




info@srghousing.com 

www.srghousing.com 

**Date: Oct 29, 2024**

**To,  
National Stock Exchange of India Ltd  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Mumbai-400051  
Scrip Symbol- SRGHFL**

**BSE Limited  
1st Floor, P.J. Towers,  
Dalal Street,  
Mumbai-400001  
Scrip Code - 534680**

**Respected Sir/Madam,**

**Subject: Investor Presentation- Q2FY25**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby provide the Investor Presentation (Performance Highlights) for the quarter and half year ended Sep 30, 2024

The investor presentation is also made available on Company's website [www.srghousing.com](http://www.srghousing.com)

Kindly take the same on record.

Thanking You,

With Regards,

Yours faithfully,

**For SRG Housing Finance Limited**

**Divya Kothari  
Company Secretary  
M No:- A57307**

***Encl:- as above.***

R.O.: 321 S.M. Lodha Complex, Near Shastri Circle, Udaipur - 313001, Rajasthan, India. | 0294-2412609

H.O.: Plot No. 12, Opposite Paras JK Hospital, Shobhagpura, Udaipur - 313001, Rajasthan, India. | 0294-2561882

C.O.: 307, 3rd Floor, Hubtown Solaris, N.S. Phadke Marg, Near East West Flyover, Andheri (E), Mumbai - 400069, Maharashtra. | 022-62215307

CIN No.: L65922RJ1999PLC015440

# SRG HOUSING FINANCE LIMITED

INVESTOR PRESENTATION

Q2 & H1 FY25



हम  
दिल में घर  
बनाते हैं

# WHO WE ARE

**Expert in Rural Housing Finance**, Solving the problem of Housing Loans for New-to-Credit, Underserved & Unorganized population while simplifying access to finance for all

Best in class **NIMs 2.77%** in Q2FY25

Focused on **small ticket loans** (ATL: less than Rs 8 lacs) and low LTV (less than 50%)

**Around 97% of our borrowers pay their EMIs** through banking channels like NACH

**Around 95% of book** is rural and **70%+ loan** to non Salaried segment.



<b>85</b> Branches	<b>6</b> States	<b>18000+</b> Customers	<b>800+</b> Employees
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## BBB Stable CARE    70% + Non Salaried    32 Lenders

**62%** of Our customer are between 35-53 years of age

We are Catering to mature prospects with sound businesses and sufficient cash flows

