



Higher Faster Stronger



UMMEED KA SAFAR
19th Edition

Founder's Note



Mr. Ashutosh Sharma
Founder & MD

As we complete the first quarter of FY 23/24, the teams have been busy with the following activities:

1. Appraisal & Year End processes for 22/23 along with year end actions of increments and variable pay outs have now been completed. The average increment has been 10.5% which is better than the industry hike of 10%. Bonus payout has been better than other competitors and the industry - ranging from 15-25%. Over 100 employees have been promoted in the current appraisal cycle. Our Special acknowledgment for 64 employees who have completed 4 years with us.

2. We are looking to grow our AUM from Rs. 1143 Cr on 1st April 23 to Rs. 1871 Cr by 31st March 24. This will be driven by opening new hubs and pushing more login and throughput from existing hubs.

Quarter wise net disburseals planned for the year as under

| | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Total |
|---|-----------|-----------|-----------|-----------|-------|
| New Hubs | 10 | 10 | 10 | - | 30 |
| Total Hubs | 80 | 90 | 100 | 100 | 100 |
| Logins | 6210 | 8465 | 10122 | 12713 | 37510 |
| Net Disbursal - Rs Cr. (Gross less Cancellation) | 156 | 215 | 256 | 322 | 949 |
| AUM - Rs Cr. | 1270 | 1431 | 1624 | 1871 | 1871 |

We are off to a good start in Q1 23/24 but will need to accelerate gross disburseals month on month basis going forward to meet our targets for the year. Ten out of the thirty hubs planned for FY 23/24 were already opened in Q1 23/24 with the other opening planned for Q2 and Q3 this year. We now need to work hard to make these hubs productive within 4 months of launch.

3. The Marketing & Sales teams need to work in close coordination to increase high-quality, timely FTR logins to help meet our disbursal targets -penetration of Saarthi, Power partners, RM sourcing, Customer Referrals, and both Digital & BTL Marketing is critical in this aspect. We have announced a couple of exciting contests for the Hub Sales, Credit, & Ops teams, which extend over the next 4 months. The winning teams can hope to take "Ummeed ki Udaan" on all expenses paid for holidays, to overseas and domestic destinations!

4. The treasury teams have been working hard to get a wider wagon wheel of liabilities and have been successful in onboarding 7 large public sector banks last year. We are delighted to share that US DFC, which is the US Government's Nodal Development Finance Institution, has principally approved a USD 20 Million (Rs 170 Cr), 15-year debt funding facility for Ummeed at an attractive ROI of 4.5% (all-in-cost 8.25%). To get recognized for our inclusive efforts, early in our journey by the US nodal Development Finance Institution is a matter of great pride for the entire Ummeed team and a landmark achievement that merits a hearty applause. This long-term debt funding for 15 years helps better manage the tenor gaps between the Assets & Liabilities on our Balance Sheet.

5. As all of you know, creating high and positive employee engagement has been one of our key goals, and feedback from the "Amber" BOT we are using to get ongoing employee feedback is encouraging. Our engagement score is 90 %, which is significantly above the industry benchmark. Basis employee feedback, we score highest on Supervisory Trust along with Support and Mentorship. Areas of improvement included Benefits & Policies, Workplace culture & Environment, and Resources & Support. We hope to do even better on this front, working closely with all of you.

Look forward to an exciting and vibrant quarter and year ahead.

CBO's View



Mr. Sachin Grover
Chief Business Officer

The first Quarter of this year has ended with a good start. We have opened 9 New Branches this quarterly and kept our NPA less than 0.5%. As we enter a very critical phase of the year journey, acquiring fresh customers and retaining on-boarded customers become mission critical.

