



Celebrating



10000 CUSTOMERS

UMMEED KA SAFAR 13

Founder's Note

As the impact of the 2nd Covid wave waned, both disbursement and collections efficiencies picked up in the 3Q21/22. We closed Gross Disbursements of Rs 110 Cr in 3Q as against Rs 85 Cr in the 2nd Quarter. Although these numbers are well below capacity the Rs 40 Cr Gross Disbursement in Dec 21, gave us reason for cheer as we start approaching 85 % of capacity.

The Collection team has continued to do a good job as they pulled back portfolio collections efficiencies past 95 % (up from 93 % in the last quarter) and kept GNPA in check at less than 1 %. Now more stringent RBI regulation on NPA recognition has been introduced which could lead to a slight increase in the GNPA numbers in 4Q21/22 and therefore to keep an eye on portfolio quality, focus on collections continues to remain important.

With 2 new hubs being opened in 3Q21/22, we have now reached 43 hubs and it is becoming critical to have area positions across business, credit and ops manned to drive growth across our locations. We will need a lot of continued focus across distribution and sales to drive up Gross and Net Disbursements. While the Saarthi channel continues to work well, Power Partner focus needs major improvement in many geographies especially the ones with new Area Managers. Similarly some geographies have understood the importance of pushing STBL and have hired and trained a separate RMs sales force to build this distribution, while others ie Chandigarh and Jaipur have not. We need to consistently deliver 15 % of our Gross Disbursement through STBL.

A systemic approach to process improvement is being undertaken which will allow us to harness our energies better, pushing productivity and operational efficiencies at the hub level. Some of these projects are listed below, these are being anchored and driven by our Mancom team, with assistance from Indrajit Lahiri, a veteran retail banker who has recently joined us as a consultant.

1. A platform to facilitate digital collections on upfront bouncing
2. Simplified loan documentation and stamping using e-signing and e-stamping
3. A simplified login process
4. Setting a platform to allow digitized logins by the telly sales unit
5. A process to review and cut down on physical file content
6. Streamlining disbursement MIS and introducing a disbursement focus at the hub level

In addition to this, the improvements on our LOS system have now been effected and we have also delegated some underwriting authority to the state and area levels on a selective basis, which should allow us to debottleneck approvals and bookings.

Getting high quality manpower and efficient processes is key to driving out growth in the coming quarter and years ahead.



Mr. Ashutosh Sharma
Founder & MD

COO's View

We enter the most critical and important Quarter of the Year with a firm base of 700cr AUM, 40cr disbursal in Dec'21, 43 hubs and a strong frontline team of 270 Relationship Managers. Let's gun for the best performance every single month and end March month with 55cr of volume.

A couple of focus areas for us as a team.

- **HAWKISH EYE ON IMD FEE AND ROI**

Let's minimise deviations on these fronts and ensure we act responsible while closing deals.

- **DILIGENT ON EXPENSES**

Vendor, Travel and Hub running expenses, all need to be managed within approved limits.

- **EMBRACE DIGITISATION**

A lot of time and resources are being channelised towards digitising sourcing, processing, disbursal, customer outreach and collections. This shall certainly help us in improving process efficiencies, bring about a positive change and help in managing work life better, let's all welcome these changes and embrace it in our day-to-day professional life.

- **SENSE OF URGENCY**

Speed to market, setting day plans and meeting deadlines, showing sense of urgency since the first day of the month and not only during fag end of a particular month.



Mr. Sachin Grover
Chief Operating Officer



Mancom's View

The last quarter has been full of action. IT team has successfully implemented SOC Services, CISO as a Service and implemented Load balancer with our servers. While the year has ended with a list of achievements, there is more in pipeline and we are excited to start another new year with a lot of zeal and enthusiasm.

We are eagerly looking forward to introduction of a new customer servicing tool which will go live in Jan'22. This tool will have huge positive impact on the way we service our customers.

At Ummeed, we work tirelessly on automation and digital initiatives and there is a host of digital transformation initiatives which team is working on.

Watch out for this space for more!



