



UMMEED

HOUSING FINANCE

We bring your dreams to life

UMMEED KA SAFAR

21st Edition



CELEBRATING

15000

CRORE

Founder's Note



Mr. Ashutosh Sharma
Founder & MD

As we end the Q3 of this financial year, we are well poised to meet the various annual targets we had set for ourselves as a team. There are other areas that require our ongoing focus.

1. With an AUM of over Rs 1571 Cr as of 31 Dec 23, we have clocked an AUM addition of Rs 429 Crores in the first 9 months of the year, with a target to grow this by Rs 229 Crores in the last quarter of the year to get close to our targeted AUM of Rs 1800 Crores by end of the financial year ending 31 March 24. Year-on-year AUM growth between Dec 22 and Dec 23 has been 52%.
2. We stand at 93 hubs at the end of Dec 23, an addition of 23 hubs over the past 9 months. While hub expansion has run slower than planned, we hope to get to 100 hubs by the end of the current financial year. It's also good to see that the ramp up of business across these new hubs has generally been in line with the plan, except in a few locations where problems have been identified and are being fixed.
3. While the implementation of the Sales CRM system is complete, we need to continue to work on a robust adoption of the new system through ongoing and repeat training.
4. The two areas that require ongoing focus and attention are our build out on HL business and STBL business. These are the twin engines on which Ummeed wishes to build out its business over the medium term. We need to continue the work on a more focused distribution to originate this business. On the HL side, the recent launch of the Nirmaan scheme will be a key to increase HL penetration and improve HL yields.
5. The key task ahead of us is to create a Sales driven culture to drive customer login and acquisition. To keep the sales teams excited and on their toes – we need to have multiple sales schemes running to create excitement and ongoing sharing of winners on a daily, weekly monthly, and quarterly basis, through the various digital options we have – people strong, WhatsApp groups, townhalls, emails, vivo, etc. Similarly, we need to reward our loyal Saarthies and Power Partners – a new loyalty program has been launched and needs to be tracked for effectiveness and success.
6. Employee engagement and drive are key for us to meet our goals and we continue with the various monthly and quarterly initiatives. The winter Diwali lunch for HQ employees was a big success. A big thank you to Sonia, Sachin, and Shekhar for taking the lead on that. We are currently running an employee survey which allows us to strive for the “Great places to work” certification. I would like to request all employees to participate in this survey to provide us with your feedback, which is an initial first step towards this goal.
7. Adequate Liquidity and availability of funds is an extremely important part of an HFC's goals, and we are doing well on these counts. The treasury teams continue to widen our base of lenders, adding new public and private sector banks to our list of lenders.
8. Last but not the least, as we look to build a large Billion Dollar company, having adequate processes and ensuring strong process adherence will be key. To allow us to build muscle on this count, we have recently onboarded Aditi Paliwal as our Chief Operations Officer (COO), with the Operations, IT, RCU, and Special Projects Heads reporting to her. Her key task in the first 6 months will be to get better process alignment between the Credit and Ops functions to drive timely disbursal and secondly focus on increasing employee productivity by digitizing the entire lead-to-disbursal journey.

I look forward to your support as we march ahead to meet the goals set for the second half of the financial year.

ED & CBO's View



Mr. Sachin Grover
Executive Director & CBO

Seasons Greeting and Wish You All a Happy New Year!

As we enter the most critical quarter of the year, time to step on the Gas & Fire All Cylinders to facilitate business growth and AUM build out.

Focus Areas for us as a Team include: -

Key Objectives: -

- **Fee Income** – Minimise waivers and short collection on IMD, Processing Charges, Insurance and Pre-payment charges.
- **Timely and Quality Logins** – First time right files following the checklist and focus to login early in the week.
- **Credit TAT** – Sanctioned to login & Disbursal that needs to get back to acceptable levels. Ummeed has been known in the market for the quick turnaround and delivery. Let's regain our position this quarter onwards.

I hereby take this opportunity to reiterate adoption of C-Suit for the all of us during the journey; -

- » **C – Customer First**
- » **S – Speed of Execution**
- » **U – Underwriting (Strong)**
- » **I -Integrity (Stands for what is right)**
- » **T – Technology (Key)**

Lots of existing contest for the teams with customer interface.

Focus Areas for us as a Team include: -

- » **RMs – Go For Gold**
- » **PP – JFM Quarterly Bonanza & Loyalty Programme**
- » **HUB Teams & Above – Ummeed Ki Udaan 2**

Wish you all success and look forward to an existing & fulfilling quarter.