The 4 prong strategy for our review & consideration for this Quarter are:

1. **RM Adequacy, Attrition & Productivity** - We must reach 100% + RM adequacy as it is directly linked to Login Adequacy. Our primary target for this year should be to bring this down to < 80%.
2. **Login Timeliness & Adequacy** - FTR & Early Logins need focus. Target should get completed within the first 3 Weeks in a month & maximum login should get logged in within the first 4 days of the week. This will help with 100% login adequacy. Also, monthly logins need to increase from 2000 to 2600.
3. **Distribution Fix** - Strong distribution network of Power Partners with a focus on Big Ticket Home Loan & Saarthi is required. Work on creating Customer Referral as a parallel distribution contributing to 15% of the business. High Powered HO-driven activities are required to fuel on-ground logins.
4. **Controlling Cancellations** - 4 Step Formulae to counter this disease:
 - a. FTR Logins
 - b. Advance PF
 - c. Strict Adherence to new OTC policy
 - d. Stop Legal OTC to locations with High Cancellation.

Sachin Grover

Mancom View



Firstly, I would like to express my gratitude to Ummeed Housing Finance for showing faith in me and making me a part of Ummeed's family. I was delighted to meet my entire team under one roof through the medium of Pan India Credit, Technical & Legal meet held in June. We also initiated a physical credit training session for UP/UK and PCH where the entire credit, legal & technical resources participated and learned from each other. A consolidated Credit Policy with all amendments has been compiled and uploaded on Employee Portal for easy access to everyone. Formulated Technical & Legal policy of UP & MP. Furthermore, to speed up the end-to-end decision process, we have introduced new Technical & Legal deviation policies with a focus to empower respective teams & a faster checkout process. A new credit incentive scheme has been introduced to motivate the team along with faster TAT, reduced credit errors & faster disbursement cheque delivery. We kept our special focus on the Lien marking process for Haryana and significant progress was seen. We also started sharing the Reason for Rejections of fresh cases as well as of cases that were sanctioned but not disbursed.

Another implementation was the introduction of the welcome call to the customer by the credit with a defined script post-final sanction with a motive to get a faster & higher percentage of disbursement in time & also to aware the customer of what is expected or required from him so that disbursed cheques are handed over to them on a faster pace.



Mahesh Adhikari
Head - Credit

The first quarter has been a mixed bag with respect to business performance. While we overachieved our gross disbursal targets; we missed achieving the Net disbursal target and fell short of the AUM plan mainly on account of higher cancellations. Opening 9 new HUBs which is in line with our expansion plan; taking the RM adequacy beyond 95%, Ever highest disbursal in Jun'23 & crossing Mar'23 disbursal numbers in Jun'23, wherein the majority of players in the competition, cross this barrier of meeting March numbers by the end of second quarter generally. Fee collection @ 2.3%; launch of new Sales CRM remained some of the HIGH points of our Q1 journey.

As we enter a new and important quarter of the year, need to focus on scale and month-on-month business delivery in line with the plan. Important cornerstones to reach our target:

1. 100% RM adequacy
2. FTR files with quality, timeliness, and completeness.
3. Increase Average Monthly Logins from 2000 (Q1) to 2600+ by Sep'23
4. Hub and area business head to lead from the front spending at least 4-5 hours every day meeting channels partners along with their RM.
5. New Initiatives wherein all HUBs will switch to New Sales CRM & strict adherence to the New OTC policy will provide us the necessary impetus to achieve our goals more effectively.

Let's make an impact across this quarter and deliver the best productivity on all fronts.



Amit Sarin
National Sales Manager

Key Milestones



1

Loan Book crossed Rs.1257 Crores and grew at 49% Y-o-Y. by building a strong customer base with 18,101+ active customers.

2

Cumulative gross disbursement in Q1 is Rs.181 Crores with a growth of 39% Y-o-Y. Monthly disbursements peaked at Rs.73 Crores in June-23.

3

Portfolio collection efficiency in June'23 was at 97.01% and Gross NPA stood at 0.47%. Collection efficiency is in the top 10 percentile in the industry.

4

9 branches have been opened in Q1 FY-23/24, taking total branches to 79.

5

Strong Liquidity Position - with Rs.110.17 Crores of funds including CC lines and undrawn sanction lines of Rs.474.85 Crores.

6

We are focused on increasing the digital footprint of Ummeed across geographies and scaling up the lead generation funnel through on-ground marketing activities, empanelling new channel partners, and engaging existing customers for referrals.