Madan Singh
Head - IT

I would like to take this opportunity to wish my Ummeed colleagues a very happy & healthy 2022. The quarter gone by (Q3 FY 21-22) has been a mixed bag for us in terms of hits & misses. We have successfully conducted Area RM meets; which has provided a sense of team bonding & higher motivation to RMs & during these interactive sessions, we have been able to take on-field staff feedback and provide them resolution & clarity. The team is highly focussed on creating right distribution mix with primary focus on Power Partner (Home loan sourcing) & Saarthi (STBL sourcing). In Q3 we have been able to achieve a combined sourcing of approx 70% from Power Partners & Saarthi. Our Power Partners have consistently topped the 2 completed contests (Pan India) and won a Bike (which was given last month in an E-Ceremony presided over by COO). As we enter the last & most important business quarter; the team is fully focussed on achieving 100% of disbursal target with special focus on Home Loan and STBL business with the right distribution. Additionally the team is focussed on :

1. Daily Disbursal culture
2. RM Hiring, Productivity and retention
3. Focussed approach to disburse at least 2-3 Home Loan (>20 lakhs) cases per HUB
4. Controlling Cancellations - Timely cheque handover

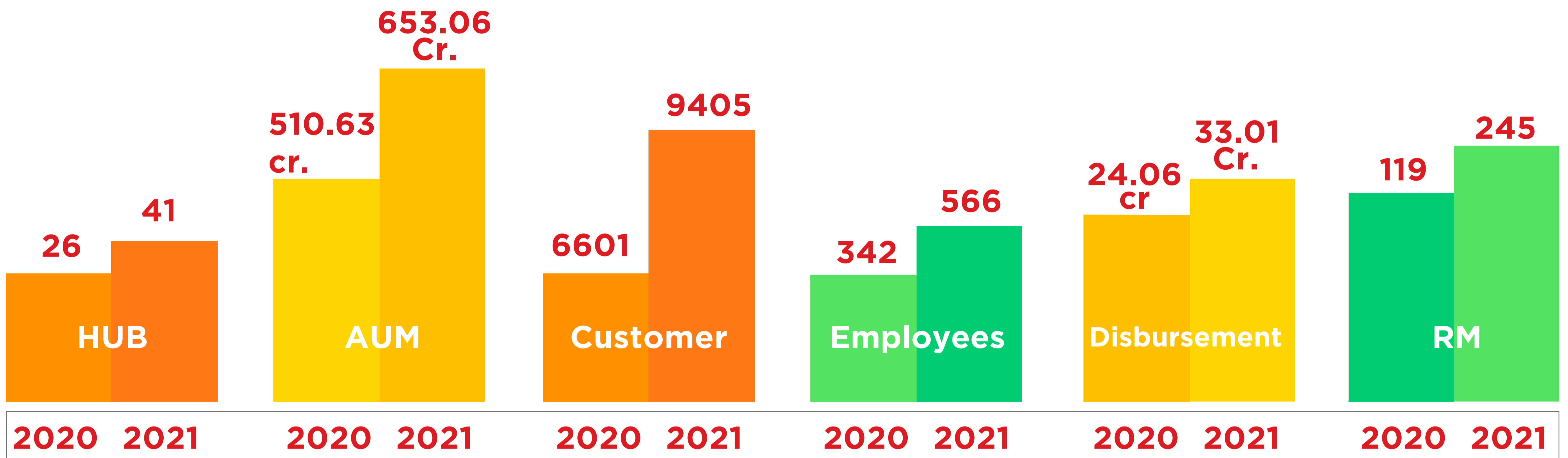
Looking forward to close the year on a high with the company achieving 800 cr. of AUM.



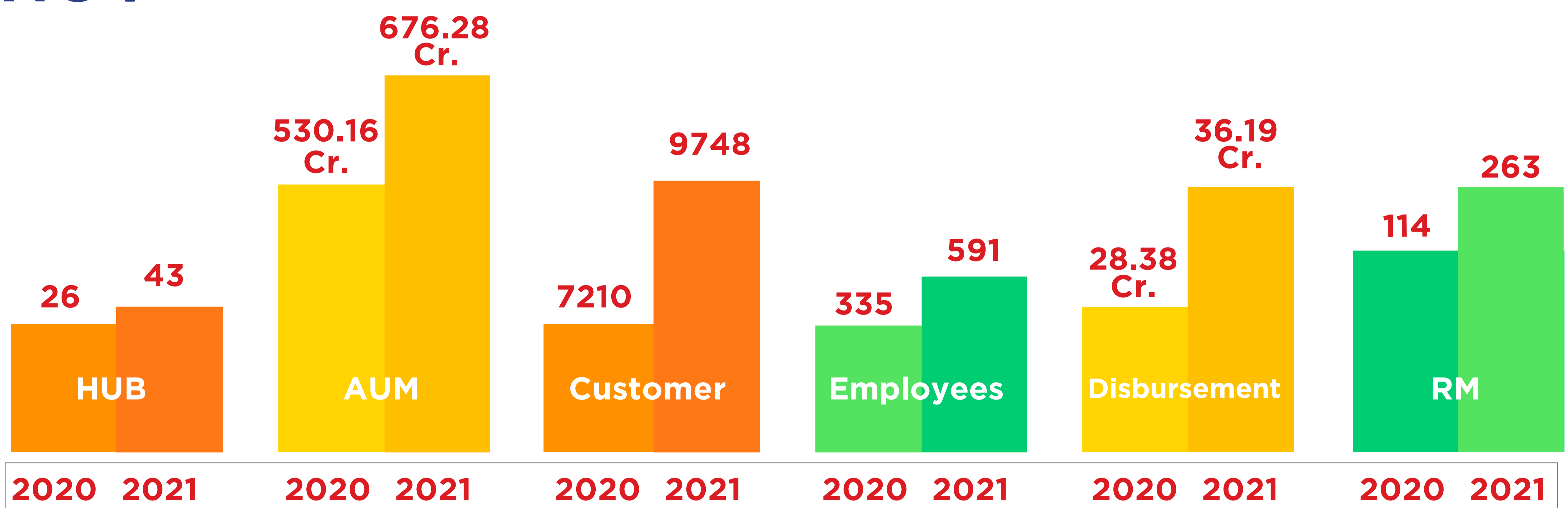
Ajit Pal Singh
State Business Head
Haryana & UK

