

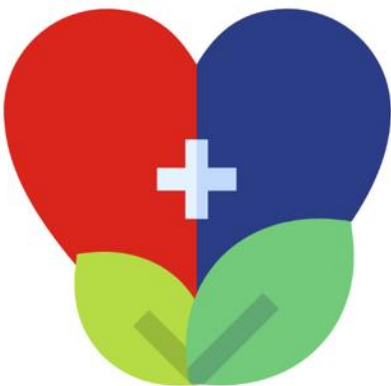
UMMEED
KA SAFAR



UMMEED

HOUSING FINANCE

We bring your dreams to life



Stay Fit
Stay Healthy



FOUNDER'S NOTE



Ashutosh Sharma
Founder & Managing Director

As I write to you in July 2020, we have completed a challenging Quarter on account of a COVID -19 driven all India lockdown for over 2 months, extending from March to May 2020. This has taken a substantial toll on economic activity. The economy has started bouncing back, post gradual opening up after May 2020. It was good to see our Business Continuity Processes kick in and help us run the business remotely for over 2 months. Meetings over “Teams” & “Conference calls” rather than face to face gatherings are becoming the “new normal” as we learn to live with the recommended “Social distancing” norms. We are increasingly looking to digitize our processes to allow greater efficiency and ease for both customers and employees.

While we have seen a pick up in collection efficiencies in June (85% collection, 15% moratorium), Collection will continue to be a big focus over the next few quarters. Disbursement activity has started slowly and cautiously in June 20 and we expect it to pick up over the next months and Quarter to get back to capacity.

We hope to launch our new Entiger LOS system in 10 hubs during Q2'20, giving a huge impetus to digitization and technology driven process enhancements. Cost Control will continue to be a key deliverable for financial year 2020-21. Our liquidity position remains strong with the Finance team launching two successful NCD's, widening our liability wagon wheel.

While the medical situation arising from the COVID -19 pandemic remains a concern, we have started seeing resumption of economic activity. I look forward to working closely with you to take the organisation towards success in these trying times, as we learn to live with this “new normal” .



COO's VIEW



Sachin Grover
Chief Operating Officer

As we come out of lockdown mode, there has been significant improvement in economic activity across most locations while a couple are still under “RED” category where we expect things will start improving soon. We are all adjusting to this new reality and to get back to normal keeping in mind:

- a) stay positive & keep a strong mental health
- b) follow social distancing norms
- c) use of mask and other safety measures when we step out
- d) eat healthy, stay fit physically and build immunity

On business front, the key focus areas for next couple of months include

- Digitisation** – get trained on the new mobility business and collections system and start using these effectively to increase our efficiency

- Fresh HL & STBL loans** – a healthy mix of HL & non HL needs to be maintained as we get back to business mode, HL cap has been moved upto Rs. 50 lacs per case & on the non HL front, we need to focus on STBL which gives us pickup on yields. Higher yield on non HL allows us ammunition to sell HL at more attractive pricing in the market

- Insurance Cross sell** – specially packaged to be affordable for our segment of customers, gives them cover for unprecedented health challenges and it also allows us a revenue cross sell in these tough times.

- Collections** – KEY to ensure our revenues are intact and we are on a growth path, the team has done well and need to keep improving over the next 2 months to get back to pre covid efficiency levels

Finally, I would like to conclude, and share with every Ummeed family member that the worst is over and we can only hope to improve and grow from here. We shall do our best to ensure professional growth for all performers, rewards and recognition as commensurate, a healthy work environment & productive culture for all employee



MANCOM'S VIEW



Kumar Vishal
Head - Distribution

It is my privilege and great honour to get an opportunity to share my views in the first edition of Ummeed Ka Safar for FY 2020-21. We are in a Covid Era today which we have never faced earlier, but we have all embraced this challenge both at a personal & professional front. Challenges of our current environment also gives rise to many opportunities to demonstrate resilience, compassion, and creativity. Our organization is a great example where Ummeed warriors have worked relentlessly to cut down the ill effects of this pandemic. Quoting a few examples below:

- 1.Customer connect through calls at a war time pace.
- 2.Successfully managed the moratorium process.
- 3.Exhibited multitasking and agility by performing new roles and responsibilities at short notice.
- 4.We have had success in cross selling health insurance.
- 5.Utilising the lockdown period for training and process improvement

processes and now gearing up for action on the field. STBL will be the focus of Q2
6. Last but not the least – We are moving well towards more digitized process. Our motto is- keep doing the right things and enjoy this journey!

