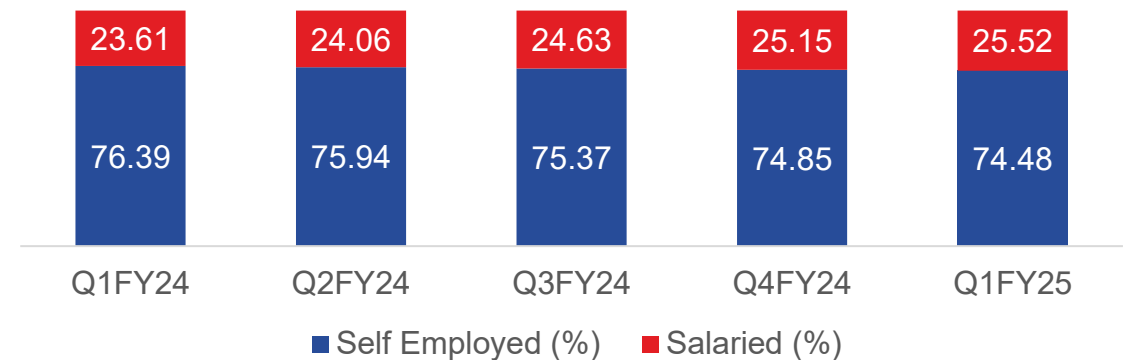
# Key Performance Indicator (2/3)



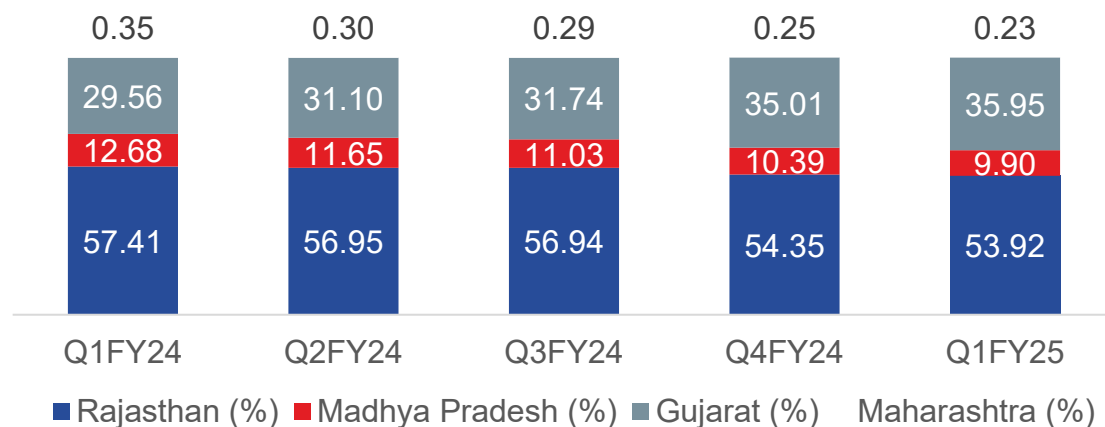
Loan Book Break Up – Product Category (%)



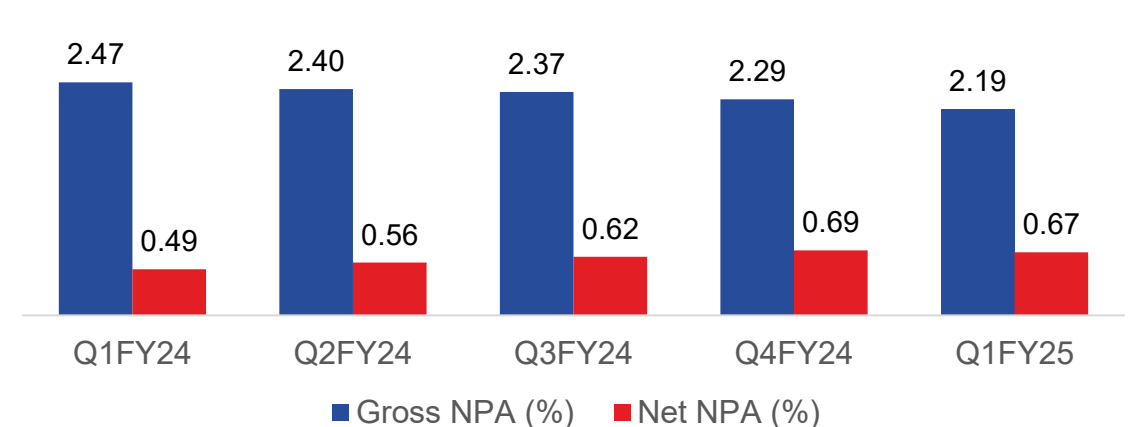
Loan Book Break Up – Customer Profile (%)