7

We have a wide wagon wheel of liabilities with the National Housing Bank, 7 Large Public Sector Banks, 13 Private Banks, 2 DFIs, and 5 FIs. We are delighted to share that Ummeed has made a significant achievement that US DFC (a development finance institution and agency of the US Government) has sanctioned USD 20 Million (Rs 170 Cr.) in low-cost debt funding to Ummeed.

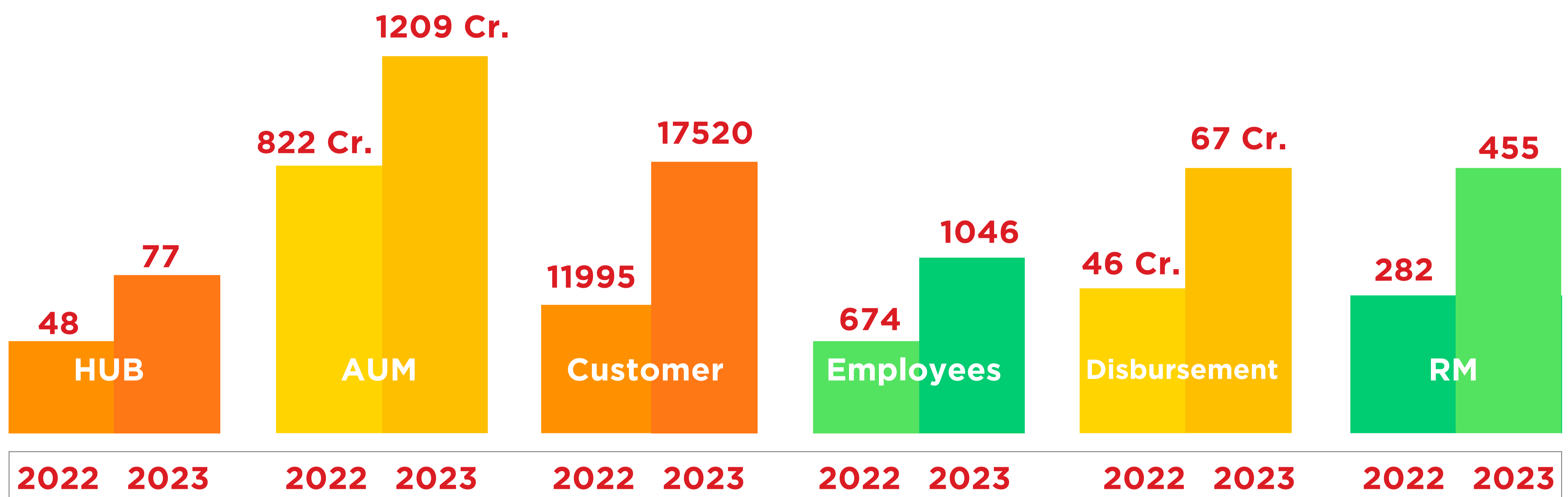
Our Journey



Apr



May



Jun



Welcome to Ummeed



Heartiest welcome to all New Joiners

New Branch



Lucknow



Roorkee