Our Journey

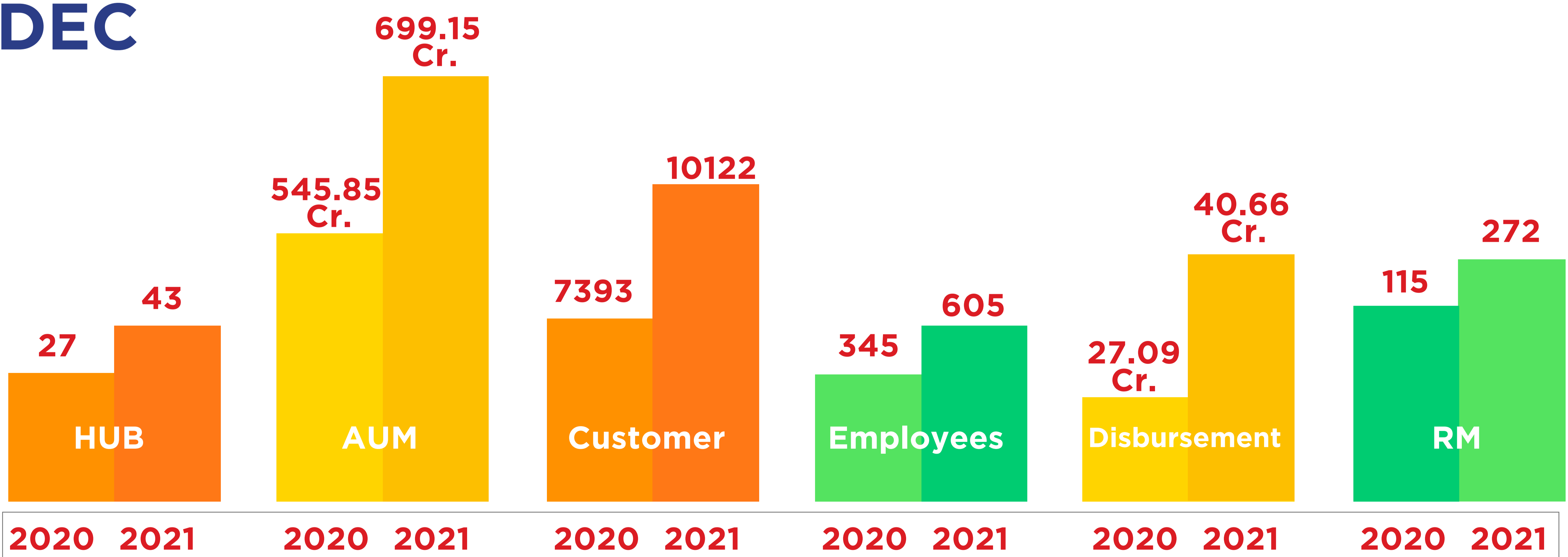
OCT



NOV



DEC



Key Milestones

1

Loan Book at Rs.699.15 Cr. Slowdown in disbursement due to COVID Pandemic.

2

Building strong market base with 10,122+ active customers. Cumulative disbursal till date is Rs 1124 Cr & good Performance on containing NPA % @ 1.00%

3

Portfolio efficiency in December'21 at 95.65%. Collection efficiency is in the top 10 percentile in the industry

4

15 branches have been opened from April-21 to Decmber-21, taking total branches to 43.

