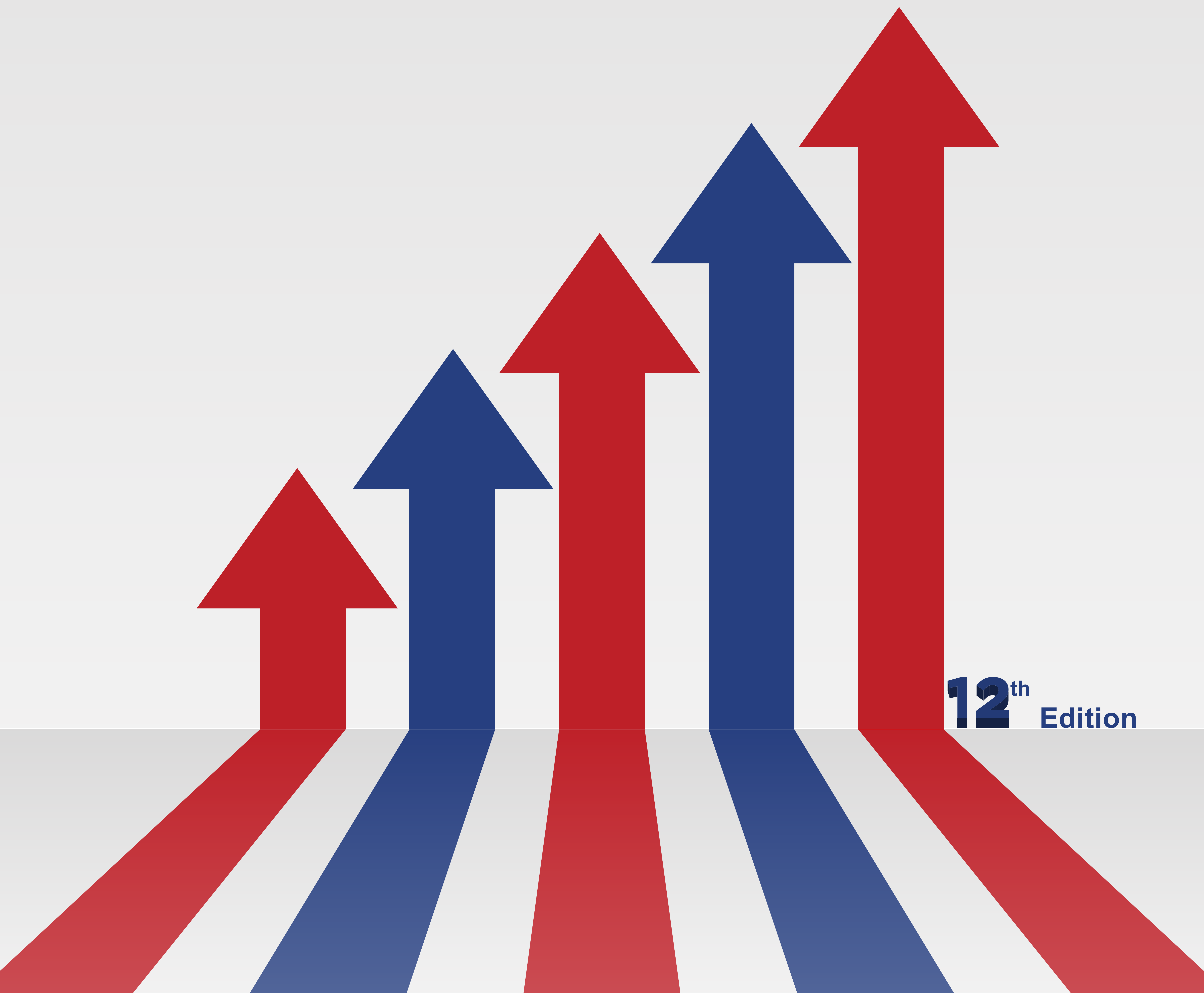




# UMMEED KA SAFAR



**12<sup>th</sup>** Edition



# Founder & MD Note



Mr. ASHUTOSH SHARMA  
Founder & MD



First and foremost, I am very excited to share that we have raised Rs 270 Cr through our recently concluded Series E equity deal, which values our shares at Rs 225 per share, up from Rs 129 per share in the last round of funding. Norwest Partners (Global AUM of over USD 9 bn) and existing investor Morgan Stanley have led this financing. This transaction speaks volumes of the hard work which the team has put in over the years to create a solid platform for future growth.

Gross Disbursal was severely impacted in Q1 21/22 on account of Covid induced lock down across Northern India, including the states of NCR, Rajasthan & Haryana where we have operations. Given the hit caused by these lockdowns on our existing customers' income flows, our collection efficiencies also took a dive. A large degree of normalcy was restored by mid June and Q2 21/22 continued to see these green shoots grow as number of new Covid infections continued to fall. Disbursals have started picking up and collection efficiency has improved month on month through Q2 21/22. I am delighted to report that the focus has shifted back to moving towards achieving capacity output and growth

The 7 new Hubs that were added across Haryana, Rajasthan & Uttarakhand in Q1 21/22 are now operational and slowly ramping up business. A number of senior sales and credit hires at Area and State level have also been effected. While many have joined the organization, others are serving out their notice period with their current employees and expected to join in the next few months. This allows us the capacity to ramp up the AUM build across Hubs as the Covid2 related disruptions normalize.

While Gross Disbursals have grown well from Rs 33.1 Cr in Q1 to Rs 85.3 Cr in Q2, we are far from reaching optimal capacity. Q3 and Q4 becomes very important to book new business, as we plan to ramp up Gross Disbursal to Rs 135 Cr in Q3 and Rs 162 Cr in Q4. The Saarthi initiative is yielding good results on the login front, but we need to push Power Partner development hard across hubs and states to ensure login and conversion on larger ticket Housing Loan. STBL business also seems to be building up nicely and is contributing 10/12 pct of total volume. We need to push this number to 15% by end of Q3.