State Wise Loan Book (%)



Gross NPA/ Net NPA (%)

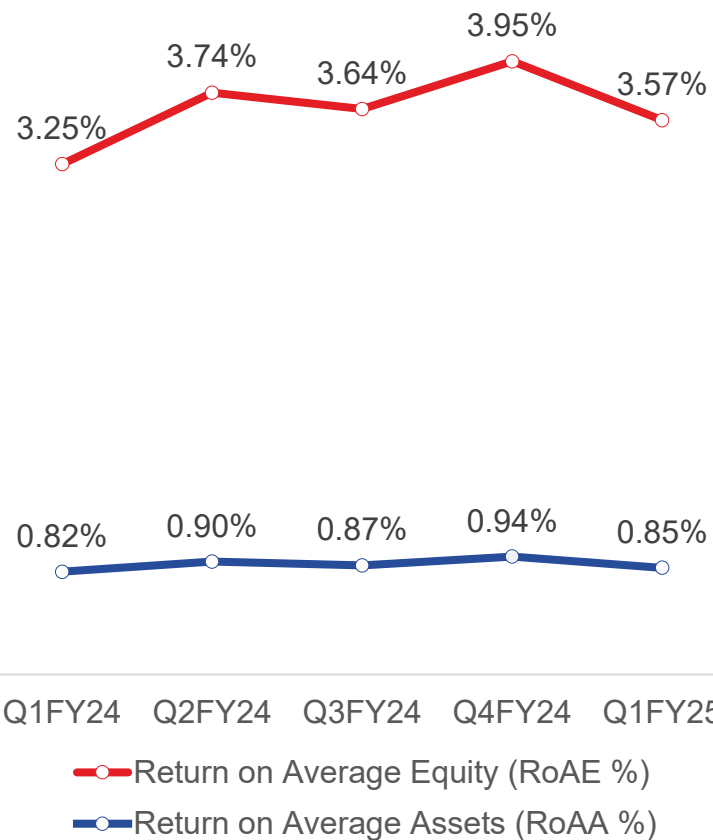




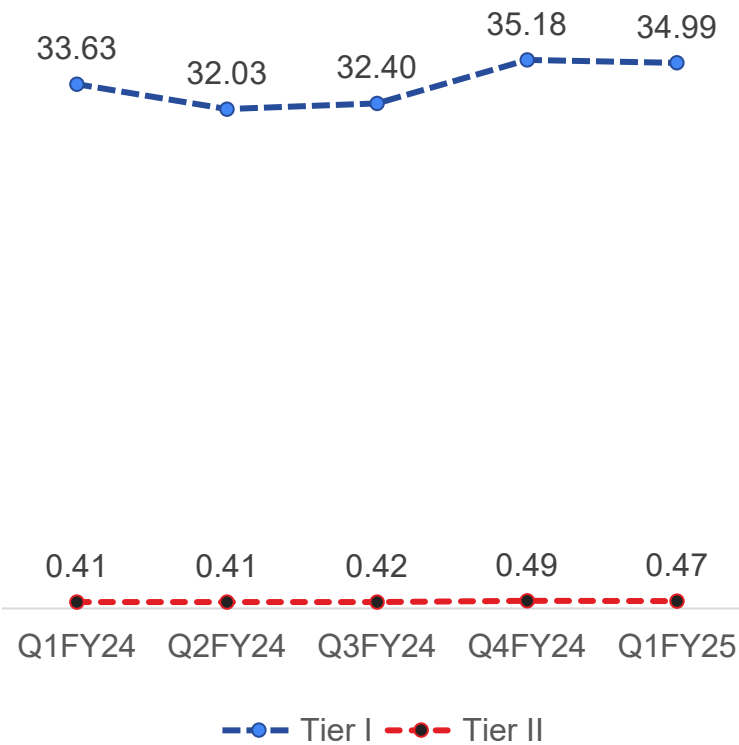
# Key Performance Indicator (3/3)