The outbreak of Covid-19 crisis has caught most enterprises by a sudden shock for which they were not prepared. The business world is facing a new reality where traditional work practices are being challenged. Digitization has emerged as the single most important factor for an organization to be future-ready. Tech Leaders are expected to leverage technology for enabling all business functions and meeting the digital demands of employees, partners and customers amid the lockdown and enable new services to prevent any negative impact on business. Employees across locations were assigned laptops and access to systems / Applications / Productivity tools to help them in supporting business. We have provided access to audio and video conferencing tools

(Teams) that help the employees attend daily reviews, meetings and collaborate with colleagues, customers and partners. I believe that the current situation will fuel a demand of being digital-first for both business, customers and partners. In Ummeed, we have already taken a number of steps towards digitization. Implementing digital login process using Entiger LOS, digitization of collections activity (EnCollect), digitization of loan documents that can be accessed from anywhere/anytime. We are also exploring a solution to digitize Credit PD process for salaried customers using Video conferencing model. This is a great opportunity to test the work-from-home concept – can employees prove to be as productive while remotely working!



Madan Singh
Vice President Technology





OUR JOURNEY



April 20



Head Count
369

Disbursed
46 Lakh

Customers
5975

May 20



Head Count
365

Disbursed
350 Lakh

Customers
5881

June 20



Head Count
350

Disbursed
901 Lakh

Customers
5974





IN SPOTLIGHT

Meet our "COLLECTIONS WARRIORS" who have outshone with their spectacular performance



Ramniwas
Chandigarh



Komal Tiwari
HO



Moolchand
Jaipur



Mukesh
Hisar



Amit
Laxmi Nagar



Amit
Janakpuri



Deepak
Rohtak



Mehar
Rohtak



BUILDING CHANGE



LETS BUILD THE CHANGE

UMMEED is proud to be partner with GURUGRAM COVID19 VOLUNTEERS GROUP in operationalising MEDEOR Hospital as part of our CSR initiatives



Doctors- 50
Nurses - 250
Capacity - 150 beds
Critical care units - 25
Free treatment for BPL patients

First public private partnership for a dedicated COVID19 hospital



Ashutosh Sharma
Founder & MD



Ummeed founder & senior management team contribute to support a dedicated "Not for profit" COVID hospital in Gurugram

UMMEED'S SMALL EFFORT OF GIVING BACK TO SOCIETY



Supporting charitable institute SAMANVAYA PARIVAR, RENUKOOT in lending a helping hand to migrant workers.



Supporting education of tribal children through Sewa Samarpan Sansthan, Sonbhadra Uttar Pradesh



CONNECTING DIGITALLY



Glimpse of Virtual
YOGA DAY



Glimpse of Virtual
TRAINING



IMPORTANT UPDATE



Ummeed Housing Finance has tied up with FINO Payment bank to provide its customers an alternate payment option to deposit their EMI in cash (in case of ACH bouncing) at any of the 1100+ FINO payment bank merchant outlets, spread across all Ummeed Housing Finance active locations. These merchant outlets are primarily located within the residential & commercial areas of the city and provide ease of payment to our customers. The tie up will provide an added advantage to our collection team, wherein they can guide the customer over a call for making the payment through the merchant point. This tie up of alternate payment mode is aimed at providing multi fold benefit to our on-field collection team by increasing their daily collection efficiency, reducing daily travel time & cost, avoiding travel to containment zones & ensuring social distancing (in these times of COVID 19 pandemic) and the best part is that collection incentives will be paid on all payments collected through FINO merchant outlets.



Subscribe our YouTube Channel



1:32

Three-month moratorium Explained | EMI पूर 3 महीनों ...



2:32

Why having a Health Insurance Policy is Importa...



1:17

How to check your PMAY Subsidy status from Home



0:24

Why visit branch-Call 18002126127 for customer...



EMPLOYEE CORNER



RAGHIB AWAN- IT SUPPORT (HO)

Complete Lockdown called for immediate Plan of Action, and we faced several challenges initially as even IT team had to work from home while ensuring that business continuity is not affected. While we had already managed few assets for desktop users before the lockdown, we had to arrange for more laptops in a very short span of time and also set up the laptops so that they could start working from Day 1 itself. Second challenge we faced was the spike in support calls due to remote working of employees – connectivity issues, Teams queries as employees were not using this medium on large scale earlier while during lockdown everyone started using Teams. We trained employees extensively on usage of Teams and its benefits. My yearning for constantly upscaling myself helped me in adapting to the situation and trainings which I had attended like “Google Cloud Bootcamp” helped me a lot. I keep reminding myself of a famous quote of Sahil Ludhianvi – “UMMEED WAQT KA SABSE BADA SAHARA HAI, AGAR HAUSALA HO TO HAR MAUJ ME KINAARA HAI”.