Post our recent equity raise, given reasonable leverage we have enough equity to comfortably support an AUM of Rs 1800/2000 Cr. The focus therefore needs to move to expansion and growth. I need all your help to continue to grow in rapid fashion, keeping all parameters of risk under tight control.



# COO's View



**Mr. Sachin Grover**  
Chief Operating officer



As we enter the most important phase of the year, let me articulate key focus areas for all of us as a team for the quarter.

- **DISTRIBUTION & VOLUME BUILD UP:-** Widen the login funnel with enhanced focus of channel partners including Power Partners, Saarthi and others. Festivities down the corner, consumer demand is at its peak, let's focus to build up a good book, beat all documented targets by a good margin and ensure all hub teams make best of incentives.
- **CUSTOMER FIRST:** - Journey of the customer right from login stage to disbursement and more needs to be impeccable. A happy customer gives us multiple happy customers and is the Best Brand Ambassador for us.
- **COLLECTIONS:** - Income streams returning back towards normalcy, need to keep aggressive stance on the collections of cases in delinquency buckets, settlement of NPA and high-Risk cases as well reducing front end bounce rates. Quickly we need to deliver numbers in line with March'21 closing. Need business and credit teams to contribute significantly.





# Mancom's View

**Mr. Bikash Mishra**  
Financial Controller



First of all, I am very happy to share that we have closed a funding of Rs 270 Cr. through primary and secondary raise in a Series E Equity round led by global investor Norwest Venture Partners along with existing investor Morgan Stanely which will drive us to continue building and scaling up our growth journey.

During Q2 FY 22, we have put in place an Inhouse Internal Audit Function led by Head – Internal Audit Rohit Kumar. The Internal Audit team under Rohit's leadership, will be responsible for conducting Branch and departmental audit along with Loan file Audit. This will help in identifying errors and improve control procedures.

During Q2 FY 22, we have also completed our Annual report for FY 2020-21 and the same is available now on our website. This is our first Annual report prepared under Ind-AS, a complex globally accepted accounting methodology. I advise all colleagues to go through the Annual Report to get detailed information about the performance of our company for the last FY.

As I conclude, I would like to wish a very happy Dussehra and Prosperous Diwali to everyone!

The quarter gone by (Q2 FY 21-22) has been a mixed bag for us in terms of hits & misses. We were able to open 6 new branches in Rajasthan, taking the number of branches to 21 in total. As a team we were able to achieve 88% of Q2 business target however we were able to restrict our quarterly cancellations to 5% of fresh bookings.

Now as we enter the 2nd and most critical phase of this financial year, the team is focussed towards:

1. Business Ramp up and consolidation of new HUBs– Targeting to move all the existing branches in yellow & Green category.
2. Focus on timely disbursals – Imbibe a culture of daily disbursal in the team
3. RM Hiring, Productivity and retention – All branches to reach 100% of hiring budget within Oct'21.
4. Sourcing of big-ticket home loan cases – Special focus to get 3-4 cases of  $\geq 25$  lakhs from each branch.
5. Revival of distribution partners – Add new power partner & Saarthi and timely activation I would like to wish a very happy festive season to all the employees and look forward to overachieve business targets for the year.