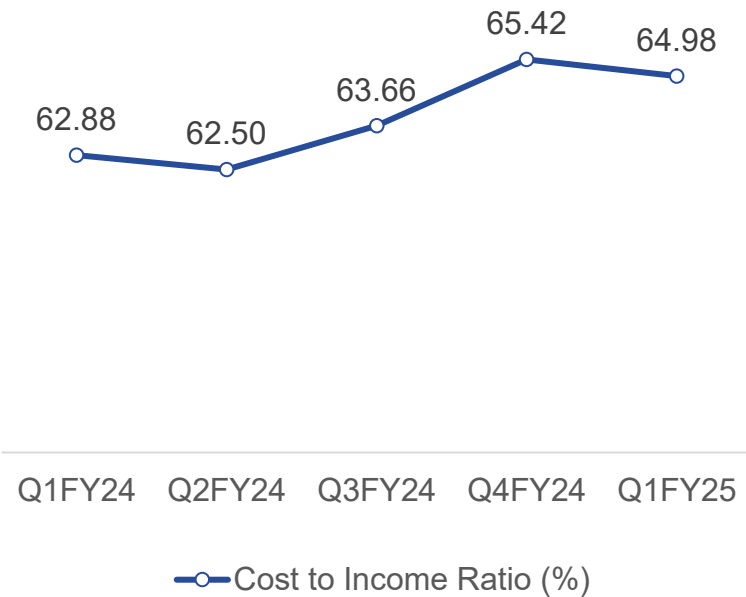
Return Ratios (%)



Capital Adequacy



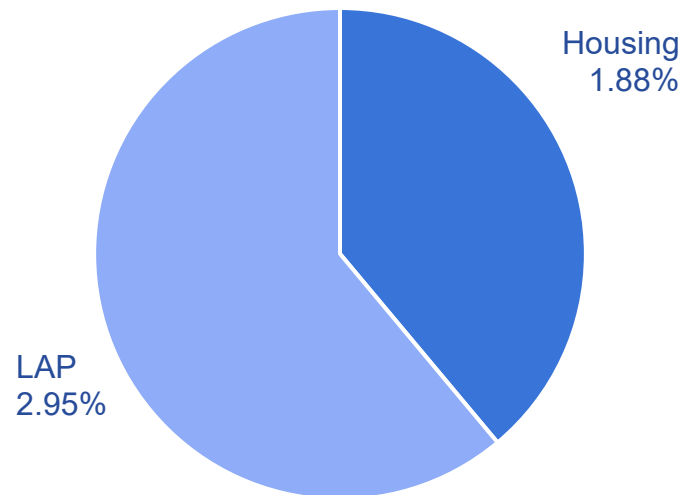
Cost to Income Ratio (%)



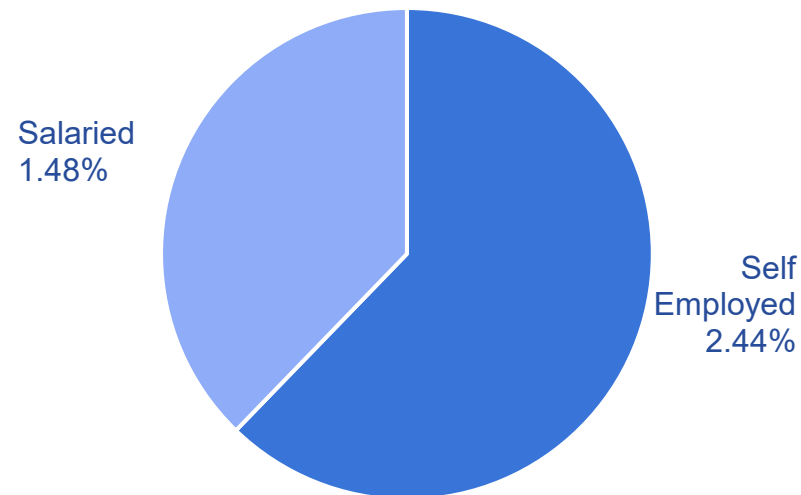
# Gross NPA Details (Q1FY25)