Sachin Grover



Mancom View

As we wrap up another productive quarter, I would like to take a moment to congratulate all of us on our accomplishment of 1571 Crore AUM till December end.

Just 2 months old with Ummeed, I am enthralled by the positive energy our organization is full of. Organizations are built great by strong and passionate teams and at Ummeed, the Top Management clearly appreciates the same. The same is visible in our focus on structured training and development of our employees as also in our employee centric policies.

We've launched some critical interventions in this quarter on the people front. Some of them are

- Launch of Fast Track promotion plan for RMs
- Structured Career Progression Plan for CAs in our Credit team
- Train The Trainer workshops to empower our mid and senior-level leaders

This is the first time that our organization is participating in the Great Place to Work employee survey and I would like to thank each one of you on your enthusiastic participation in the same. This is another channel for us to listen to you and create more employee centric policies and processes.

As you would be aware, we have made some changes to our Attendance Policy which would help us streamline our processes and create a more efficient work environment.

We have recently launched HR & Admin Helpdesk to help systematic tracking and resolving of employee queries in a timely manner. I urge you to use the same for raising any queries you have with respect to HR & Admin.

Looking ahead, we have some exciting events planned for the next quarter. We hope these events will provide opportunities for team building and foster a stronger sense of community within our organization.

Lastly, I encourage everyone to share their thoughts and ideas through Naveenta awards. To create high & positive employee engagement, I urge you to continue to share your feedback through Amber.

Thank you for your hard work and dedication. Look forward to a superb last quarter of the year.



Shekhar Gupta
Chief HR Officer

I would like to start by wishing all of you a very happy new year 2024. As we are entering into the New Year, it is the perfect time to assess our progress, think back on our successes, and create plans for the year to come.

In Q3, we achieved a milestone of crossing Rs 1500 Crores of AUM with a growth of 52% on a year-on-year basis. In addition to this, we also secured the final sanction of USD 20 Million from US DFC in the last quarter. I would like to congratulate everyone on these achievements.

We continue to add marquee lenders in our borrowing mix, recently we added ICICI, Axis Bank, and Bank of Maharashtra in our mix. With this, we now have 8 PSU Banks and 14 Private Sector Banks. As we are growing, our existing lenders continue to increase their exposure. Glad to inform you that SBI and NHB have given us an additional Rs 100 Crores lines each.

In the last quarter, we have also seen many new regulations from RBI. Some of the important regulations are the release of property papers on a timely basis, additional guidelines on IT framework, reset of floating interest loans, etc. I urge everyone to go through these new regulations and ensure compliance.

As we are working on achieving our Q4 business targets, we should also look to improve profitability by increasing fee income, reducing deviations, and keeping costs under control.

Now we are working on the Annual budget for the FY 2024-25. We need participation and input from all department heads on a timely basis to create a comprehensive budget.



Bikash Mishra
Chief Financial Officer

Key Milestones

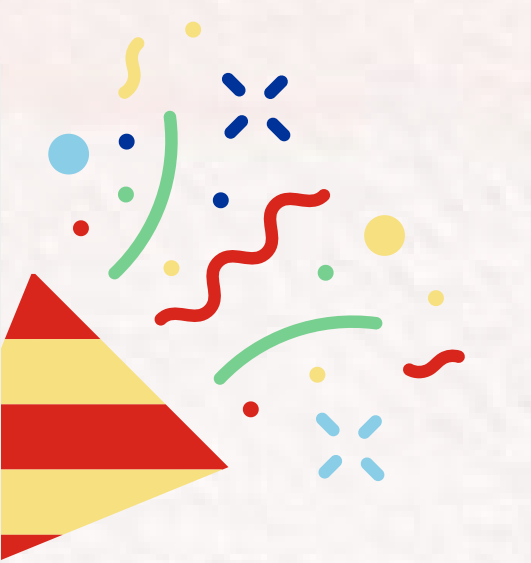
1

Loan Book crossed Rs.1571 Crores and grew at 52%Y-o-Y. by building a strong customer base with 22,659+ active customers.