Reflects consumers ability to save money to buy a plot and construct on it

**51%** of Our customer have studied till class XII

Basic level of education reinforces Borrowers intent to repay the loan

Strongly reflects in our sound GNPA and NNPA numbers

**More than 95%** of cases have women co-borrowers

Women are begin considered for home-ownership in rural India

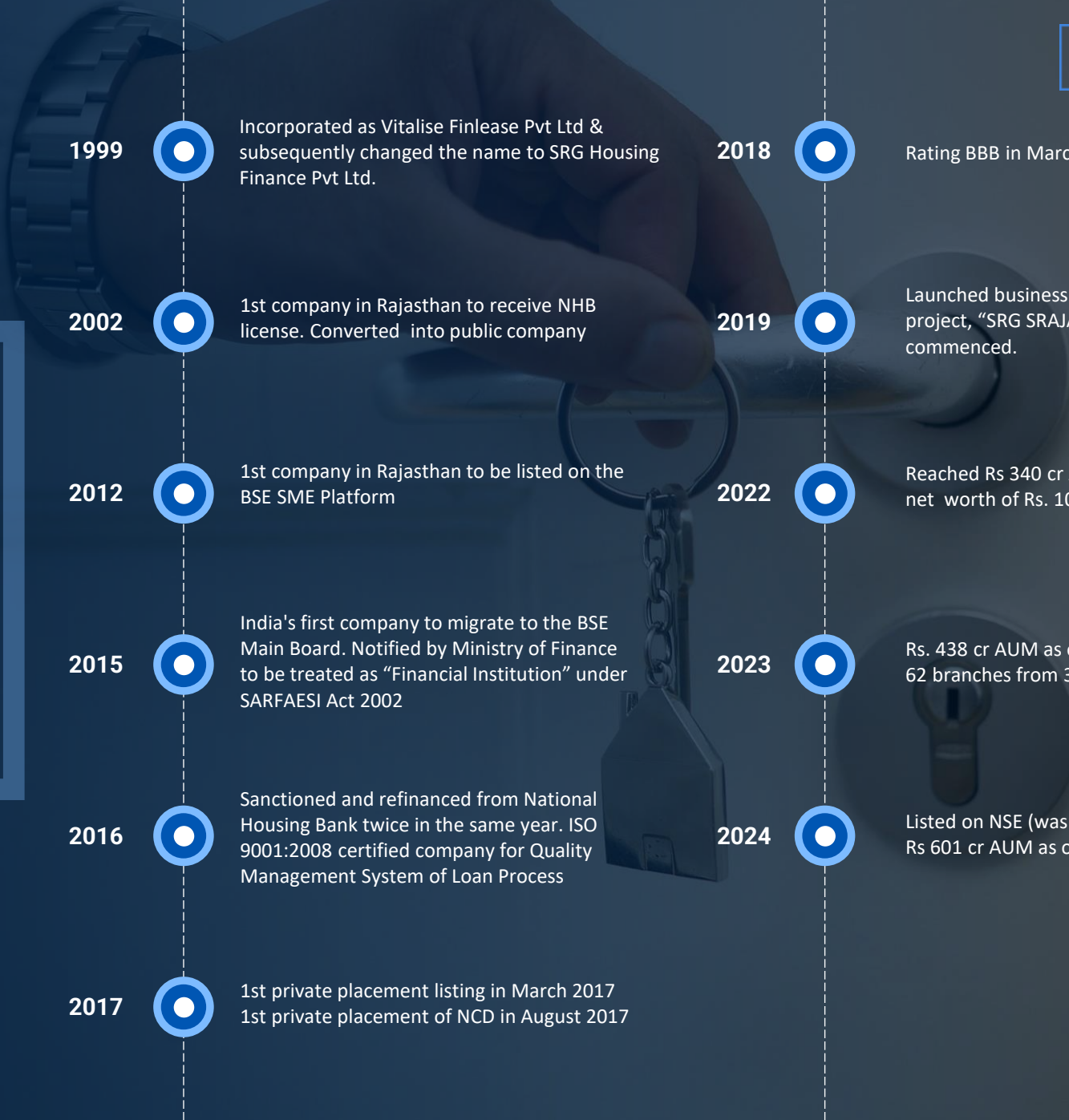
Reduces risk and fosters women empowerment

Average income of a target household is nearly **Rs 30000**

Indicates more than sufficient income considering lifestyle expenses

Improves business prospect and facilitates sustainable growth

# OUR JOURNEY

- 
- 1999** Incorporated as Vitalise Finlease Pvt Ltd & subsequently changed the name to SRG Housing Finance Pvt Ltd.
  - 2002** 1st company in Rajasthan to receive NHB license. Converted into public company
  - 2012** 1st company in Rajasthan to be listed on the BSE SME Platform
  - 2015** India's first company to migrate to the BSE Main Board. Notified by Ministry of Finance to be treated as "Financial Institution" under SARFAESI Act 2002
  - 2016** Sanctioned and refinanced from National Housing Bank twice in the same year. ISO 9001:2008 certified company for Quality Management System of Loan Process
  - 2017** 1st private placement listing in March 2017  
1st private placement of NCD in August 2017
  - 2018** Rating BBB in March 2018 by Brickwork
  - 2019** Launched business process reengineering project, "SRG SRAJAN", and implementation commenced.
  - 2022** Reached Rs 340 cr AUM by 31 Mar'22 & crossed net worth of Rs. 100 Cr
  - 2023** Rs. 438 cr AUM as on 31 Mar'23 & Expanded to 62 branches from 37 branches
  - 2024** Listed on NSE (was already on BSE)  
Rs 601 cr AUM as on 31 Mar 2024

# EXPERIENCED BOARD



**Mr. Vinod Kumar Jain**  
Managing Director (Promoter)  
25 Years + Experience



**Mrs. Seema Jain**  
Non-Executive,  
Non-Independent Director  
21 Years + Experience



**Mr. Mohit Singhvi**  
Non-Executive,  
Independent Director  
34 Years + Experience



**Mr. Dilip Kumar Singhvi**  
Non-Executive,  
Independent Director  
35 Years + Experience



**Mr. Suresh K Porwal**  
Non-Executive,  
Independent Director  
35 Years + Experience



**Mr. Nishant Badala**  
Non-Executive,  
Independent Director  
9 Years + Experience



**Mrs. Garima Soni**  
Non-Executive,  
Independent Director  
9 Years + Experience

# STRONG MANAGEMENT



**Mr. Harshil Mehta**  
Business Strategy Advisor  
Prior Associated with Aadhar Housing (MD & CEO),  
ICICI Bank in multiple roles, Transamerica  
Commercial Finance & Whirlpool  
**28 Years + Experience**