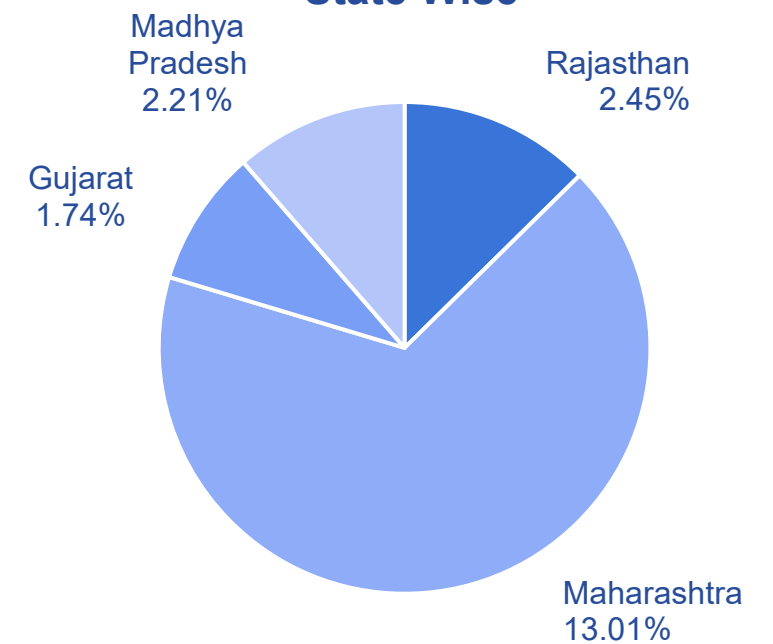
### Product Wise



### Segment Wise



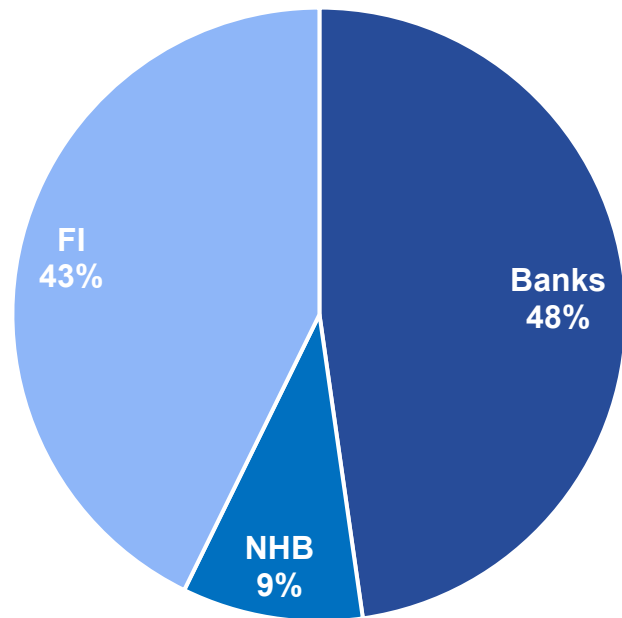
### State Wise



# Borrowings as on June 30, 2024



## Borrowing Mix (%)



Borrowing Cost 11.11%

## Banking Relationships

National Housing Bank

Public Sector Banks

SBI, Union Bank of India, UCO Bank, Punjab National Bank, Indian Overseas Bank

Private Sector Banks

DCB Bank, South Indian Bank, IDFC Bank, Federal Bank, Utkarsh Small Finance Bank, HDFC Bank, Bandhan Bank, Axis Bank

NBFC

Bajaj Finance Ltd, Hinduja Housing Finance, Hinduja Leyland, LIC Housing, MANAPPURAM Finance, MAS Finance, MAS Rural Housing, Nabkisan, Nabsamruddhi, TATA Capital, Cholamandalam investment, HERO Housing, Sundaram Home Finance, Shriram Housing Finance, STCI Finance. Kotak Mahindra Prime Limited

# SRG in past years



Despite facing 5 major external challenges such as liquidity crises, demonetization, GST, multiple waves of COVID etc in the last 8 years – SRG has come out stronger, leaner and more resilient – a testament to its business model and operations.