5

Strong Liquidity Position - with Rs.178.72 Crores of Liquid funds as on 3rd Dec 2021 and undrawn sanction line of Rs.72.5 crores.

6

Ummeed has raised Rs.270 crores in a Series E Equity Round from Global Investor Norwest Venture Partners with participation from existing investor Morgan Stanley at a robust valuation.

7

We are working towards increasing Brand Awareness, Recall & Reach of Ummeed across geographies at the same time engaging employees, customers and channel partners for a delightful experience with us.

Celebrating 10,000 Customers



Power Partner Felicitations



Business Meets

Jaipur



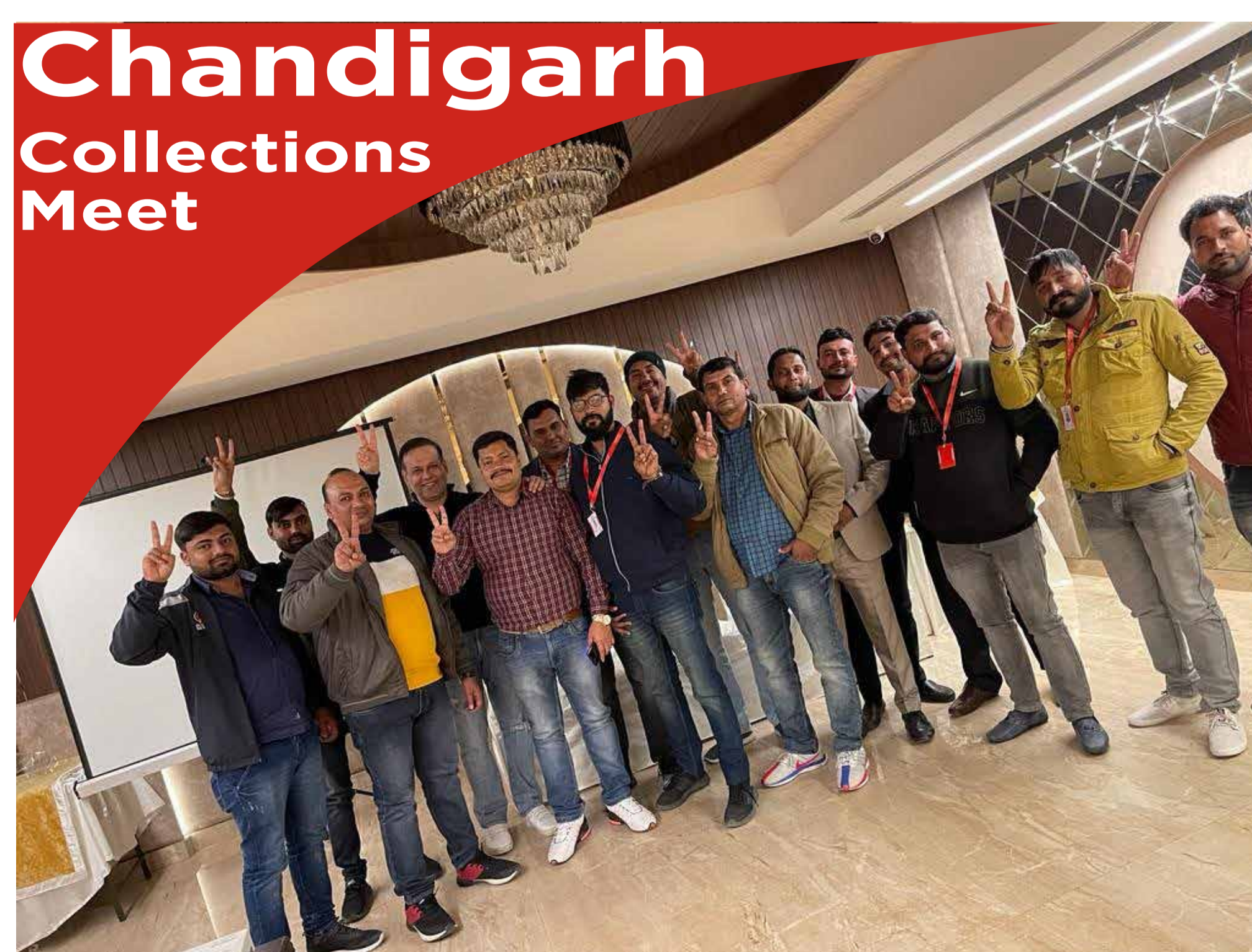
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Chandigarh