**Mr. Vikas Khandelwal**  
State Head- Rajasthan



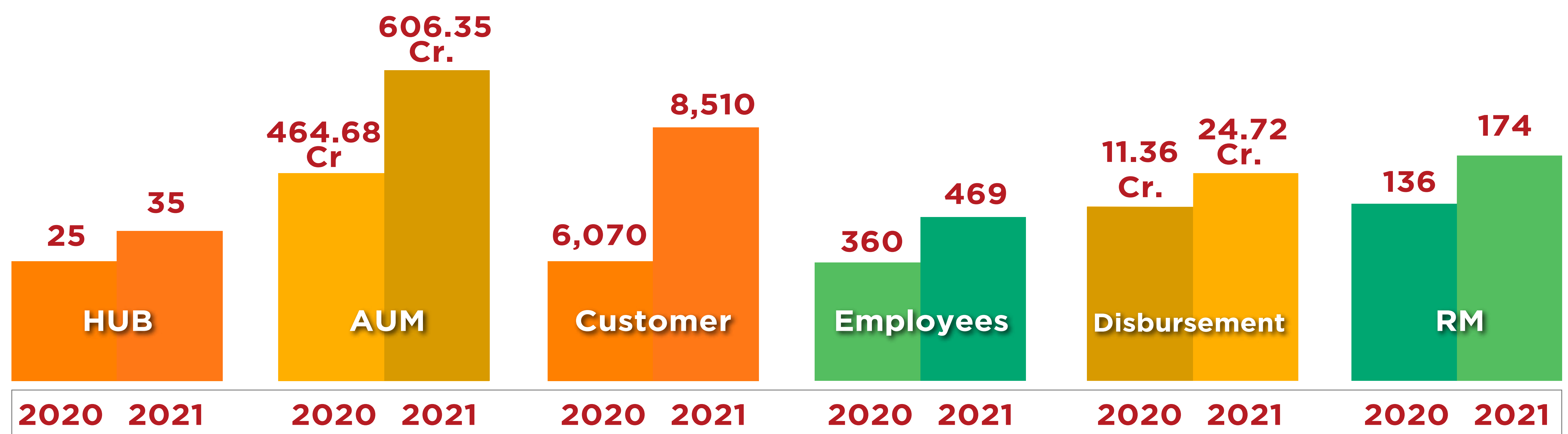
Keep your eyes on the Stars



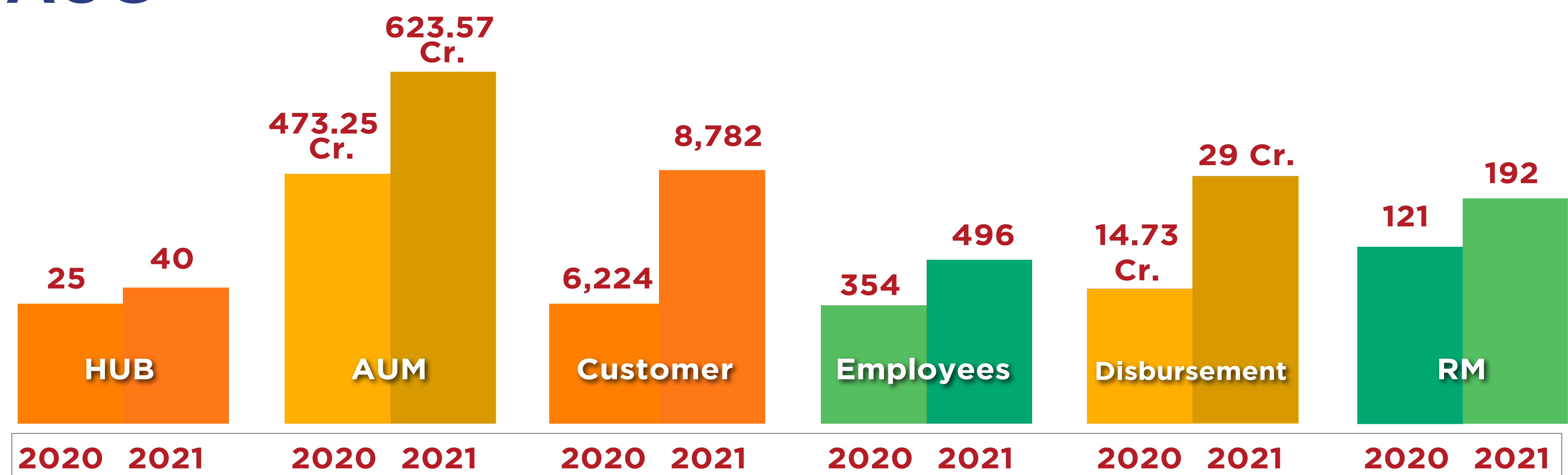
# Our Journey



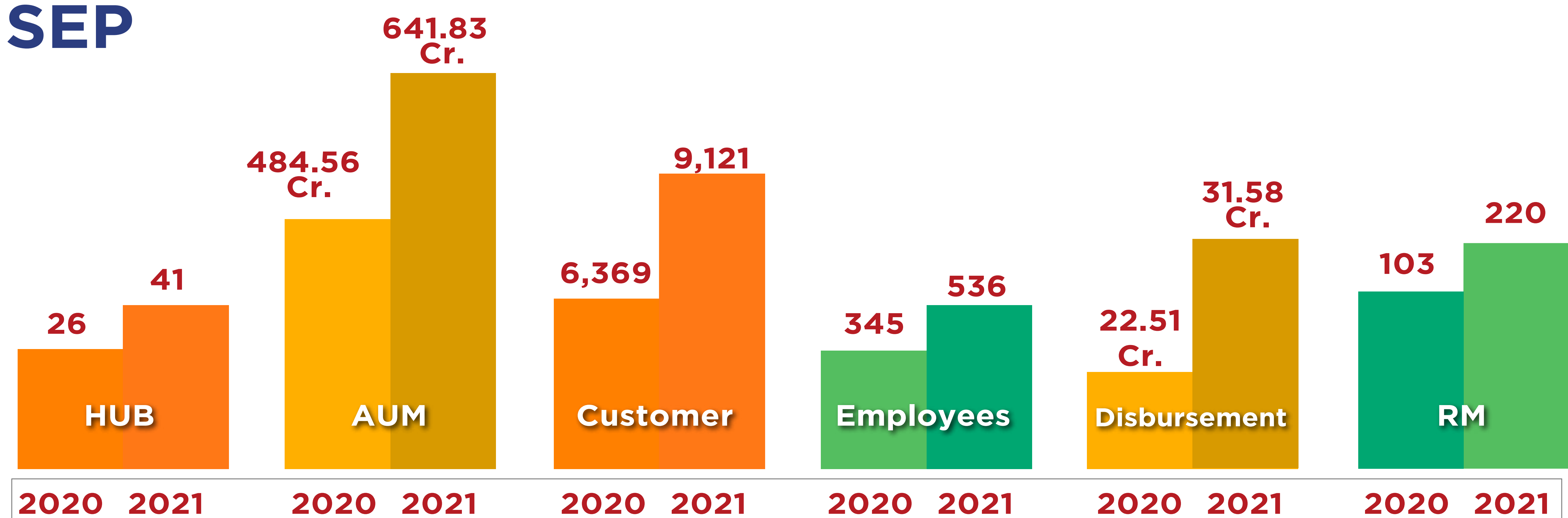
## JUL



## AUG

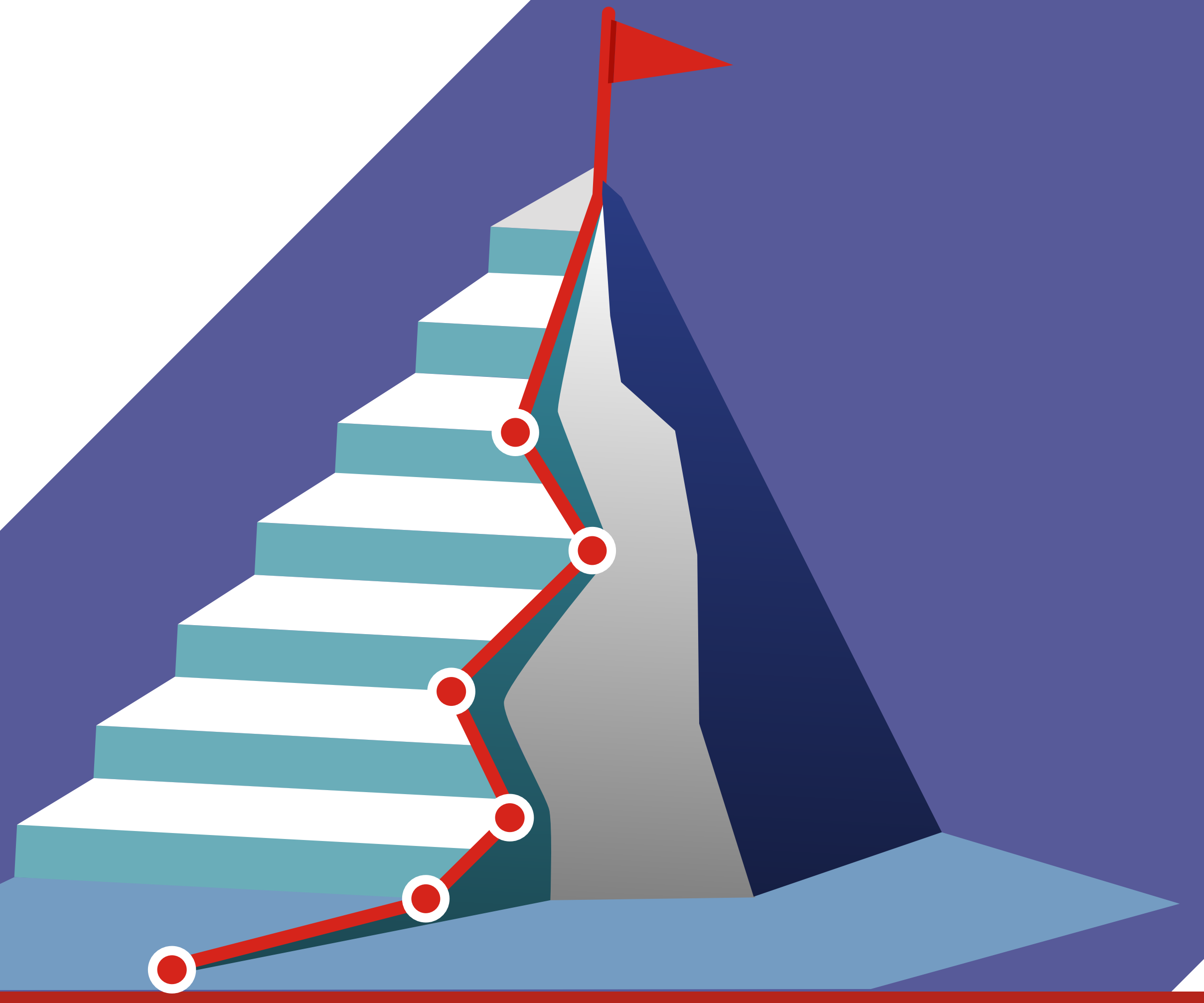


## SEP





# Key Milestones



## Series E Equity Raise

NORWEST  
VENTURE PARTNERS



Morgan Stanley

# ₹270 CRORE

- Capitalised for growth
- Supported by 3 global investors
- Successfully Navigated Covid related disruptions

## Highlights

Loan Book at Rs.641.35 Cr, targeting approx.. Rs. 850 cr. by March-22.

Building strong market base with 9121+ active customers. Cumulative disbursement till September-21 is Rs.1005 Crores.

Portfolio efficiency in September'21 at 93.91%. Collection efficiency is in the top 10 percentile in the industry

