

UMMEED KA SAFAR 8



FOUNDER'S NOTE



Ashutosh Sharma
Founder & Managing Director

We have recently concluded the 2Q ended Sep 20. While the COVID 19 related medical emergency continues to be an area of concern, business activity is getting back to normal levels.

Our collection teams, supported by business & credit have done well to collect 97% of outstanding EMI as of Sep end . The focus now needs to shift towards ramping up business volumes. The key challenges on the business/sales side which we need to address head on are.

- a) Building a appropriate organisation structure – with Area level managers in States pushing & monitoring Hub level performance. We continue to have Hubs where the Hub manager has resigned or on notice, slump down to zero business volumes, this is not acceptable.
- b) Developing a robust Power Partner network and Saarthi channel to drive HL volumes.
- c) Hiring & Training (classroom & on job) an effective, efficient sales force to help us meet our volume & AUM targets.

I am delighted to share that Ensource, our digital loan origination system was successfully launched in 10 Hubs across the 3 States. Adoption has been good. There are a few bugs in the system , (as can be expected of a new tech launch) these are being ironed out. We look to launch in 5 Hubs by October and company wide before end of the December quarter . This remains an important area of focus and tool for productivity enhancement on the business front. We continue to evolve policies to decongest the work place (HQ) and encourage Work From Home. We are also working to decongest Hubs, without compromising on customer service or business momentum.

As an organization we continue to strongly support employees (a few), who have been unfortunate to contract Covid, many of them are back to work, post serving out the mandatory quarantine period. Employee training remains an important focus area and we have concluded 63 skills training for 266 employees in the quarter. We have also sharpened our focus on employee career development – activities involve brainstorming with our Rising Stars and having focussed career discussion with employees chosen for the MD Talent Pool Club. The MD Talent Pool Club is a recognition of, consistency in performance and a display of organizational values. We hope this recognition encourages more employees to aspire and get selected in the MD Talent pool, based on their hard work and success and thereby ensuring we have a ready pipeline of internal talent to take forward the organization to newer heights. HR is rolling out our first extensive employee feedback survey. I would encourage you to participate in the same , so that we can use your feedback to improve upon the employee experience & move a step closer to making Ummeed – “The Best Workplace” in our segment.

COO's VIEW



Sachin Grover
Chief Operating Officer

As we enter the second and the most critical phase of this financial year, focus areas for all of us as an organisation.

1. BUSINESS RAMP UP - Currently working on 50% capacity in terms of hubs, manpower and infrastructure. With economy showing green shoots amongst most of the sectors and demand for housing returning to pre covid levels, our endeavour should be to re-energise ourselves and focus on scale up so the we catch up to bridge the gap on AUM. Quality of underwriting and choosing right profiles to lend remains equally important to ensure quantity of portfolio is not compromised.

2. DISTRIBUTION - We have taken a couple of interesting initiatives including SAARTHI, renewed focus on POWER PARTNERS, BRANDING/REBRANDING of all micro markets across 25 HUBs, customer referral programme & E-RIKSHAW CAMPAIGN/ROAD SHOWS. We are all excited to see these marketing & distribution initiatives help us scale up logins and improve brand recognition and recall for Ummeed.

3. COLLECTIONS - We have had a satisfactory run on collections during these tough times and the collections team supported by business & credit have shown resilience. We must keep the same focus and improve by the month. One time restructuring mechanism (as allowed by RBI & NHB) will help customers who are facing temporary cash flow issues while hoping to revive income streams in the next couple of months. A diligent exercise has started to categorise customers under various restructuring schemes to help them tide over these tough times. Parallel focus shall be required on convincing customers who have lost incomes to sell the property and settle the outstanding loans before they move to NPA buckets.

4. ENSOURCE & ENCOLLECT - We successfully launched ENCOLLECT application across the collections vertical and teams are finding this quite helpful in allocation, daily follow-ups, reconciliation, and receipting. ENSOURCE application has been launched across NCR and select hubs at Haryana & Rajasthan. We aim to complete this transition in all 25 hubs this quarter and ensure productivity & efficiency is improved across the board.

Wish you all a happy festive time and hope to see you healthy maintaining social distancing and using mask at all times!

MANCOM'S VIEW



Bikash Mishra
Financial Controller

As we recently celebrated Gandhi Jayanti on 2nd October, I would like to start with a quote of Mahatma Gandhi, "Strength does not come from winning. Your struggles develop your strengths. When you go through hardship and decide not to surrender, this is strength".