Chandigarh Collections Meet

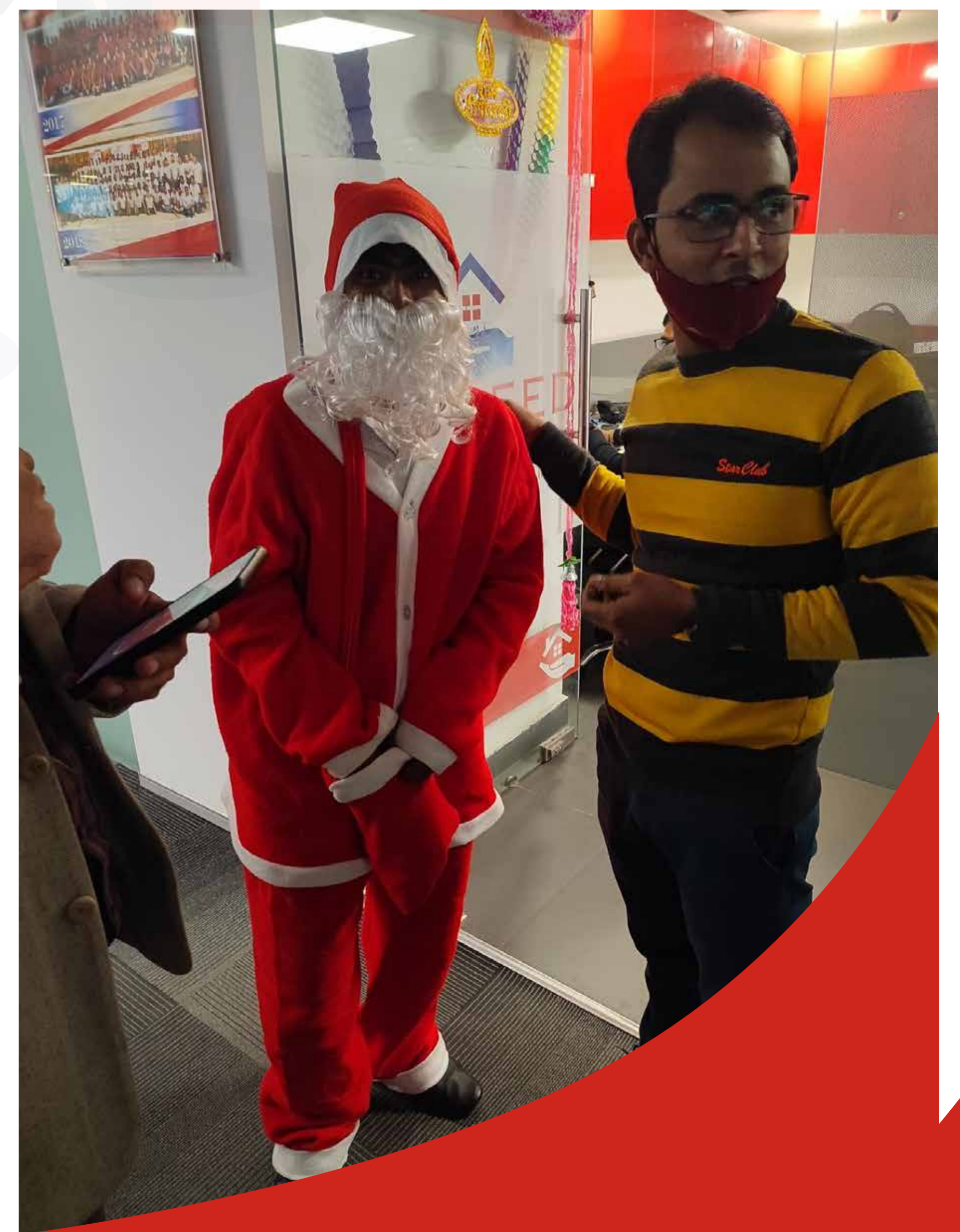


Celebrations

Diwali



Christmas



Celebrating **10000** CUSTOMERS

Welcome to Ummeed



Build a strong brand

Knowledge Series



Nugget on Fair Practice Code

Ummeed has defined guideline of Fair Practice Code (FPC) to be followed by all employees and reirrigated it time to time. In this nugget we are highlight that what's is objective, what is the policy requirements and why it is important to follow it.