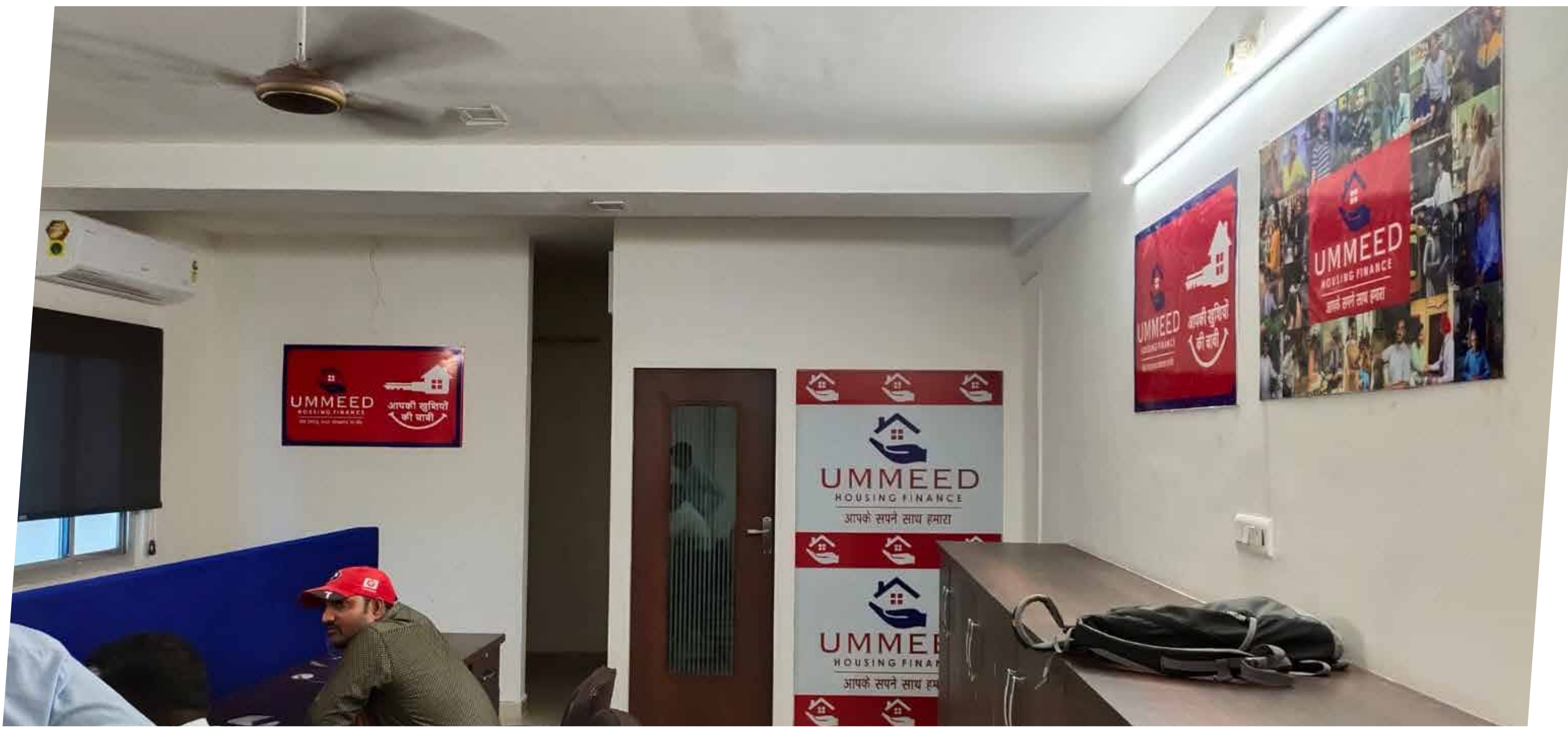
New hubs launched during the quarter ending September-21 - Beawar, Bhim, Dehradun, Haridwar, Kurali, Nagaur, Sumerpur, Neem ka Thana

Ummeed has successfully closed a funding round of ₹270 crore through primary and secondary raise in a series E equity round led by Global Investor Norwest Ventures Partners along with participation from existing investor Morgan Stanley Private Equity Asia.

Eligible to exercise SARFAESI power and be recognised as "Financial Institution" for the purpose of SARFAESI Act. It will help us to resolve stress cases within 120-150 days.