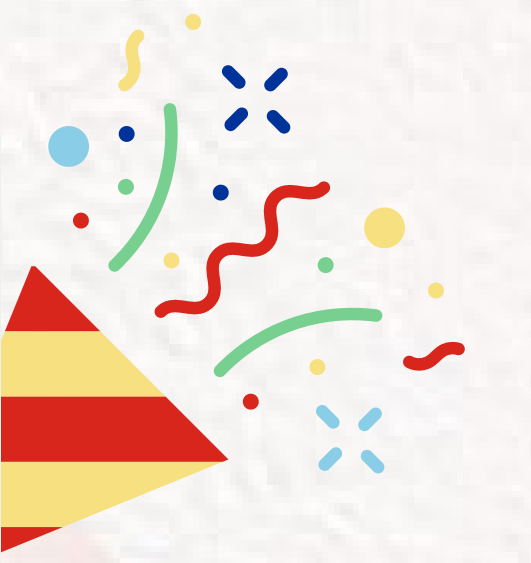
2

Cumulative gross disbursal in Q3 is Rs.249 Crores with a growth of 49% Y-o-Y. Monthly disbursals peaked at Rs.87 Crores in Dec-23.



3

Portfolio collection efficiency in Dec'23 at 97.26% and Gross NPA stood at 0.59%. Collection efficiency is in the top 10 percentile in the industry.



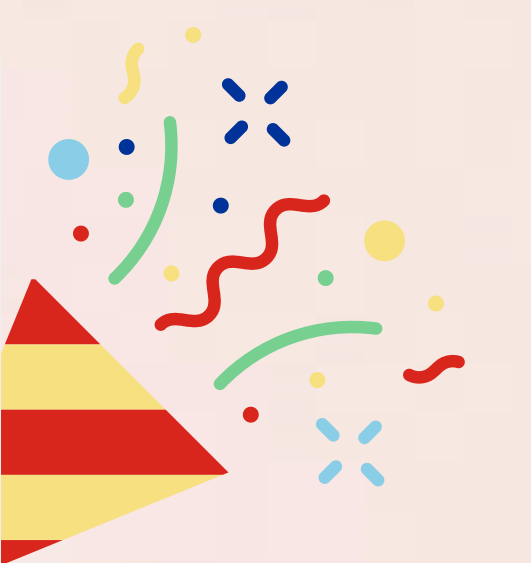
4

5 branches have been opened in Q3 FY-23/24, taking total branches to 91.



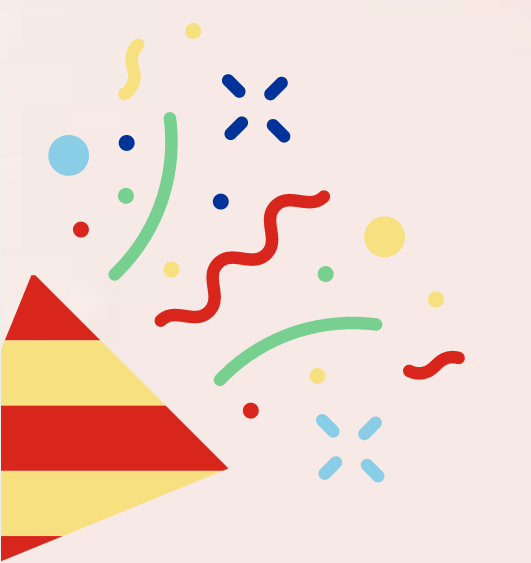
5

Strong Liquidity Position - with Rs.163.08 Crores of funds including CC lines and an undrawn sanction line of Rs.450 Crores.



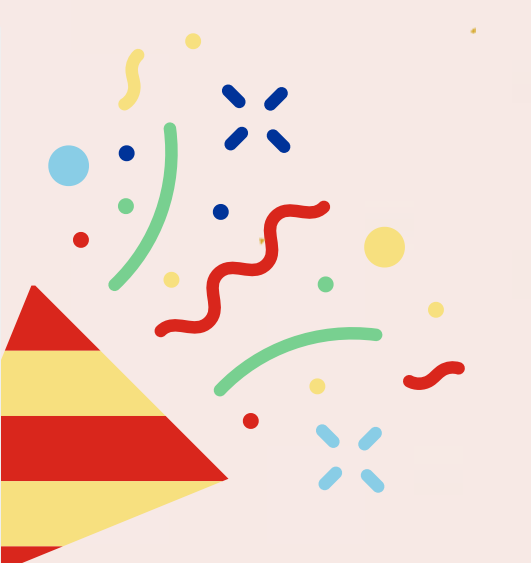
6

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.