The primary objective of the Fair Practice code policy of Ummeed are as following -

- To promote good and fair practices by setting minimum standards in dealing with customers.
- To increase transparency so that the customer can have a better understanding of the services expected.
- To promote a fair relationship between the company and the customer.
- To encourage market forces, through fair competition, to achieve higher operating standards.
- To foster confidence in the housing finance system overall.

What is expected from you -

- Our communications with the customer should be in the language as understood by the customer.
- Provide acknowledgement to customers for application received or any service request received. We should also educate them about our policy for loan application processing /customer service processing along with tentative timeline.
- Transparently disclose the customer about fees/ charges payable for processing the loan application, what is refundable and what not, during loan servicing what will be different charges.
- Clearly communicate the customers what are the Ummeed's terms and condition for providing the loan, what all documents are required for loan processing.
- Educate the customer about our Complaints and Grievance Redressal policy, share the company's customer service number and email id.
- Never disclose customer's details to anyone who is not authorised for that information. All personal information of customers, both present and past, shall be treated as private and confidential.
- Always use professional language with customers. Visit the customer at his convenient timing and place. Do not discriminate on grounds of sex, caste, and religion in the matter of providing service.

Why it is important -

- Our core value is "Customer First", faire practice code policy helps us to achieve customer satisfaction. A satisfied customer always creates brand value for company.
- It promotes a fair and cordial relationship between customer and company and create confidence in our system.
- It is regulatory requirement, any laps in this may lead to monitory penalty on company from our regulators.

In Spotlight

When 2021 started, I made a resolution to give first priority to my health but like most of the people, after few days I stop exercising.

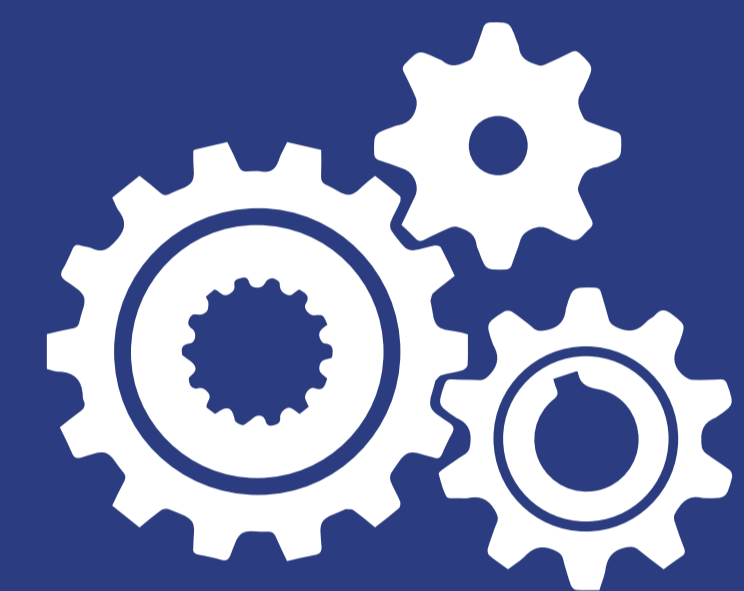
In December 2021, while I was chatting with a colleague over lunch, I recalled the days when I used to ride on a single gear cycle to work and just like that, I decided that I will cycle to work again. So I upgraded my ride from a 5 gear car to a 21 gear bicycle.

I travel 20 kilometres to work on a hilly road which is 40 kilometres every day.

Is it easy? No and Yes. When there is an inclination, it is difficult and when there is slope, it is super easy. But the funny part is that it's the same one-hour ride, whether it is via car or bicycle?

Do I Sweat? Yes, a lot, so I change clothes at work.

Why I do it? Well, first, it is super fun to ride cycle and when I reach office in the morning or home in the evening, it recharges me each time and is a fantastic stress buster. It also improves my digestion. Second, it is eco-friendly, so no fossil fuel consumption, no pollution, no traffic creation, no addition to global warming and therefore helping our future generation and third, it saves lot of money, as cycling costs nothing, absolutely nothing. Even the air you fill in tyres are free of cost, and you can do the servicing of your cycle yourself :)



**From 5 Gears
to 21 Gears**

Gaurav Chhabra
Human Resource
Gurgaon

I am working as a part of Insaniyat Foundation helping the needy and under-privileged children by providing them food, blankets and other basic amenities.

We started with a team of 5 members, for cause HUMAN TO HUMANITY and currently working with a team of 100 members. I was a part of RSS team (Rashtriya Swayansevak Sangh) which motivated me to work for under-privileged children. It all started with small food supplies to roadside kids, and today we are helping a larger number, by distribution of old clothes, blankets, food to stray animals, and even food supplies amidst lockdown. We also helped families of 2 girls financially, for their marriage.