In the second quarter of this challenging fiscal, we have seen a gradual recovery of economy and business activities have started picking up. I am delighted to share with you that despite the slow business environment our Rating has been upgraded from BBB to BBB+ by CARE Ratings Limited.

This upward revision in our credit rating demonstrates the hard work and dedication that Ummeed team has shown over the past one year. During the quarter, we have also raised Rs. 38 crores by issuing listed NCDs to an overseas investor Blue Orchard. This is a new relationship with a credible overseas funding partner, who can support our ongoing needs. By issuing listed NCDs to Blue Orchard, we have further diversified our liability wheel as the first listed NCD of Ummeed privately placed on Bombay Stock Exchange. Towards the end of the quarter, we have received Rs. 40 crores of sanction from National Housing Bank (NHB). With the disbursement under this sanction, total exposure of NHB to Ummeed will reach Rs. 83 crores. Funding from NHB at an attractive rate will help to further reduce our cost of borrowing. As we are growing, we are also focusing on automating various processes, recently we have launched Expense Reimbursement module on Adrenalin. We encourage our colleagues to use this module and provide their feedback for further improvement, if any. From this Financial year, we have transitioned to Ind-As, a more complex accounting system with globally accepted standards and we will be preparing our financial statements under this framework. As we are on verge of crossing Rs. 500 crores of AUM in October 20, we will become systemic important HFCs and many new compliances will become applicable. As I conclude, I would like to wish a very happy Durga Puja and Dussehra to everyone!



Vikas Khandelwal
State Business Head
Rajasthan & Agra

We all know that "Corona Kaal" is here to stay for some time & all of us have adapted to this new normal. As we move in to the 3rd quarter of the year; majority of businesses have started reviving and are expected to pace towards normalcy in the coming months. Our main target in this quarter is to reach our 100% capacity on business volumes and ensure timely & 100% collection efficiency. We are focussed to revive our existing distribution channels, add new Power Partners/ Saarthi & timely activation. In this quarter we are also targeting to increase our RM productivity and ensure that each team member contributes in our success. The team is excited and has taken the challenge to make this quarter the best Q3 ever. Let's do it..

OUR JOURNEY

JUL



AUG



SEPT



IN SPOTLIGHT



Shubham Garg
Finance- HO

Shubham has been instrumental in closing audited accounts for FY 19-20 - revenue recognition, moratorium interest calculation, reconciling various control accounts and raising & resolving various loan related issues with IT department & A3S. Kudos to you and keep up the good work!

Welcome Nitin Agrahari to team Ummeed! Nitin has recently joined and taken over the CS & compliance function. Nitin brings with him 7 years of rich experience in CS & compliance role and will be focusing on compliances, governance & policies and corporate secretarial domain.



Nitin Agrahari
CS & Compliance



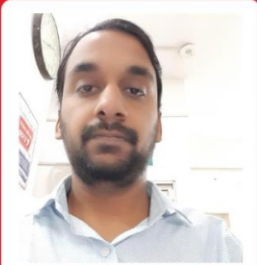
Niraj Kumar
Marketing- HO

Niraj played a crucial and important role in the development and timely launch of Saarthi App. From burning mid-night oil to endless testings for ensuring Saarthi App to be hassle free and easy to use UI, Niraj has displayed great dedication and enthusiasm. Bravo on the success of Saarthi App and keep up the good work!

CONNECTING DIGITALLY

HAPPY HOURS WITH MD

Virtual Meet with CAs & MBAs



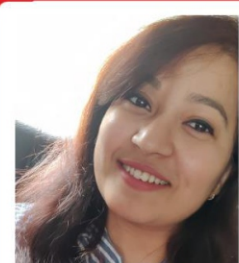
Prashant Aggarwal
Credit Manager- Sonipat

It was a great learning experience and these little interactions with MD Sir is a great initiative. Looking forward to such experiences in future as well.

Had a quality interaction with senior leadership in a good friendly environment. Enjoyed the session and learned a lot. This type of initiative help us to express our thought fearlessly and work to our best potential. I would like to thank my seniors for such a quality session.



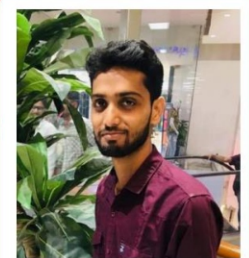
Akshay Khatri
Credit Manager- Agra



Tanvi Kaushik
MT Finance- HO

I joined Ummeed seven months back. Being a fresher, I got a chance to learn a lot from my managers and team members. What I liked in Ummeed is the work culture. If you have any problem or issue, you can just talk with your superiors without any hesitation, they'll guide you and advise you. I remember when I first joined here, I was quite nervous that how will I get along with people but some of my colleagues were very supportive and friendly who made me feel welcome. Hoping to be a valuable asset for the company and to keep growing with the organization.