**Mr. Ashok Modi**  
Chief Financial Officer  
Prior doing practicing as CA  
**27 Years + Experience**



**Mr. Archis Jain**  
Chief Executive Officer  
Young Achiever of the Year at the ABP News  
BFSI and Most Admired BFSI Professional in 2022.  
**6 Years + Experience**



**Mrs. Divya Kothari**  
Company Secretary  
Started Career with SRGHL only.  
**6 Years + Experience**



**Mr. Vipin Saxena**  
Chief Compliance Officer  
Prior associated with SBI as GM  
**37 Years + Experience**



**Mr. Sanjay Vaishy**  
National Recovery Head  
Advance Management Programme,  
Banking and Finance (IIBF)  
**22 years + Experience**



**Mr. Ashish Kothari**  
Assistant Vice President -  
Operation  
PGDM from IIM Kozikhode  
Earlier associated with Many HFCs  
**18 Years + Experience**



**Mr. Suresh Mate**  
Business Head  
B. Sc, Physics, MBA – MIT, Pune.  
Prior associated with Muthoot Group, IDBI  
**18 Years + Experience**

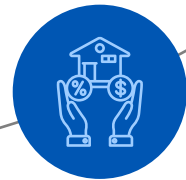


**Mr. Jollee Kumar Shukla**  
Chief Legal Officer  
Bachelor in Law  
Worked with Aavas Financiers Limited, Reliance  
Home Finance Limited, Tata capital  
**17 Years + Experience**

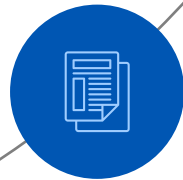


**Mr. Abhishek Surana**  
Assistant Vice President –  
Credit  
Chartered Accountant  
Prior associate with ICICI bank  
**10 Years + Experience**

# WHY BORROWER PREFER SRG



**Preferred partner to help fulfil dream in affordable housing**



**Simple documentation process**



**In-depth rural penetration & localized approach**



**Prompt response and quick solutions for financial assistance**



**Quick sanction and disbursement process (TAT of 15 days)**



# ADDRESSABLE TARGET MARKET

## The Problem Definition & Need Gap

Unorganized sector, New to Credit,  
Underserved Population, Low Banking Habits

## The Solution – SRG Housing Finance

Tailor made products to serve different profiles, deeper market penetration, leveraging technology for quick processing, Assessed Income evaluation, geographically difference credit and collection policy



## The Target Segment

Population in Rural and Semi Urban India who are credit hungry with the following characteristics:

EWS, LIG & MIG  
Class of Groups

Age group of  
21 – 45 years

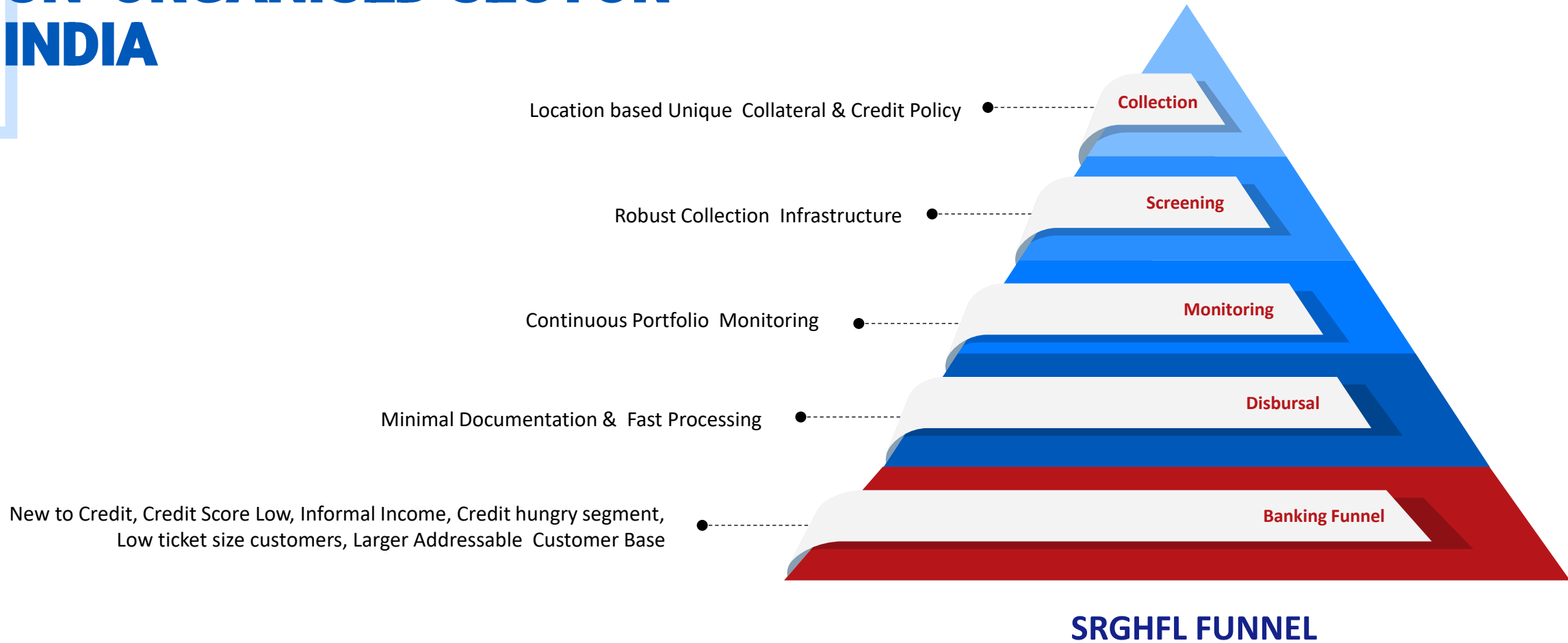
New to Credit/  
Justified Credit  
Bureau Calls