# New Hubs



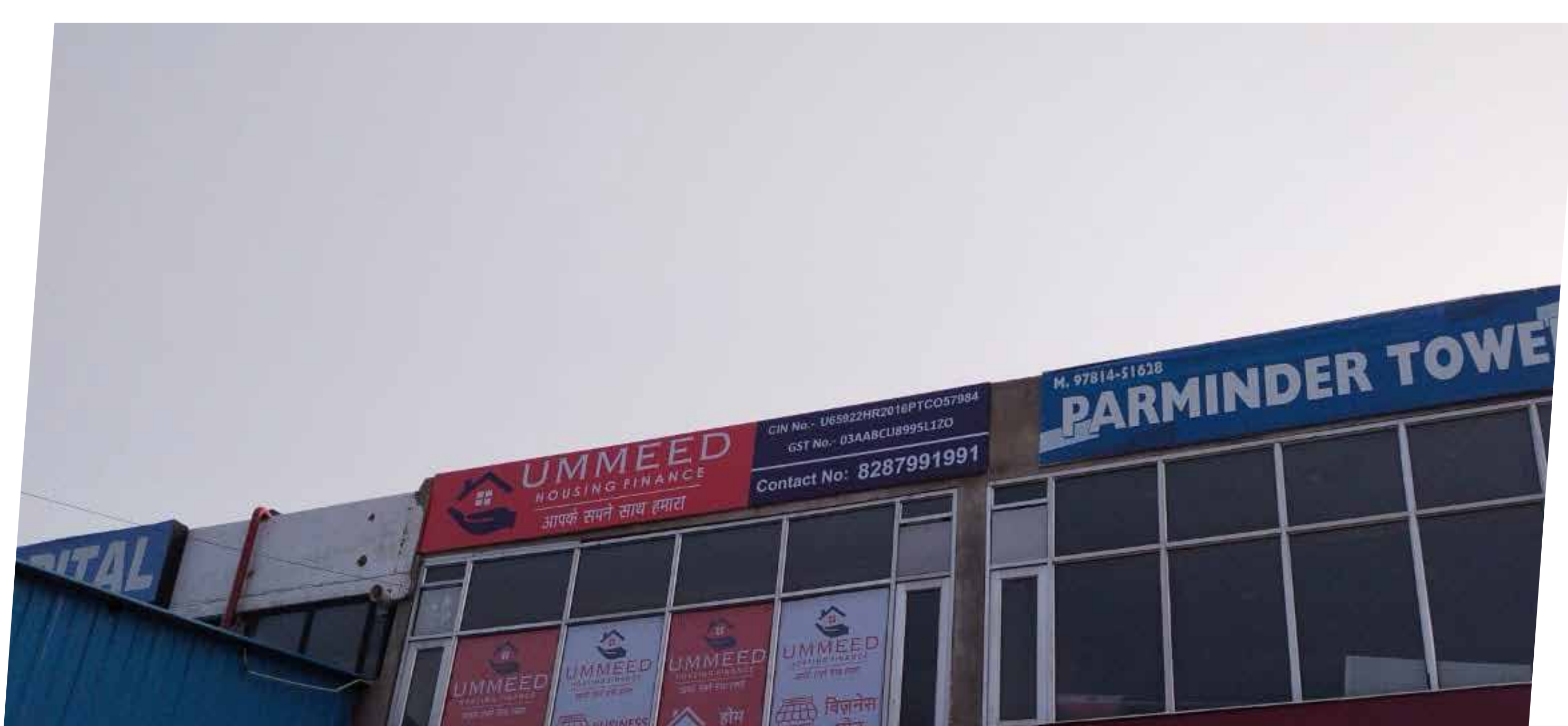
**NAGAU**



**BEAWAR**



**BHIM**



**KURALI**

Action is the real measure of Success



# Business Meet



**GLIMPSE OF AREA BUSINESS MEET  
UDAIPUR**



**GLIMPSE OF COLLECTION'S MEET  
GURGAON - HO**



**GLIMPSE OF AREA BUSINESS MEET  
KARNAL**

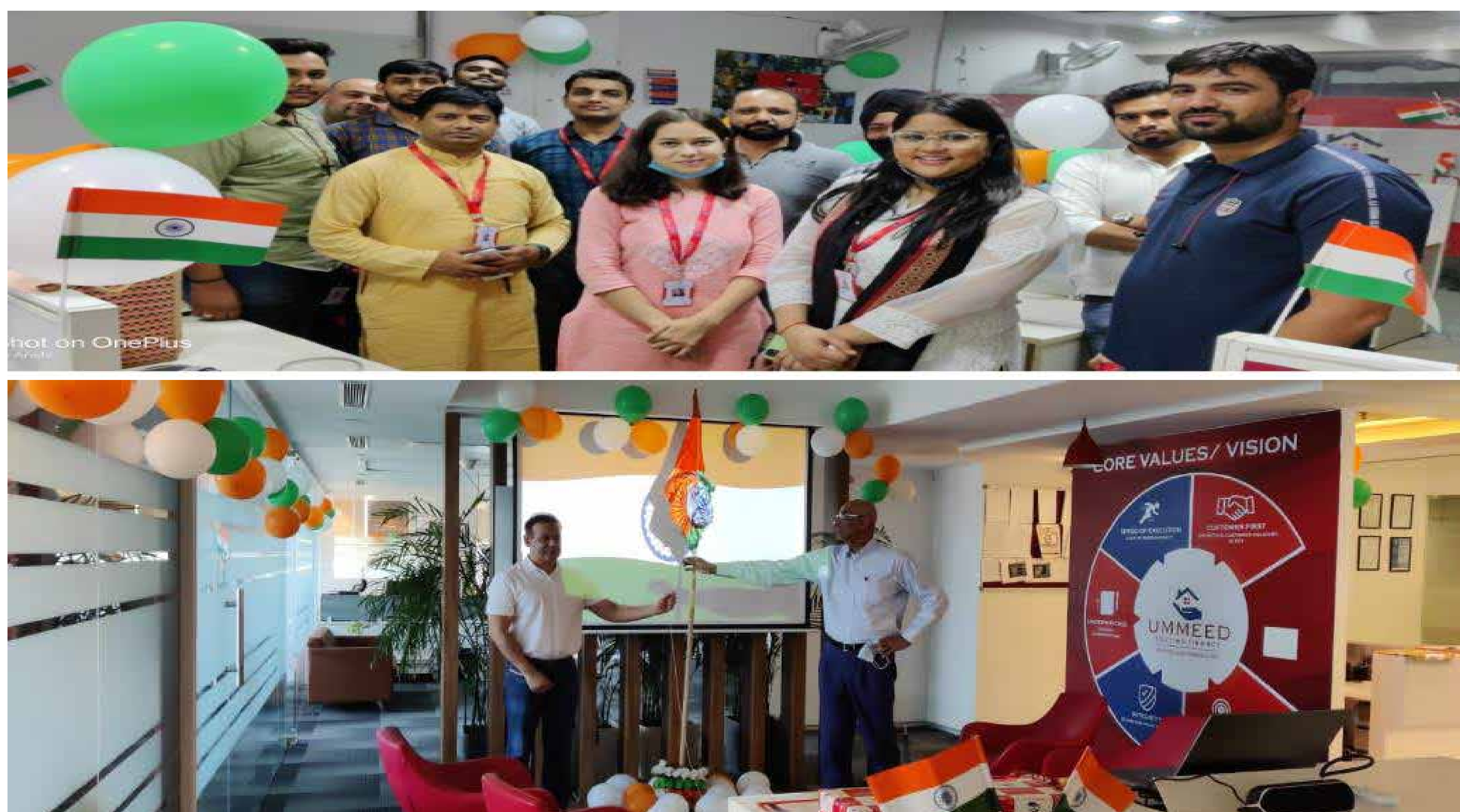


# Events



TOP KATS FELICITATION

GURGAON - HO



INDEPENDENCE DAY 2021 CELEBRATION

LAXMI NAGAR & GURGAON - HO



# Welcome to Ummeed



Dinesh Pandey, Gurgaon HO, Central Ops - Disbursement  
Vivek kumar, Gurgaon HO, Finance Officer - Fund Raise  
Bharat Jagrat, Beawer, HUB Business Head  
Rishabh Jain Bhim, Hub Credit Manager  
Gopeshwar Singh Rathod Bhim, HUB Business Head  
Amarjeet Kumar, Yamuna Nagar, HUB Credit Head  
Hirdesh Kumar Karnal, Area Business Head  
Vishal Singh, Sumerpur, HUB Business Head  
Anshuman Joshi, Kota, Cluster Business Head  
Vineet Kumar, Dehradun, HUB Credit Head  
Adit Kumar Tiwari, Kurali, Hub Credit Manager  
Rahul sati, Haridwar, HUB Credit Head  
Dinesh Agarwal, Neem Ka Thana, Hub Credit Manager  
Sandeep verma, Gurgaon HO, Head - Operations  
Virender Singh, Kaithal, Hub Credit Manager