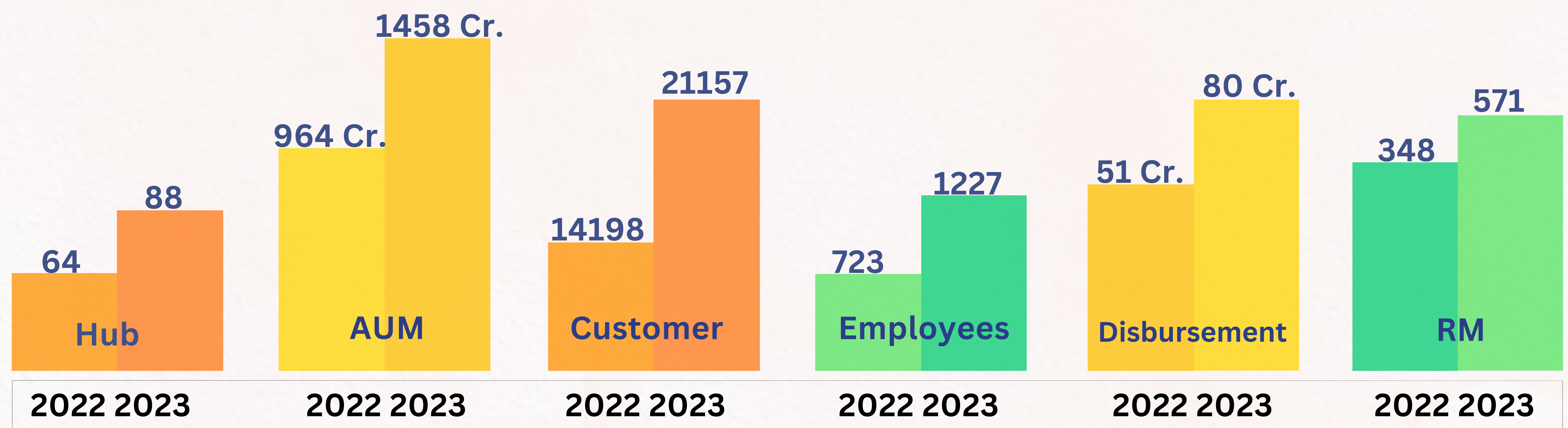
7

We have a wide wagon wheel of liabilities with the National Housing Bank, 8 Large Public Sector Banks, 14 Private Banks, 3 DFIs, and 4 FIs.



Our Journey

October



November



December



RM includes RM (On-roll + Off-role), Business Manager

Welcome to Ummeed



Heartiest Welcome to all New Joiners.

New Branches



Mandsaur



Dewas



Khargone



Shahpura



Fatehnagar



Baran



Prayagraj



Varanasi

In Spotlight



Photography Contest
New Year – New Beginning
Rajneet Singh Shaktawat - Operations Manager

CSR Activity

Education of Underprivileged Students

Under Ummeed's Education CSR Program, we have funded the education of 24 underprivileged senior school students from VIDYA School Gurgaon, a non-profit organization.



Supporting one family of SOS Children's Village of India

Ummeed's contribution towards supporting 1 family home (7 to 8 children) under a family-like caring program in Bhimtal, Uttarakhand.



Customer Testimonial

सुधीर कुमार

द्वारका मोड़



मेरा नाम सुधीर कुमार है। मैं द्वारका मोड़ का रहने वाला हूँ। मेरा सपना था कि मेरा खुद का घर हो जहाँ हमारा पूरा परिवार आराम से रह सके। लेकिन मेरे पास इतनी सेविंग्स नहीं थी कि मैं अपना घर खरीद सकूँ।

मेरा बिजली के सामान का बिज़नेस है, जिसमे मेरी इनकम कच्चे में आती है। एक दिन मेरे दुकान के पास उम्मीद हाउसिंग फाइनेंस ने लोन मेला का आयोजन करवाया और उनके कुछ स्टाफ मेरे दुकान पर फ्लायर बांटने आए तो मैं उनसे अपने लोन के लिए पूछ ताछ करने लगा। उन्होंने मेरी आय और संपत्ति के आधार पर कितना लोन मिल सकता है सिर्फ 15 मिनट में बता दिया | फिर मैं उनके साथ लोन मेला में गया और सिर्फ मेरे पैन कार्ड और आधार कार्ड के आधार पर कुछ ही समय में मुझे सैंक्शन लेटर मिल गया। और 5 से 7 दिनों में मेरा लोन भी पास हो गया। धन्यवाद उम्मीद।



UMMEED

HOUSING FINANCE

We bring your dreams to life



Follow Us On