LONG SERVICE RECOGNITION



ASHISH GUPTA Hub Credit Head- Jaipur 2

“I am very glad to complete 3 years with Ummeed family. This is my first finance company where I have gained a lot of knowledge on key finance skills. I am very thankful to all my seniors for showing faith on me. This is the company where one can feel the comfort of working!”



CUSTOMER CORNER

COVID TOP-UP LOAN

My name is Manish Jain & I run a gems & Jewellery shop in Laxmi Nagar, Delhi. My shop was closed for almost 2 months, as part of nation wide lockdown due to the Corona pandemic and my business income dried up. I was running my household and paying my loan EMI's using my savings, but my financial condition was getting worse by the day. I got a call from Ummeed Housing finance, my current lender and they told me that on the basis of my good track record they were ready to offer me a Top up loan of Rs. 3 lakhs to help restart my business operations. As soon I gave them a go ahead, the loan amount was credited to my bank A/C within 3 days. My shop has opened since last month, this loan helped in restarting my business. I am extremely thankful to Ummeed for helping me in my time of need.



MR. MANISH JAIN

LEVERAGING CUSTOMER SERVICE

My name is Pradeep Kumar, and I am employed as a driver with a private company. My job constantly keeps me on outstation trips. Last year I had bought a house by availing a Housing loan from Ummeed Housing Finance & in the month of Feb'20, I was required to deposit my loan interest certificate in the company to avail income tax rebate but I was on a outstation trip and was struggling to organize the certificate. I called up the customer service department of Ummeed Housing finance and informed them that I require the Income tax certificate but would not be able to come to their branch. The executive told me that I need not come to any of the branches and the Income Tax certificate will be mailed on my email ID & if required will also be couriered to me. I got my Interest certificate on the same day, never thought getting a resolution can be so easy, I am extremely thankful to Ummeed & their customer friendly services.



MR. PRADEEP KUMAR

PMAY STATUS ON UMMEED WEBSITE

My name is Shailendra & I along with my wife are working as tailors in a garment manufacturing company. Ummeed Housing Finance provided us a home loan and helped realized our dream of owning our own home in Delhi. I had applied for PMAY subsidy however due to my hectic working hours, I was not able to enquire about the status of our subsidy. During the lockdown when my factory was closed I called up Ummeed Customer service and was surprised to know that I can easily track my PMAY application through Ummeed's website and there is no need to call the customer service team or visit the branch for this. I logged on to Ummeed's website and by inputting basic details, I was able to learn about the exact status of my application. The status showed that my application has been submitted to NHB and is under process of approval. From now onwards I just need to go to Ummeed's Website to check my subsidy status. I am extremely satisfied with the customer friendly services provided by Ummeed Housing Finance



MR. SHAIENDRA



CUSTOMER CORNER

BENEFIT OF HEALTH INSURANCE

My name is Sunita and I along with my husband run a dairy business in Ghaziabad. Given that dairy falls under essential services, we continue to run our business (despite the Corona lockdown). Given the high customer footfall we were exposed to a higher risk of infection. During this time, we received a call from Ummeed Housing Finance, wherein they informed us that as a special measure they were providing an exclusive health Insurance policy to existing customers at very attractive rates. I instantly requested them for the policy issuance and now my husband, 2 children & I are covered for any Corona related medical expense under a Religare Health Insurance policy. I feel very relieved after taking this health insurance policy in these times of medical uncertainty. Thank you Ummeed for being a true partner



MRS. SUNITA

MORATORIUM FACILITY

My name is Zahid Azmi and I run a coaching center in Laxmi Nagar. The Going was smooth, when the world changed due to the Corona Pandemic and everything turned upside down. A majority of my students came from outstation locations and most of them moved back to their hometown as the coaching centre was closed. My business expenses were fixed due to salaries to the staff/Office rent and I was finding it difficult to pay my monthly loan EMI. During this time the Govt. declared a Moratorium scheme and to learn about it and avail of this facility, I called up Ummeed's customer service team. The customer service team detailed for me all the positives and negatives of the scheme and informed me about the additional interest that I would need to pay if I availed the moratorium, Given my tight cash flows I opted for moratorium after balancing the pros & cons. Since then I have restarted my coaching online and business cash flow has resumed and I can now pay my regular EMI's. I am very grateful to Ummeed Housing Finance for the help they provided to me during these difficult time, which helped focus my energy to restart my business.



MR. ZAHID AZMI



Follow us on