I believe it is team work and effort, taking out 1 day in a month out of our busy schedule for such kids will provide much more than self- satisfaction and motivation for a social cause.

Pravesh Thakur
Finance | Gurgaon



Customer Testimonial

नमस्कार मेरा नाम सौरभ पांडेय है और मैं भागलपुर बिहार का रहने वाला हूँ | कुछ सालों से मेरी बहन और उनका परिवार दिल्ली में रह रहा है। 3 साल पहले मेरे जीजा जी ने दिल्ली में घर बनवाने के लिए उम्मीद हाउसिंग फाइनेंस से होम लोन लिया था लेकिन 1.5 साल पहले मेरे जीजा जी का हार्ट अटैक से निधन हो गया | उस समय ऐसा लगा जैसे मुसीबतों का पहाड़ टूट पड़ा हो क्योंकि जीजा जी अकेले कमाने वाले थे और लोन की किस्त भी उन्ही की तन्ख्वा से जाती थी | मैंने इस सिलसिले में उम्मीद हाउसिंग फाइनेंस से बात की तो पता चला की लोन के साथ ही जीजा जी को लाइफ इंश्योरेंस पालिसी भी दी गयी थी। उम्मीद हाउसिंग के अधिकारियों ने हमें बताया की पालिसी धारक के मृत्यु की स्थिति में जो भी लोन बकाया होता है वो इंश्योरेंस कंपनी द्वारा भरा जयेगा। महीने भर के अंदर में इंश्योरेंस कंपनी ने लोन की राशि का भुगतान उम्मीद हाउसिंग को कर दिया और हमने लोन की NOC और अपने घर के कागज़ात भी मिल गए। अगर जीजा जी ने होम लोन के साथ जीवन बिमा पालिसी नहीं ली होती तो आज शायद हम लोन की बकाया राशि न भर पाते और अपने घर से भी हाथ धो बैठते। मैं सबको यही सलाह दूंगा की जब भी आप लोन लें तो उसके साथ कंपनी द्वारा दी गयी जीवन बिमा पालिसी भी ज़रूर लें ताकि कल को अगर आपको कुछ हो जाये तो आपके परिवार पर कोई बोझ नहीं आएगा। धन्यवाद।



मेरा नाम हीरा लाल है और गुरुग्राम 9 में मैं एक जनरल स्टोर चलाता हूँ | मैंने खुद का घर बनाने का सोंचा तो पता चला की पैसे कम पड़ेंगे और मुझे लोन लेना होगा | तभी मुझे उम्मीद हाउसिंग फाइनेंस के बारे में पता चला और मैंने उनके गुरुग्राम ब्रांच में विज़िट किया। वहां मैं ब्रांच मैनेजर से मिला और उन्होंने मुझे होम लोन का पूरा प्रोसेस समझाया और जिस दिन मैंने अपने डाक्यूमेंट्स दिए उसके 7-8 दिनों में ही मुझे लोन मिल गया। फिर जब मैं अपने लोन का चेक लेने ब्रांच गया तो मुझे उम्मीद के कस्टमर रेफरल स्कीम के बारे में पता चला जिसमे मेरे द्वारा रेफर किये जाने वाले किसी व्यक्ति को उम्मीद से लोन मिलता है तो मुझे भी 3100 रुपये प्रति लोन मिलेगा। मैंने अपने रिश्तेदारों और दोस्तों को बताया जिन्हें लोन की ज़रूरत थी। मेरे एक दोस्त ने उम्मीद हाउसिंग से लोन लिया और उसे उनकी सर्विस काफी अच्छी भी लगी। मेरे रेफरल की वजह से मेरे दोस्त को लोन मिल गया और मुझे 3100 रुपये की रेफरल धन राशि भी मिली।



Rated EXCELLENT

In Customer Survey by WaterEquity

CHANGING THE WORLD BRICK BY BRICK

Impact Agency

We are delighted to share the positive feedback we received from our customers through a survey conducted by an independent agency on behalf of WaterEquity.

Survey Results

About a fifth of home loan clients reported water and sanitation benefits

- 21% of respondents mentioned positive changes to their water or sanitation access after moving into the new home

Nearly all clients were very satisfied with their new home, and felt it had changed their life for the better

- 90% said their lives had “very much improved” after moving – a very high number compared to other companies

Ummeed provides excellent customer service

- Nearly all clients had very positive experiences with Ummeed, and would recommend the company to others

Customers – Feedback for Ummeed

“Service of the company is very good”

“Of course will give contact number of Ummeed because staff is good and they sanction loan in a very short time”

“Thank you for giving me the loan. I couldn't get a loan from any bank, but from Ummeed, I got the loan.”