Hans Raj Gurgaon, HUB Business Head  
Kuldeep Sen, Nagaur, HUB Business Head  
Birbal Prasad Saini, Neem Ka Thana, HUB Business Head  
Narendra Kumar Dayama, Sikar, HUB Business Head  
Jagdeep Singh, Kurukshetra, HUB Credit Head  
Jagpal Singh, Jodhpur, Area Operations Head  
Pankaj Bhardwaj, Sirsa, HUB Credit Head  
Sumit Agarwal, Jodhpur, Area Credit Head  
Shashank Shekhar Laxmi Nagar, State Credit Head  
Arvind Kumar Vishwakarma, Agra, HUB Business Head  
Vimal Kumar Saini, Sikar, HUB Credit Head  
Richa Rai, Gurgaon HO, Area Legal Manager  
Arvind Kumar Srivastava, Gurgaon HO, Lead - Central OPS  
Ravi Sharma, Beawer HUB Credit Head



# Long Service Recognition



Years  
**5**



Shariq Khan  
Head-Product & Policy  
Gurgaon- HO



Rajendra Gupta  
National Credit Manager  
Gurgaon- HO



Shyam Singh  
Operations Manager  
Laxmi Nagar

Years  
**4**



Nitish Kumar  
Cluster Credit Head  
Janakpuri



Veena Mishra  
Lead- Customer Service  
Gurgaon HO



Narendra Singh  
Business Manager  
Jaipur

Years  
**3**



Raj Kumar  
Cluster Business Head  
Janakpuri



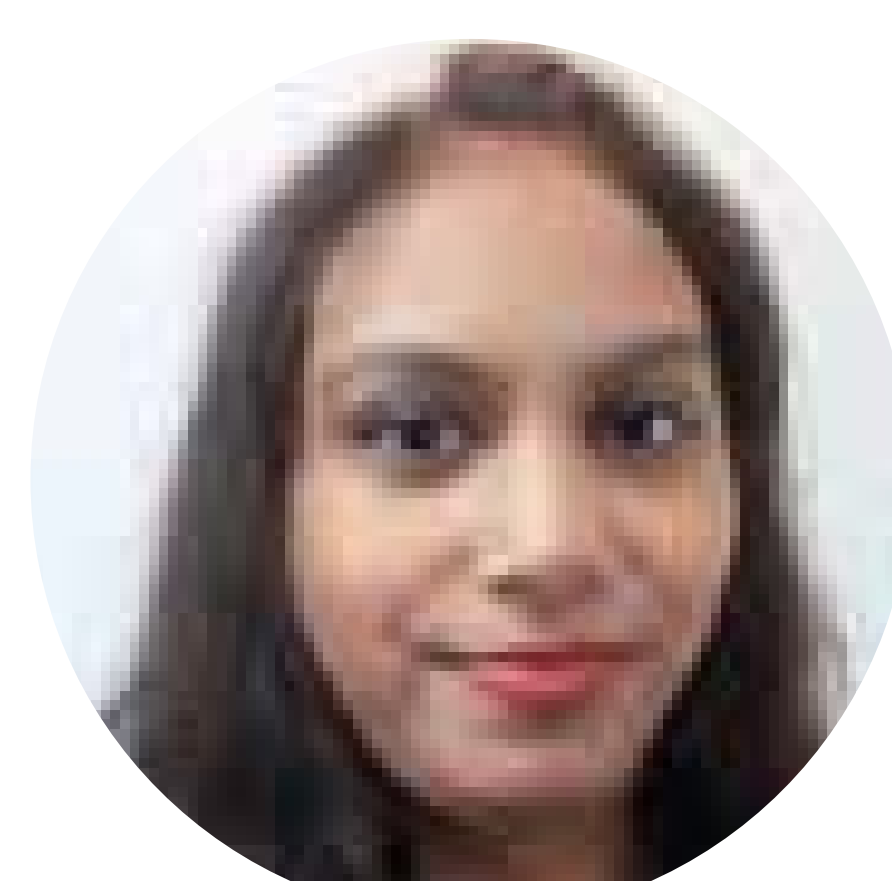
Afzal Ahmad  
Head - RCU  
Gurgaon HO



Inderjeet Yadav  
Business Manager  
Janakpuri



Chandan Kumar  
Head- Collections  
Gurgaon HO



Arti  
Tele Sales  
Gurgaon HO



Seep Narayan  
Collections Officer  
Jaipur



# In Spotlight



Manoj joined us in Jan'18 as a RM in Jaipur and in 2 years became Business Manager. He is now handling Sanganer hub as Hub Business Head. He has proven his mettle as an individual player and as team leader.

**Manoj Kumar Sharma**  
Sanganer - Hub Head

Rajneesh joined us in May'19 as Hub Business Head in Jaipur2 and in 2 years became Cluster Business Head. He is a consistent performance and has maintained Nil NPA in his region.



**Rajneesh Sharma**  
Jaipur - CBH



Ajeet reported a splendid performance in Q2 of FY 2021-22, in the cash salary prospects segment. He directly concluded 28+ cases, 175+ co-ordinated cases for RCU checking, on the other front of post disbursement property possession check did 30+ cases directly, he also closed 15 investigation on primary front, along with efficient management of ven-locations, a true asset for the organization.