Data in Crs ( Unless Specified)	FY 24	FY 17	Growth
AUM	601.59	81.83	635%
Balance Sheet Size	670.36	112.45	496%
Shareholder's Fund	159.67	33.97	370%
PBT	26.10	4.03	548%
PAT	21.06	2.71	677%
Employees (no.)	636	55	1056%
Branches (No.)	67	19	253%
NIM (%)	11.29	10.57	7%
LTV (%)	41.26	50	-
Cost to Income Ratio (%)	63.74	55.26	15%

# Powering the Digital Ecosystem with SRG SRAJAN



## Web and Mobile Application Combination

### LOS

Loan Organization

- Lead Generation & Management
- Customer Application Form
- Kyc & Documents Validation
- PD through Mobile App
- Credit Decisioning through Web
- Loan Disbursement

### LMS

Loan Management

- EMI Collection through auto-debit
- Repayment Monitoring
- Penal charges calculations
- Part-payment/Foreclosure
- Bank reconciliation
- Client servicing

### COLLECTION

Loan Collection

- DPD Bucketing
- Pool Allocation
- Field Visits Tracking
- Geo Location Tracking
- Bluetooth Printer for Receipts
- Foreclosure Request

## Add-on Features

Digital KYC  
verification & cKYC  
reporting

Online Validation  
through Karza  
APIs

MIS Reporting and  
Real Time  
Dashboards

Data Backed  
Early Warning  
Signals

# Collection Framework



**1st Day**

**DPD Day 1**

Overdue cases reported by Accounts Team

**31-90 Days**

**DPD- 31 TO 90 Days**

On field follow-up by Collection Executive  
Collection Manager to Visit PNPA cases Legal  
Counselling for the PNPA cases

**1-30 Days**

**DPD- 1 to 30 Days**

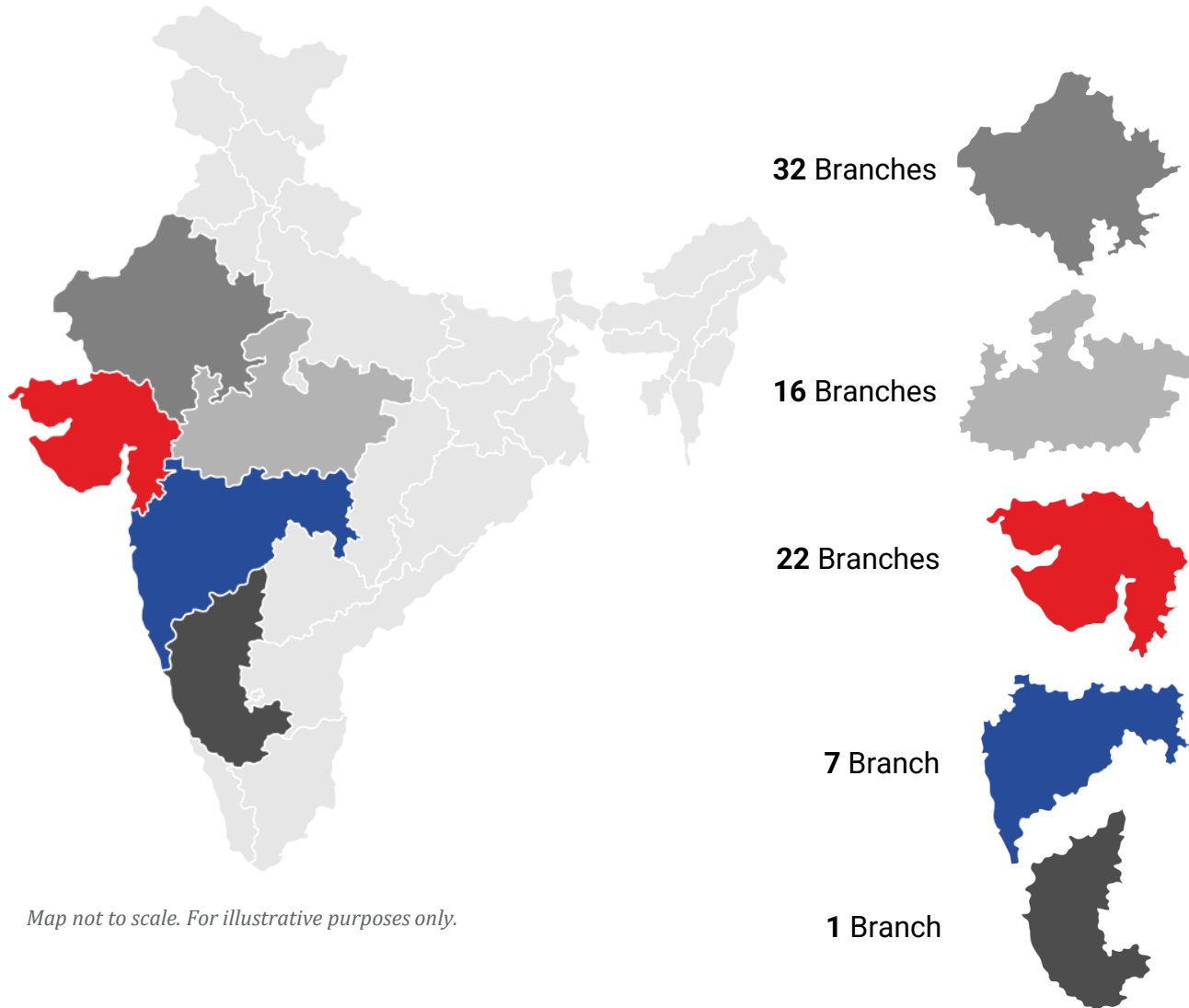
Soft Calling by CRM to follow up for Overdue Payments