Lack of Income  
Documentation





# DEEPER CREDIT ADOPTION IN UN-ORGANISED SECTOR IN INDIA



# SRG UNIQUE POSITIONING IN MARKET



## Deeper Penetration

In Rural Village Areas through wider Geo Limits of 50 Km from Hub and 35 Km from Spoke Branches



## New to Credit

Justified Credit Bureau Calls based on Merits of Profile



## Unique risk management

Based on Population, Segmentation, Product Mix



## Consumer

Targeting the untapped and underserved population in home loan segment



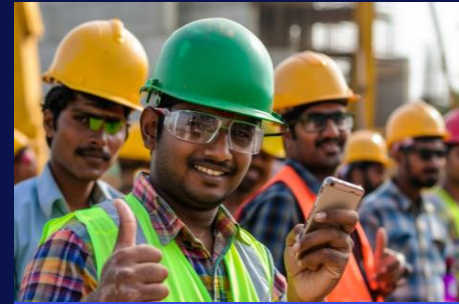
## Location Based

Collateral and Credit Policy

# CUSTOMER PROFILE



Milkman



Labourer



Repair Shop owner



Trader/Whole seller



Saree Shop owner



Tea Stall owner



Teacher



Entrepreneur



Shopkeeper



Vegetable vendor



Barber

# PRODUCT OFFERINGS

## Products

- Home Loans
- Loan Against Property

## Ticket Size

- Minimum INR 1 Lacs
- Maximum INR 15 Cr

## Interest Rate

- 15%
- 26%

## Benefits

- Mini documentation
- Quick and easy Digital Application Actual Income Based Assessment