Nokha



Bhinder



Bareilly



Sagwara



Kanpur



Meerut

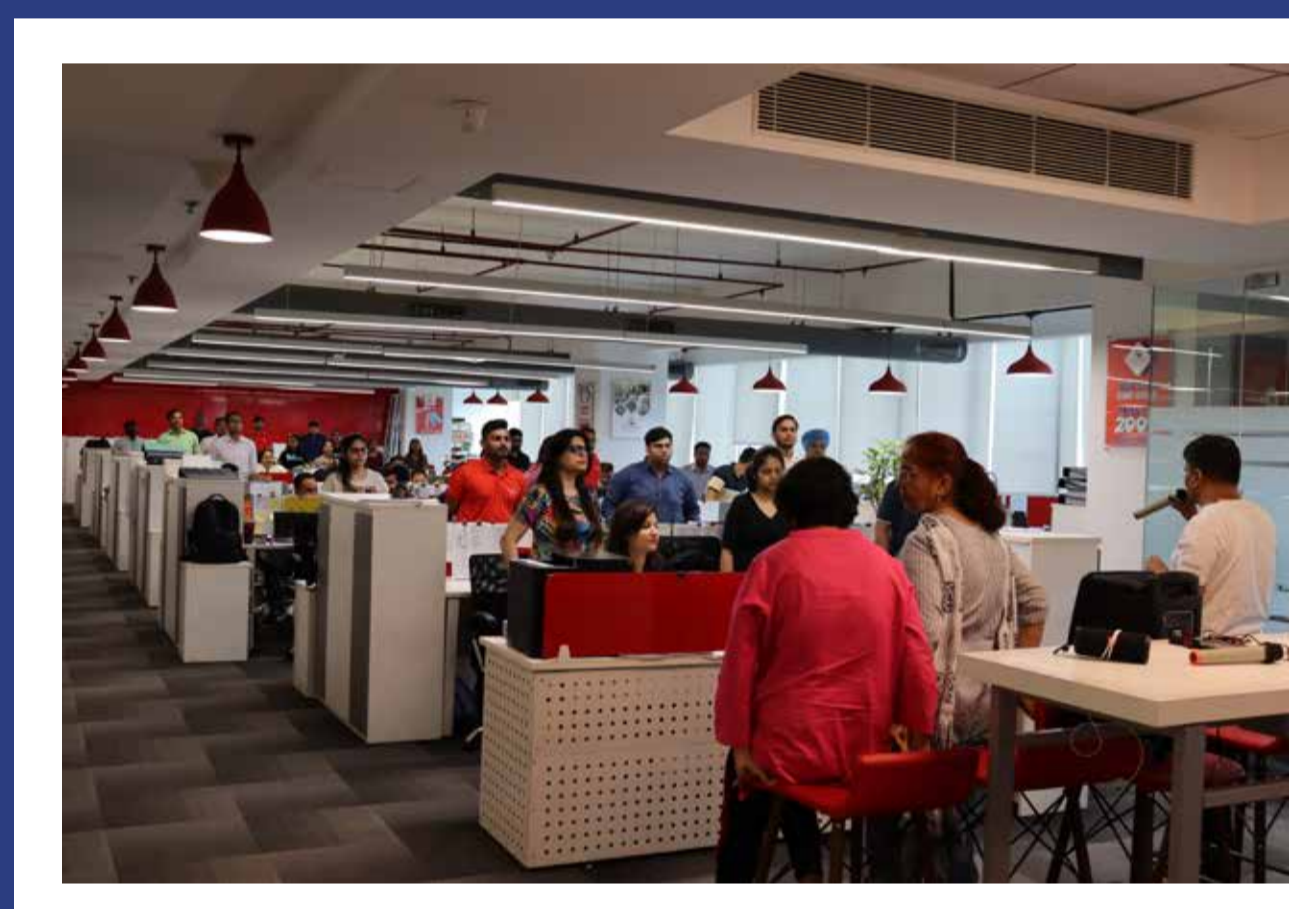
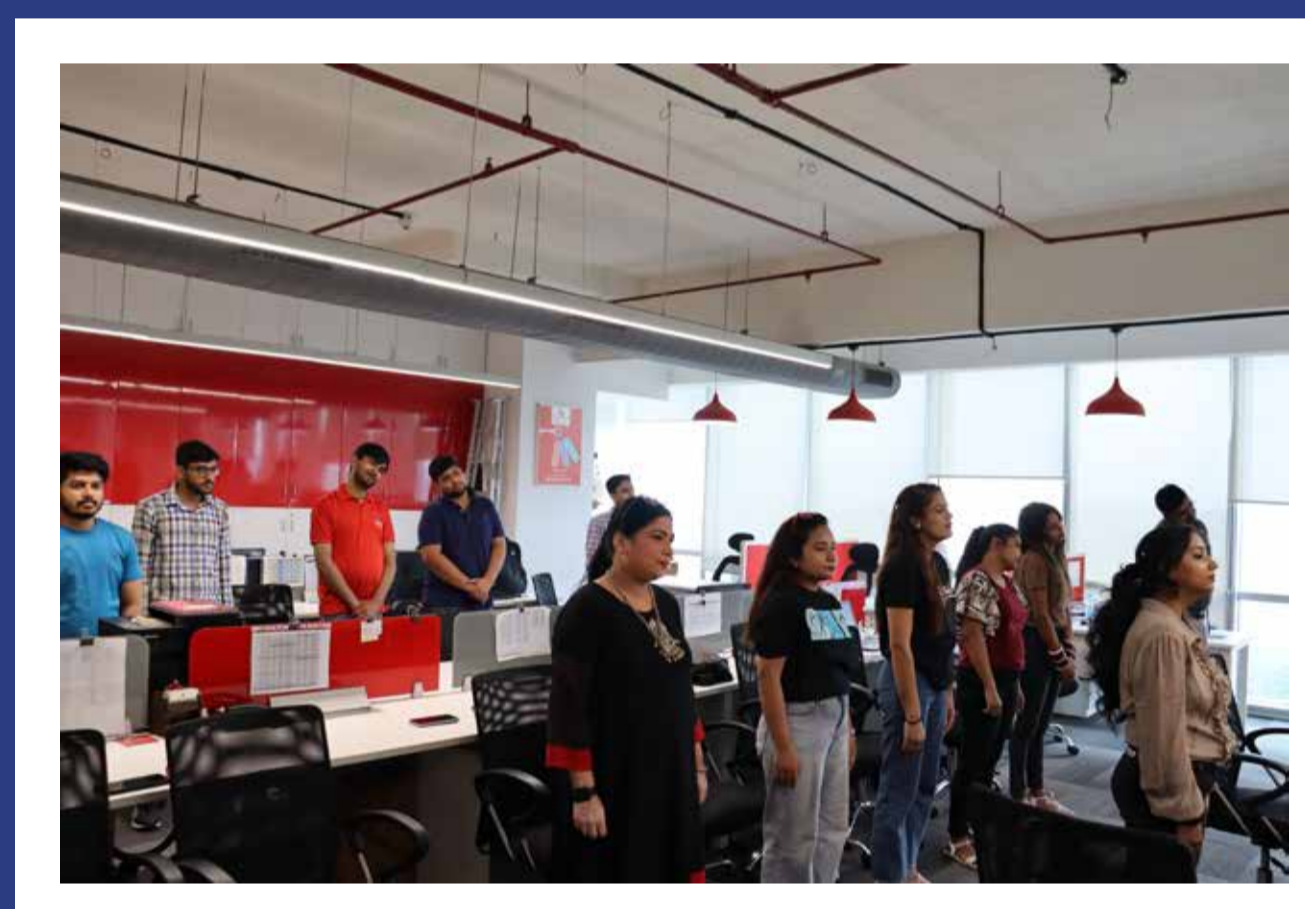
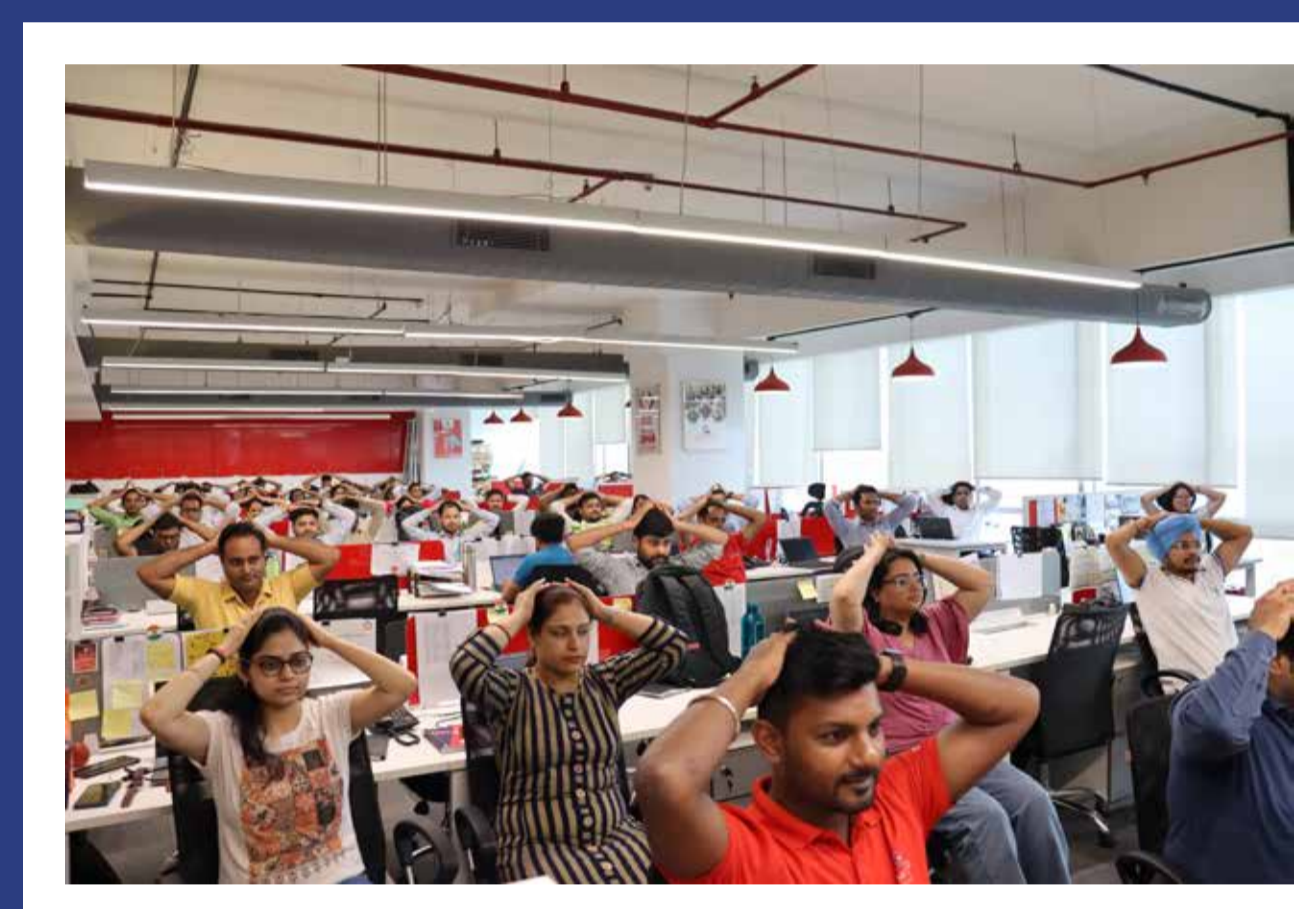