**1-30 Days**

**DPD- 90+ Days**

SARFAESI Proceedings initiation NI Act  
Notice u/s 138 for cheque bounce suite filed in the court of law

# Our Present Network



## ➤ **Rajasthan**

Banswara, Beawar , Begun, Bhilwara, Bijainagar , Chittorgarh, Dhairyawad, Fatehnagar , Gangapur, Jaipur, Jaitaran, Jodhpur, Kekri, Kishangarah, Kota, Nimbhaera , Pali, Partapur, Rajsamand, Sabla ,Sagwara, Salumbar, Shahpura (J), Shahpura (B), Sirohi, Sojat, Sumerpur, Udaipur, Dungarpur ,Deoli, Asind Branch , Mandalgarh.

## ➤ **Madhya Pradesh**

Alot, Ashta , Badnawar, Burhanpur , Dewas, , Indore, Khandwa, Khargone, Mandsaur, Nagda, Neemuch, Ratlam, Sanawad, Sehore, Shamgarh, Ujjain.

## ➤ **Gujarat**

Ahmedabad, Anand, Bharuch, Bhavnagar, Himmatnagar, Jamnagar, Junagadh, Mehsana, Nadiad, Navsari, Palanpur, Rajkot ,Surat, Vadodara, Valsad, Kapadvanj, Vyara, Botad, Surendranagar, Vapi, Morbi, Gandhinagar

## ➤ **Maharashtra**

Mumbai, PCMC- Pune, Aurangabad, Amravati, Jalgaon, Ahmednagar, Pune Office

## ➤ **Karnataka**

Mysore

## ➤ **Delhi Office**

# Shareholding Pattern



- Having listed on BSE in 2012, listed on NSE exchange as well on 21 Aug 2023.
- Company raised Rs. 10 Crores on conversion of Share warrants in March 24 and May 24 .
- Shareholders approved Rs. 25.94 Crores preferential issue of Equity Shares in August 24 (awaiting Exchange in-principle approvals)

## Share Holding Pattern as on 30.06.2024

**67.54%**

Promoter and  
Promoter Group

**2.28%**

Bodies Corporate,  
HUF & LLP

**30.12%**

Retail

**0.06%**

IEPF



## Investor Relations Contact

### **KAPTIFY® Consulting**

Strategy & Investor Relations | Consulting  
contact@kaptify.in | +91-845 288 6099 www.kaptify.in



## Head Office

### **SRG Housing Finance Ltd**

12, Opp Paras JK Hospital, Shobhagpura,  
Udaipur, Rajasthan 313001, India  
CIN No:L65922RJ1999PLC015440  
Tel: +91-294-2561882 / 2412609  
Email: info@srghousing.com www.srghousing.com

## Corporate Office

307, 3 rd Floor, Hubtown Solaris, N.S. Phadke Marg,  
Near East West Flyover, Andheri (E),  
Mumbai, Maharashtra – 400069  
022-62215307

# Thank You