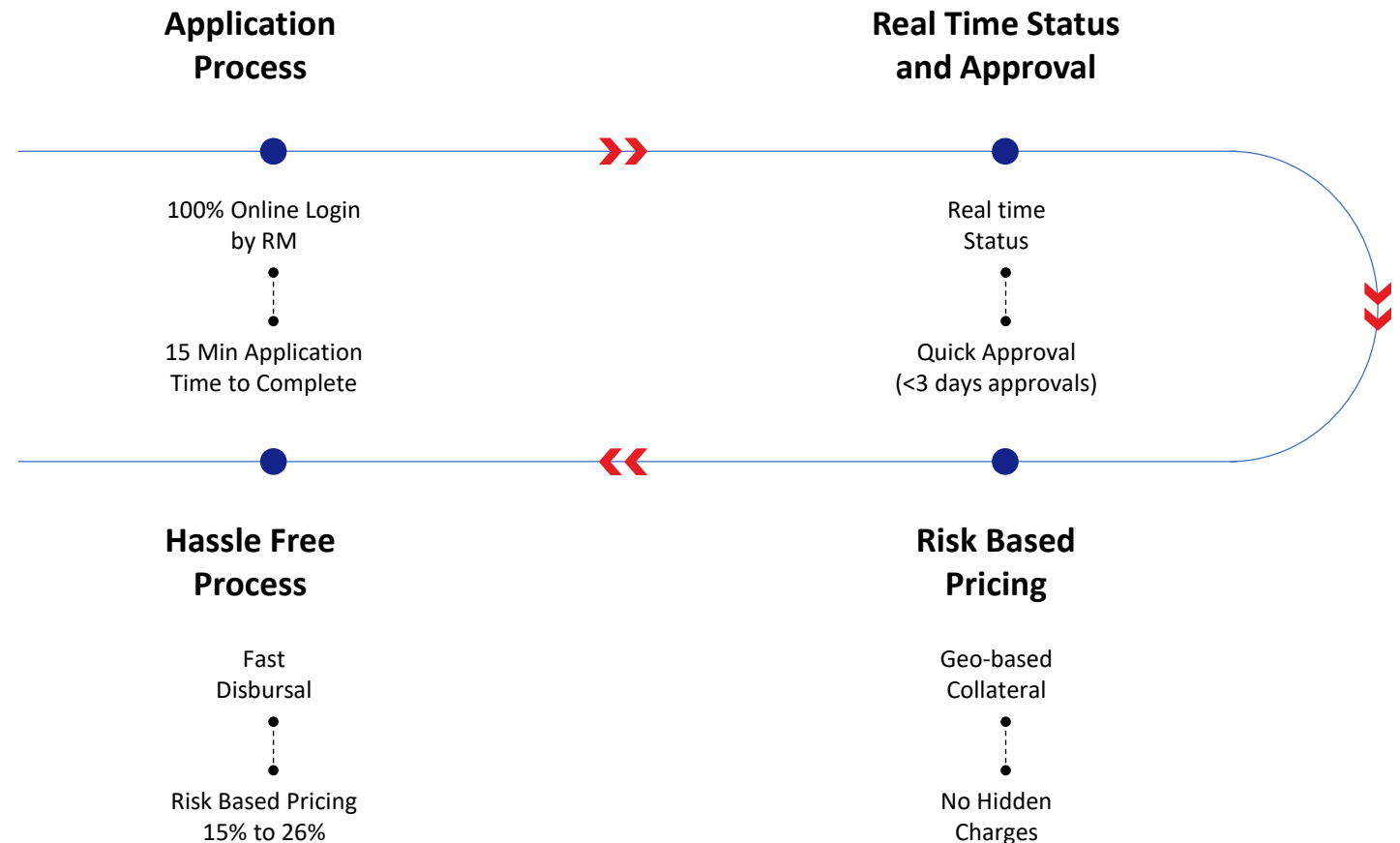
## Type of Loan

- Secured

## Tenure

- Minimum 1 Year
- Maximum 15 Years

# KEY FEATURES



# KEY HIGHLIGHTS FOR Q2FY25

₹**651** cr.

AUM as on  
30th September 2024

**10.83%**

Spread earned in  
Q2FY25

₹**63** cr.

Disbursement during the  
quarter

₹**141.58**

Book Value per share as on  
30th September 2024

₹**65** cr.

New Approvals during the  
quarter

₹**202** cr.

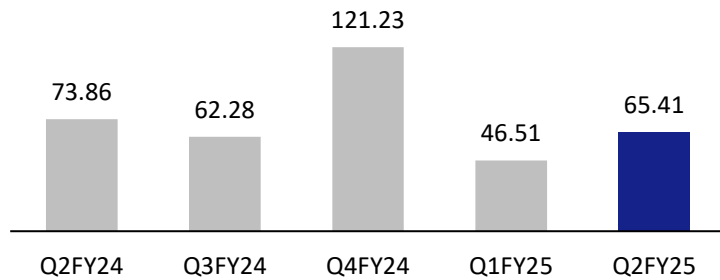
Shareholders Funds as on  
30th September 2024