“The company is good, and I didn't face any problem.”

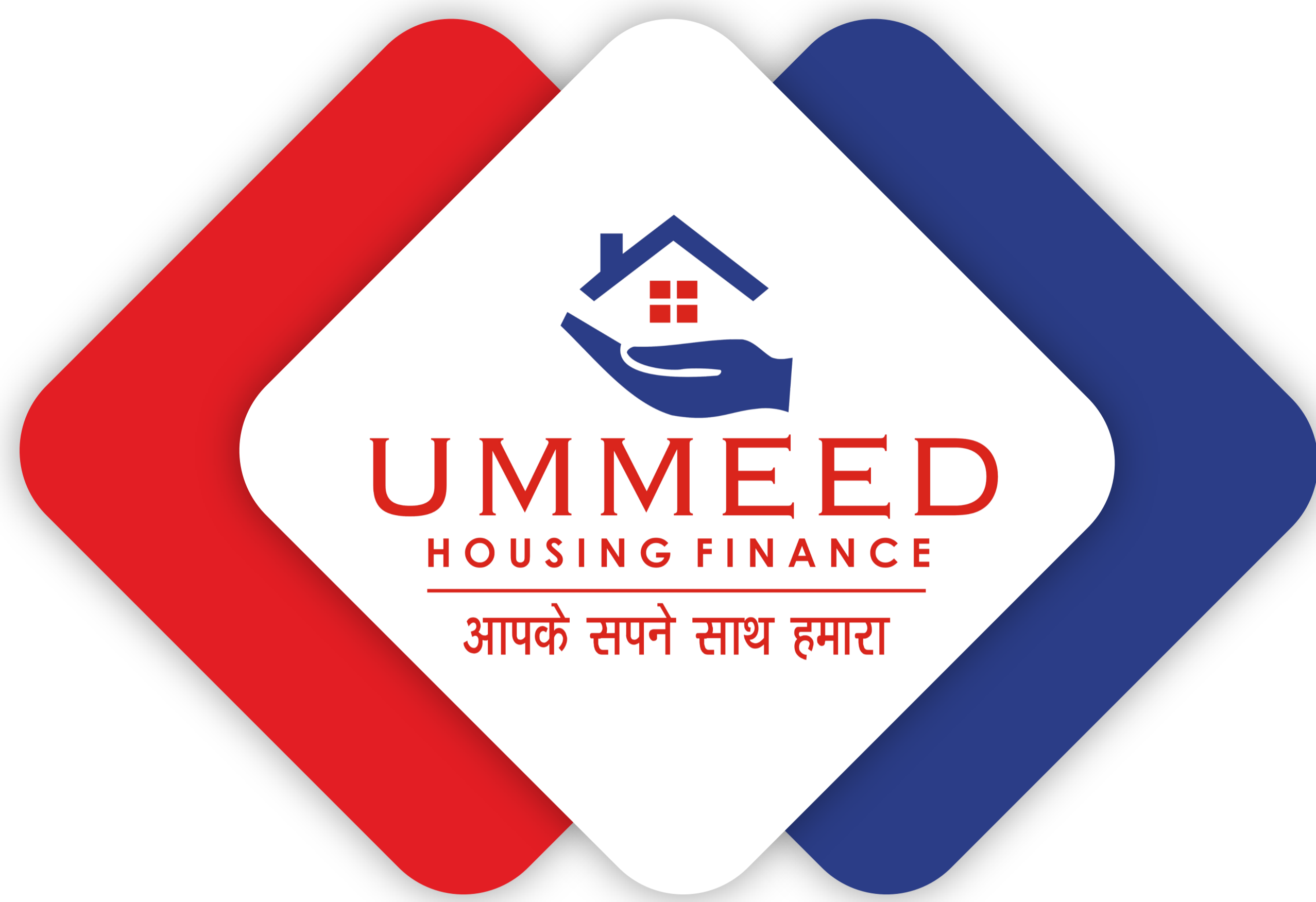
“I got the loan easily in very little time. The documentation process is also less.”

“It didn't take long to get a loan, the branch people are also good”

“Within 25 days, I got the loan without any bribery.”

“I have helped my friend getting loan from the company”

“The branch told me that the loan would be sanctioned in 20 days but I got it earlier. They call us before every EMI, so that we don't miss it.”



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