**Ajeet Kumar Barnwal**  
HO - RCU

Abhay joined Ummeed in July 2020 as a part of Fund-Raising Team. He is very focussed, sincere and hardworking and knows exactly what to do, when to do and how to do. He is independently handling reporting of close to 30 lenders without any breach which is commendable.



**Abhay Kant Gupta**  
HO- Finance Officer



Mayank joined us in the month of January 2021 and has proved his mettle in just 8 months of his joining the marketing team. A very fast learner plus a good listener, Mayank has understood the requirement and is aggressively working towards the implementation of plans. He is successfully handling the marketing & distribution requirements of Haryana & NCR Region. A consistent performer and specialises in finishing the assigned tasks on time.

**Mayank Chaturvedi**  
HO – Marketing



# Careers @ Ummeed



In 2017, I joined Ummeed as Credit Officer and currently working as a Cluster Credit Head. Individual talent and achievement are highly recognized in the company and encouraged by all. It is a place where one can work passionately and dare to dream big. I can say that it is an organization where you can plan and draw your long growth chart, there is always someone behind you to tap on your shoulder.

Nitish Kumar  
Janakpuri - Cluster Credit Head



I am proud to be associated with Ummeed for so long. The extraordinary growth-inducing environment has benefitted a lot of employees. The easy-to-reach leadership creates a positive environment all around. Ummeed provides a good platform for career growth where talent and hard work are recognized and appreciated. I am grateful to be part of Ummeed and look forward to be associated for many more years to come.

Seep Narayan  
Agra - Collections Officer



Thank you for the motivation and encouragement I get in this organization throughout the years. Guidance and support have been instrumental in helping me achieve my professional goals, and for that I am forever grateful. I have completed 5 meaningful years in the company. I look forward to several more years of working with you and making this company grow to the best potential it could accelerate to. Ummeed is indeed a Great Place To Work!

Shyam Singh  
Shahdara - Operations Manager

Go to next level



# Customer Testimonial



नमस्कार , मेरा नाम सौरभ पांडे है और यह मेरी बहन सोनी रानी पांडे हैं। हम लोग भागलपुर - बिहार के रहने वाले हैं। बीते कुछ सालों से मेरी बहन अपने परिवार के साथ दिल्ली में रहती हैं।

3 साल पहले दीदी और जीजा जी ने दिल्ली में घर बनाने के लिए उम्मीद हाउसिंग फाइनेंस से होम लोन लिया था पर 1.5 साल पहले मेरे जीजा जी का हार्ट अटैक से निधन हो गया। हम पर तो ऐसा लगा की मुसीबतों का पहाड़ टूट गया क्योंकि जीजाजी ही अकेले कमाने वाले थे और लोन की किश्त भी उनकी तन-ख्वाह से जाती थी।

इसी सिलसिले में जब उम्मीद हाउसिंग फाइनेंस में बात हुई तो पता चला की जीजा जी ने लोन के साथ जीवन बिमा पॉलिसी भी ली थी। उम्मीद हाउसिंग फाइनेंस के अधिकारियों ने बताया की पॉलिसी धारक की मृत्यु की स्थिति में लोन के बकाये का भुगतान इंश्योरेंस कंपनी द्वारा किया जायेगा। महीने भर के अंदर ही इंश्योरेंस कंपनी ने लोन का भुगतान उम्मीद हाउसिंग फाइनेंस को कर दिया और हमे अपने लोन की NOC और घर के कागजात मिल गए।

अगर जीजाजी ने लोन के साथ जीवन बिमा पॉलिसी नहीं ली होती तो हम लोन की बकाया राशि नहीं भर पाते और अपने घर से भी हाथ धो बैठते।

हम हमेशा भविष्य के प्लान बनाते है यह सोचते हुए की अभी हमारी मृत्यु नहीं होगी, पर मृत्यु एक कड़वा सच है जो कभी भी आ सकती है। इसलिए मैं आप सब लोगों को सलाह दूंगा की कभी भी कोई लोन लें तो उसके साथ जीवन बीमा जरूर लें क्योंकि अगर आपको कुछ होता है तो कम से कम लोन का बोझ आपके परिवार पर नहीं पड़ेगा,

धन्यवाद।



नमस्कार मेरा नाम रमेश चंद हैं और मैंने 3 महीने पहले उम्मीद हाउसिंग से अपना घर खरीदने के लिए लोन लिया था लोन देते समय मुझे ब्रांच के अधिकारियों ने उम्मीद की कस्टमर रेफरल स्कीम के बारे में बताया था जहाँ अगर कोई वर्तमान ग्राहक अपने किसी रिश्तेदार, दोस्त या किसी जानने वाले को लोन के लिए उम्मीद में रेफर करता है और उसका लोन हो जाता है तो उम्मीद के वर्तमान ग्राहक को Rs. 3100 /- की राशि मिलेगी। कुछ समय पहले जब मेरे एक दोस्त ने मुझसे होम लोन सम्बंधित सलाह मांगी तो मैंने उसका संपर्क उम्मीद हाउसिंग के अधिकारी से करा दिया। मात्र 10 दिन में मेरे दोस्त का होम लोन हो गया और मुझे कस्टमर रेफरल स्कीम के तहत , उम्मीद हाउसिंग की तरफ से Rs. - 3100 /- की राशि प्राप्त हुई। उम्मीद हाउसिंग फाइनेंस ग्राहकों कस्टमर रेफरल के रूप में बहुत ही अच्छी सेवा प्रदान की है जिससे हम अपने जानकारों का लोन कराने के साथ साथ अच्छी इनाम राशि भी कमा सकते हैं।

धन्यवाद।







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