I am happy to tell all of you that I have completed exact one year in this company. I joined this company as a Branch Credit Manager and it was my first job after completing my CA and I was new to the industry but the culture at Ummeed where all seniors and colleague helped me to adopt a new culture and prepared me at every stage of my career development.



Arun Kumar
Credit Manager- Ajmer

CONNECTING DIGITALLY

HAPPY HOURS WITH MD Virtual Meet with CAs & MBAs



Dinesh Khatri
Credit Manager- HO

I joined this company on 17th Feb 2020 & at that point of time I did not know anything about the Affordable housing business, as this was my first job after completing my Chartered Accountant course. I have acquired many types of skills about how we work, managing work pressure, how to do multiple tasks, how to underwrite loans for the informal income sector.

It's been a short journey and my first experience in a company but I found a great support in our seniors. Best part is, this company continues taking training sessions where its required & seniors are easily accessible. Overall great experience in short duration of time. Also overwhelmed to MD Sir to takes such wonderful sessions of Happy Hours. Thanks to all.



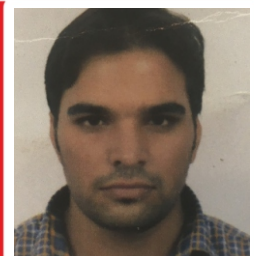
Krishna Kr. Mittal
Jaipur



Agresh Jain
Jaipur 2

It's been a very good experience working with Ummeed. I have learnt so many new things here which will be helpful to me for career enhancement. Got good experience and learning with overwhelmed support from our seniors. Good part in this company is that there are timely training sessions and team meetings conducted by seniors to give the knowledge of policies and also working under well managed policies.

It's been a good journey so far, we step up and step down but lastly we succeed with bright colours. Handling hard times lead us to a great experience. Overall good support by seniors. Good part in this company is the easy reach to seniors for any issues and queries.



Gaurav Sharma
Jaipur

MD TALENT POOL

HAPPY HOURS WITH MD

Testimonials of a few MD Talent Pool Employees

I'm proud to say that I will soon be celebrating my 3rd work anniversary at Ummeed Housing Finance and with the latest recognition that I received of being a part of MD's talent pool has boosted my morale to a higher level. Unlike many of the employees (who are new to the organisation), I have been a part of Ummeed since the time we celebrated the 1000th customer or opening of 5th Hub office or achieving the monthly login target of 100 files till today when we are a family of 6500 + customers, 25 Hub offices and counting and have crossed more than 1000 logins per month. Ummeed's culture is reinforced from the top down



Pranav Raj
Sr Marketing Manager

starts with the senior management team; a group of people who are refreshingly understanding, approachable and caring. It's inspiring to work for a company who honestly wants to do right by their customers and employees. It would be easy to work for a different company to get a paycheck but not just any company can create a culture that makes me excited to come to work everyday! Being a part of MD's Talent Pool is an honour and I will my best to remain a part of this esteemed group.

"It is a great experience being part of the MD Talent Pool Club. This type of platform help us to get recognized that will help us in future. The virtual HiTea with MD was great, learning the vision of the company."

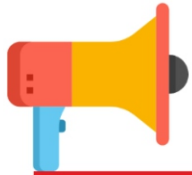


Kawalpreet Singh
Team Leader-Chandigarh



Sourabh Jain
BCM-AIwar

I am so grateful to Ummeed to recognize and consider me for being in The MD Talent Pool Club. I started my career in credit with Ummeed Housing Finance two and half years ago and since then its been a learning and growing in each and every aspect of business process. I was a newcomer in the industry and got all the support and help from seniors and colleagues to settle in and deliver with best of my efforts. I am so glad that my work is getting appreciated. I got the chance to be in the first international offsite of Ummeed Housing Finance. I won an award in Credit Premier League and got the title of Mr. Dependable. I am proud of being a part of Ummeed Family.



IMPORTANT UPDATE



FUND RAISED THROUGH LISTED NCD FROM BLUE ORCHARD - RS 38 CRORES

We are glad to inform you that we have raised Rs. 38 crore by issuing listed NCDs to an overseas investor Blue Orchard.