Chomu

Celebrations



Yoga Day Celebration



Celebrating Joy of Giving



In Spotlight



Photography Contest - Aim Higher
Jenifer Joseph | Telecalling

Customer Testimonial

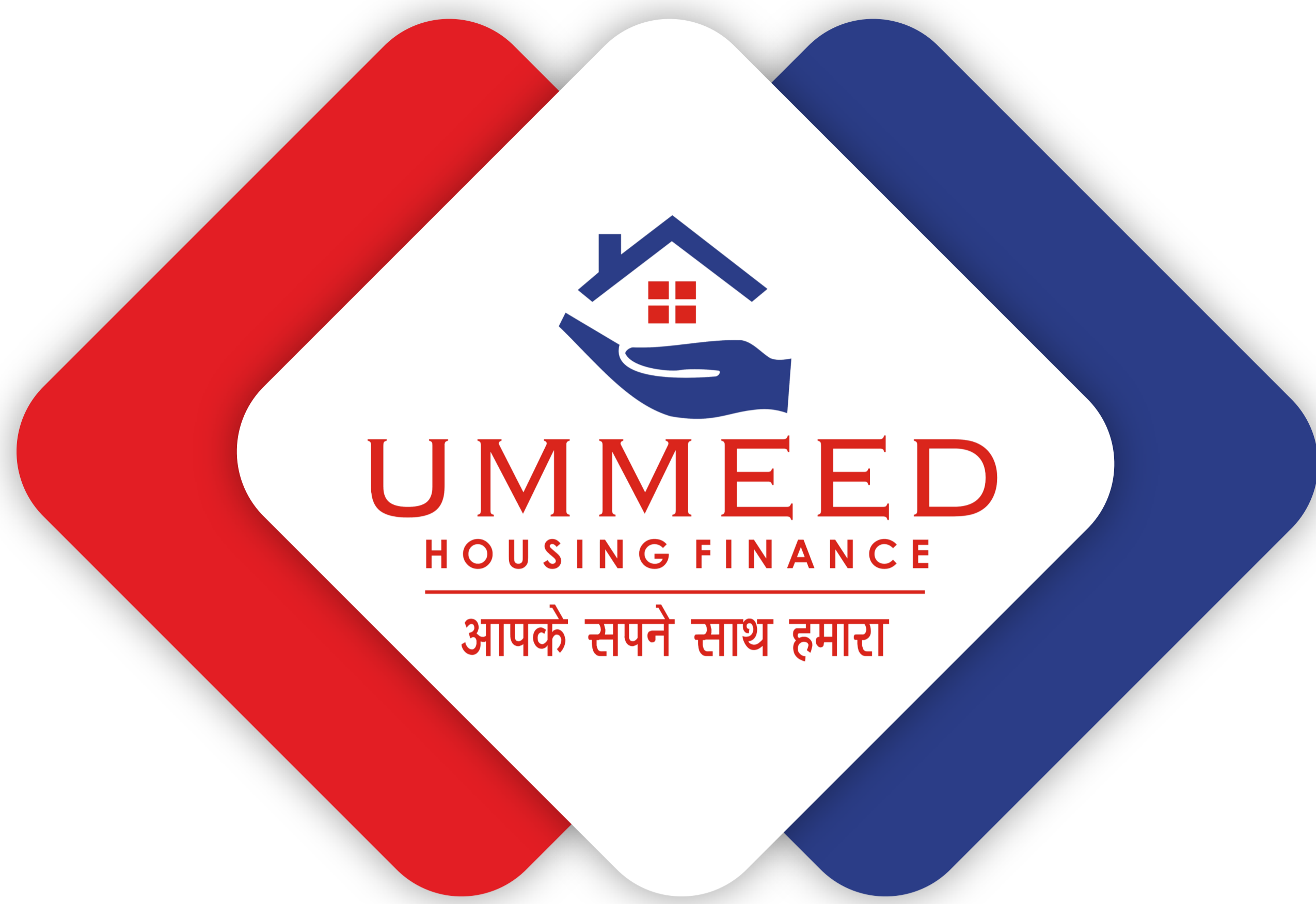


सुरेंद्र प्रजापत

तारानगर



मैं सुरेंद्र प्रजापत, तारानगर (राजस्थान) में एक कुशल ट्यूशन टीचर हूँ। मेरी शादी तय हो गई थी और इस कारण हमें घर में एक नया कमरा बनवाने की जरूरत थी। मेरे पास कुछ पैसे थे पर पूरे काम के लिए मुझे लोन की जरूरत थी। मैंने कई बैंकों के चक्कर लगाए, पर मेरी आय अनियमित होने के कारण मुझे हर जगह से निराशा ही मिली। फिर मुझे न्यूजपेपर पढ़ते हुए एक उम्मीद हाउसिंग फाइनेंस का पैम्पलेट मिला, उस पर दिए हुए नंबर पर मैंने कॉल किया और उनको अपनी डिटेल्स बताई, और थोड़ी ही देर में ये क्लियर हो गया कि मुझे लोन मिल जाएगा। केवल 10 दिन के भीतर लोन के पैसे ट्रांसफर हो गए और मेरा घर बड़ा हो गया। धन्यवाद उम्मीद!



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