# QUARTERLY INCOME STATEMENT

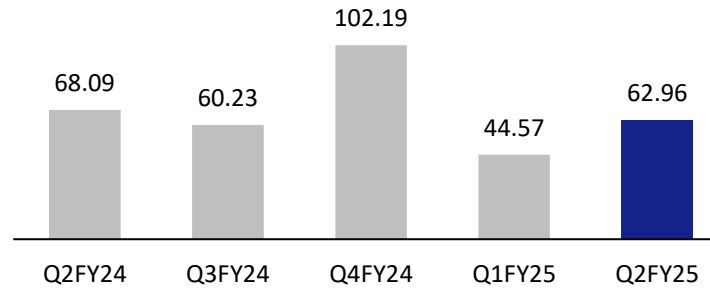
Sr .No.	Particulars (Rs. Crore)	Q2FY25	Q2FY24	H1FY25	H1FY24
1	New Approvals	65.41	73.86	111.92	128.55
2	Disbursements	62.96	68.09	107.53	121.20
3	Outstanding Loan Book	650.56	515.38	650.56	515.38
4	Interest Income	32.65	26.64	63.70	51.17
5	Fees & Other Income	4.19	4.56	7.13	6.88
6	<b>Total Income</b>	<b>36.84</b>	<b>31.2</b>	<b>70.83</b>	<b>58.05</b>
7	Interest Expenditure	14.91	13.12	28.94	24.05
8	Other Expenditure	14.21	11.30	27.18	21.31
9	<b>Total Expenditure</b>	<b>29.12</b>	<b>24.42</b>	<b>56.12</b>	<b>45.36</b>
10	<b>Profit Before Tax &amp; Provision</b>	<b>7.72</b>	<b>6.78</b>	<b>14.71</b>	<b>12.69</b>
11	Net Interest Income	17.74	13.52	34.76	27.12
12	Provision For SA & NPA	(0.61)	0.20	(0.50)	0.90
13	<b>Profit Before Tax</b>	<b>8.33</b>	<b>6.58</b>	<b>15.21</b>	<b>11.79</b>
14	Provision For Taxation & DTL	1.73	1.32	2.75	2.13
15	<b>Profit After Tax</b>	<b>6.60</b>	<b>5.26</b>	<b>12.46</b>	<b>9.66</b>
16	Other Comprehensive Income(Net Of Tax)	0.42	0.11	0.43	0.14
17	<b>Total Comprehensive Income</b>	<b>7.02</b>	<b>5.37</b>	<b>12.89</b>	<b>9.80</b>
18	<b>Earning Per Share (Rs.)</b>	<b>4.87</b>	<b>4.05</b>	<b>9.19</b>	<b>7.43</b>
19	Gross NPA	12.73	12.36	12.73	12.36
20	Gross NPA Ratio(%)	1.96%	2.40%	1.96%	2.40%
21	Net NPA	3.79	2.84	3.79	2.84
22	Net NPA Ratio(%)	0.59%	0.56%	0.59%	0.56%