Salient Features of the deal:

1. Blue Orchard is a credible DFI and can do medium sized deal (USD 5-10 MM)
2. Innovation - First deal for Ummeed, on a listed NCD format. This has made our presence on Bombay Stock Exchange (BSE) and people can trade on our NCDs.
3. The capital market footprint generated by such listed issuance will help us at the time of IPO in future. Investors will be able to gauge the issuer through the years.
4. Enhanced compliance and governance requirements by SEBI for listed issuances makes the issuer's own systems and governance better. This gives confidence to other domestic lenders as well.
5. Rating agencies do give some weightage for having diversification of investor class at the time any ratings (including bank loan facility rating in future).
6. Blue Orchard has an ability to support with additional funding on an ongoing basis as they have a bigger appetite in comparison to Indian lenders.
7. Blue Orchard has made debt investments in multiple originators in India across MFI and SBL asset classes over the last 5 to 6 years but Ummeed is their first investment in India in Housing Finance space.



New Channel partner development through SAARTHİ APP

- Engaging shopkeepers to become sourcing partners for Ummeed
- Lead can be provided by updating Name & mobile no of a customer on the app
- Status of lead & the rewards can be viewed by the SAARTHİ on the app

Achievement of Saarthi App As of Sept'20 End

Saarthi Enrolled



Leads Uploaded



Logins



Disbursals



EMPLOYEE CORNER

LONG SERVICE RECOGNITION

CELEBRATING



Shariq Khan
Product & Marketing Head
Head Office



Rajendra Gupta
National Credit Head
Head Office



Shyam Singh
Operations Manager
Laxmi Nagar



Nitish
Hub Credit Head
Janakpuri



Ashish Gupta
Hub Credit Head
Jaipur



Pankaj Verma
Hub Business Head
Agra



Ashok Kumar
Business Manager
Sonipat



Kunj Bihari Sharma
Operations Manager
Sonipat



Prakash Chandra Tiwari
Business Manager
Janakpuri



Narendra Singh Choudhary
Business Manager
Jaipur



Veena Mishra
TL- Customer Service
Head Office

CELEBRATIONS

As we celebrate this auspicious day, our heart swells with pride for being born in Free India. We ought to remember the sacrifices made by millions of our ancestors, not long ago, for unifying the people and territory of India as one political entity and we also need to remember the sacrifices made by our brave soldiers even now to protect and preserve the territorial integrity of India. Join me to salute all the martyrs who have made supreme sacrifice so that we live and breathe free. **Happy Independence Day!**

&

HEARTIEST CONGRATULATIONS TO THE WINNERS OF INDEPENDENCE DAY QUIZ

* You have won Amazon gift vouchers



Tanvi Kaushik
Management Trainee
Finance - HO



Tahir Hussain Waris
Hub Credit Head
Laxmi Nagar



Naveen Kumar
Operations Manager
Yamuna Nagar

MD TALENT POOL CLUB CERTIFICATE DISTRIBUTION AT THE HUBS



Sourabh Jain
(Credit Manager Alwar)



Pankaj Pandey
(Hub Business Head Chandigarh)



Kawalpreet Singh
(Team Leader Chandigarh)



Narendra Singh
(Team Leader Sikar)



Punit Kumar
(Hub Business head- Yamuna Nagar)

BUILDING CHANGE



BUILDING THE CHANGE

Ummeed Founder & Employees contribute to support a dedicated *Not For Profit* COVID hospital in Gurugram

Head HR Beenata Lawrence handing over donation cheque to Latika Thukral, Co Founder of IAmGurgaon on behalf of employees.

IMPACT SO FAR

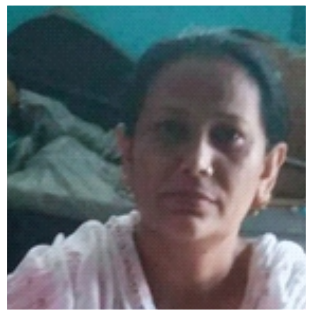
Establishing Medeor - Gurugram's first private COVID designated 120-bed facility for patients from all walks of life. Since its inauguration on May 11- 2020, Medeor has successfully treated 234 patients as of July 31st.

The hospital subsidized care for poor patients who were unable to afford their treatment. The funds were used to install a technological solution for 24X7 real-time monitoring of ICU patients. Setting up an RT-PCR testing facility at Civil Hospital Gurugram. In early July, set up an RT-PCR testing facility at Civil Hospital Gurugram, with the help of United Way.

Facilitating testing for the Gurugram administration, funds were used to supply 10,000 rapid antigen testing kits (worth INR 50 lakhs) to Civil Hospitals of the city. Doctors of these hospitals were provided with 2000 PPE kits.

CUSTOMER CORNER

My name is Anu Sharma and I along with my husband (Mr. Mithilesh Sharma) took a 9 lakhs home purchase loan from Ummeed housing finance in Oct'2018. My husband was working as a wood work contractor and was the main income earner of the family. We were a happy family enjoying life but things turned upside down this year in July when my husband was diagnosed with a kidney problem and died in Aug'20, leaving us devastated. When I contacted Ummeed to inform them about my husband's demise, I got to know that my husband had taken a Kotak Life Insurance policy along with the Housing Loan. The branch team helped me collate the necessary documents & process the claim with the insurance company. Within a period of 10 days the outstanding loan was repaid by the insurance claim and Ummeed handed over the original documents of my property to me. I have no words to thank Ummeed for their help in these difficult times, may God bless them with all the success.



मेरा नाम सोना है और मैं अपने पति के साथ सोनीपत में एक इलेक्ट्रॉनिक्स आइटम्स की दुकान चलाती हूँ। हमारा काम अच्छा चल रहा था और हम अपने बिज़नेस को बढ़ाने के लिए अपनी दुकान के पास वाली दुकान भी खरीदना चाहते थे। हमने आज तक कोई लोन नहीं लिया था जिसके कारण कोई भी बैंक हमें दुकान खरीदने के लिए लोन नहीं दे रहा था और मैं साहूकारों के पास भी उनके भारी ब्याज दरों की वजह से नहीं जाना चाहती थी। एक दिन उम्मीद हाउसिंग फाइनेंस की टीम हमारी मार्किट में आयी और उनके लोन अफसर ने बताया की हमें हमारी आमदनी और दुकान की कीमत के आधार पर नयी दुकान खरीदने के लिए लोन मिल जायेगा। इस जानकारी के बाद हमने अपने कागज़ात उनके लोन अफसर को दिए और उम्मीद ने मात्र 8 दिनों में हमारा लोन स्वीकृत कर दिया। आज हमारी दुकान मार्किट की सबसे अच्छी और बड़ी दुकानों में से एक हैं। धन्यवाद उम्मीद, आपने सही समय पर साथ दे कर हमारे बिज़नेस को बढ़ाने में मदद की।

मेरा नाम श्रीराम सेवक राय है और मैं सोनीपत में एक किराने की दुकान चलाता हूँ। कई सालों से मन में अपना घर बनाने का सपना था और यही सोच कर मैंने 3 साल पहले अपनी बचत की जमा पूंजी से 50 वर्ग गज का प्लॉट खरीदा था। इस साल मैंने जब अपने प्लॉट पर घर बनाने का सोचा तो मेरी नकद आय और आय से जुड़े दस्तावेज़ न होने के कारण कोई भी बैंक लोन देने को तैयार नहीं हुआ। एक दिन दैनिक अखबार के साथ उम्मीद हाउसिंग फाइनेंस का विज्ञापन पत्र देखा, जिसमें लिखा था की कम से कम कागज़ी कार्यवाही में होम लोन सुविधा उपलब्ध। मैंने फौरन ही उनके टोल फ्री नंबर पर संपर्क किया और देखते ही देखते मात्र 7 दिनों में मेरा लोन स्वीकृत हो गया। मेरे अपने घर का सपना जो मैंने सालों से देखा था, आज उम्मीद हाउसिंग फाइनेंस के लोन ने पूरा कर दिया।
धन्यवाद उम्मीद..



MAINTAIN AND IMPROVE YOUR WELLBEING

Work can have a positive effect on our mental health. It can make us feel good about ourselves and give us a sense of purpose. It gives us a chance to interact with others, and access supports that we might not get outside of work. On the other hand, factors like job stress can negatively affect our mental health. While much of our working environment is determined by others, individually we can take steps that will help to protect and enhance our mental health and wellbeing.

1. Keep fit
 - a. Go for a walk or cycle
 - b. Do yoga or any other physical exercise regularly
 - c. Get good quality sleep
2. Entertain yourself
 - a. Engage in your hobby of interest like music or gardening
 - b. Read a book or magazine or do a crossword or sudoku
 - c. Watch your favourite series on Netflix or Hotstar
3. Spend time with family
 - a. Cook something new
 - b. Play with your children or pets
 - c. Do some gardening



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