# KEY PERFORMANCE INDICATOR (1/3)

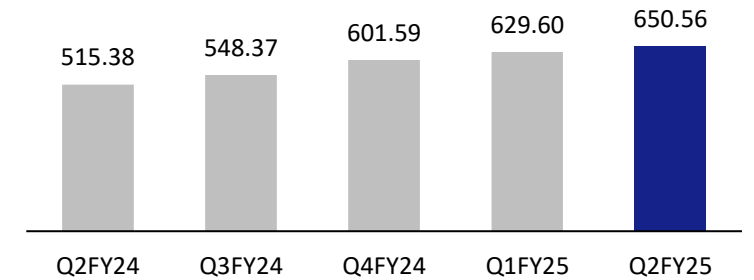
**New Approvals (Rs. Crore)**



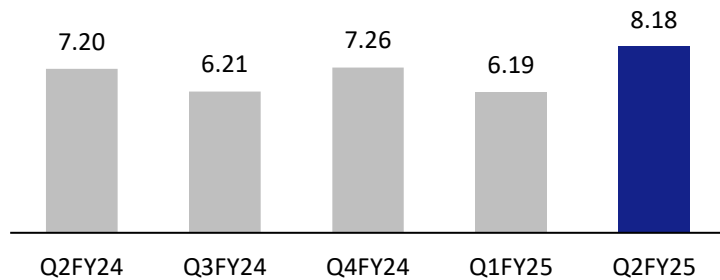
**Disbursements (Rs. Crore)**



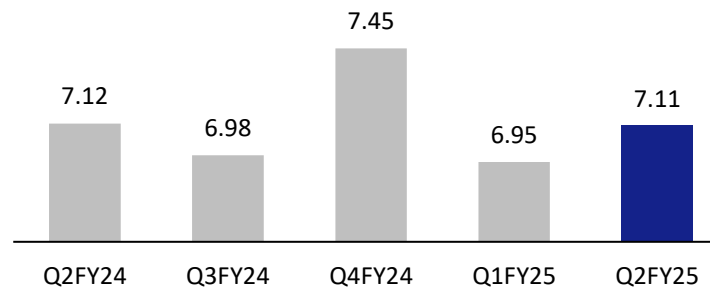
**AUM (Rs. Crore)**



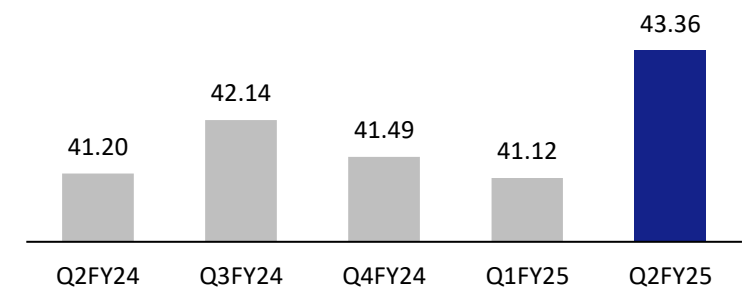
**Average Ticket Size (Rs. Lakhs)**



**Average Tenure (Years)**

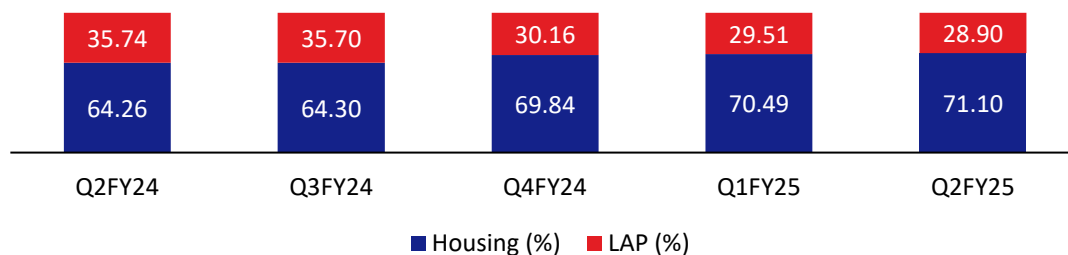


**Average LTV (%)**

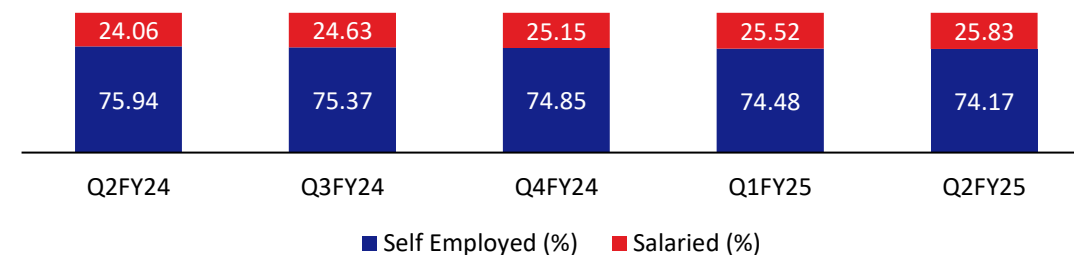


# KEY PERFORMANCE INDICATOR (2/3)

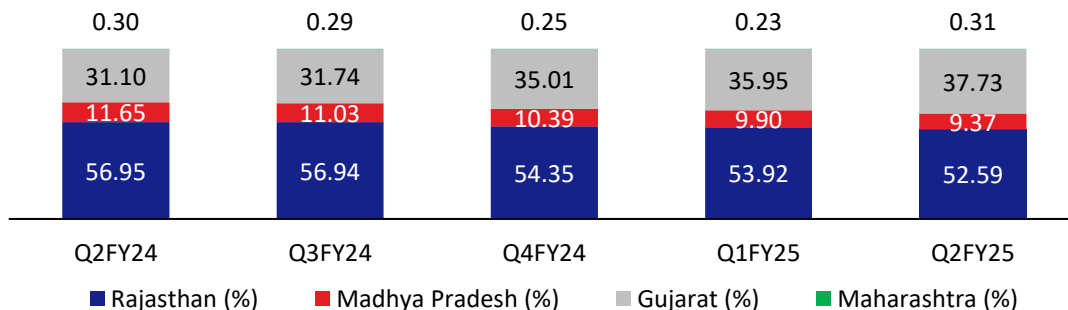
Loan Book Break Up – Product Category (%)



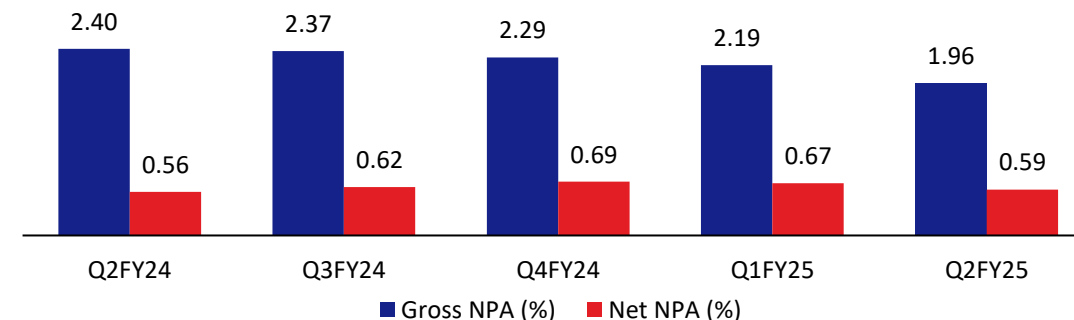
Loan Book Break Up – Customer Profile (%)



State Wise Loan Book (%)



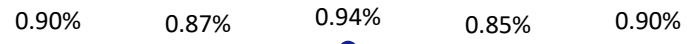
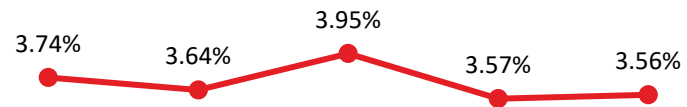
Gross NPA/ Net NPA (%)





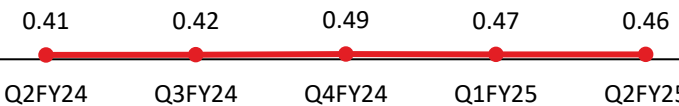
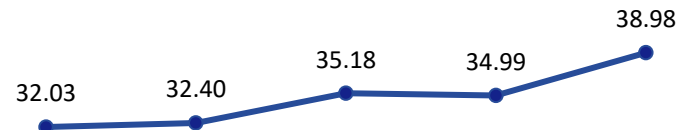
# KEY PERFORMANCE INDICATOR (3/3)

### Return Ratios (%)



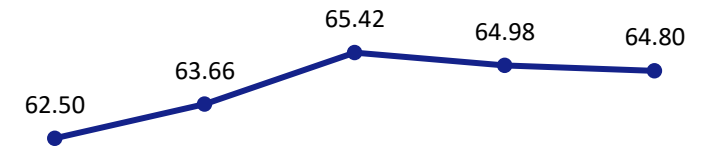
● Return on Average Equity (RoAE %)  
 ● Return on Average Assets (RoAA %)

### Capital Adequacy



● Tier I ● Tier II

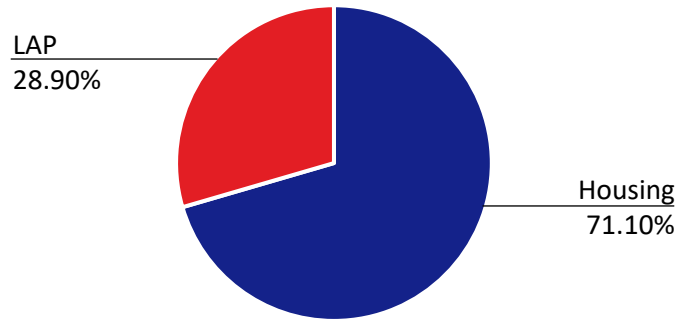
### Cost to Income Ratio (%)



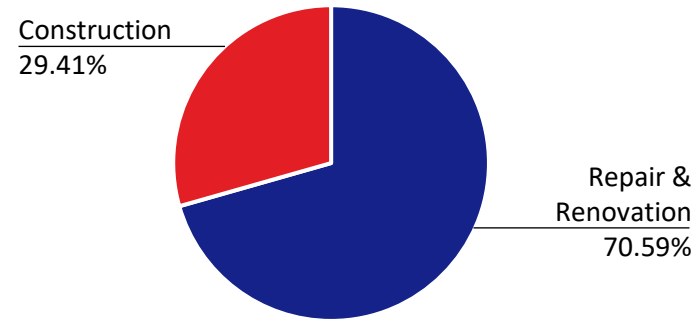
● Cost to Income Ratio (%)

# CUSTOMER PROFILE (Q2FY25)

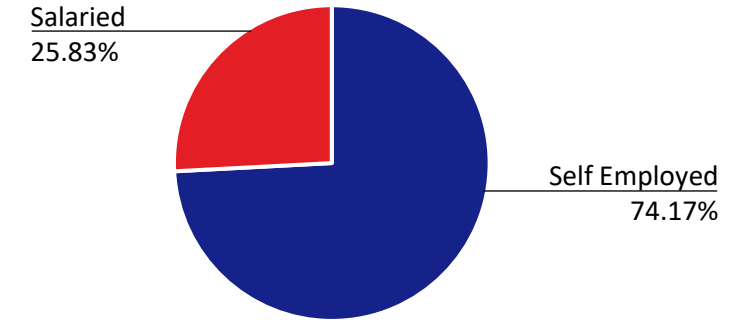
### Product



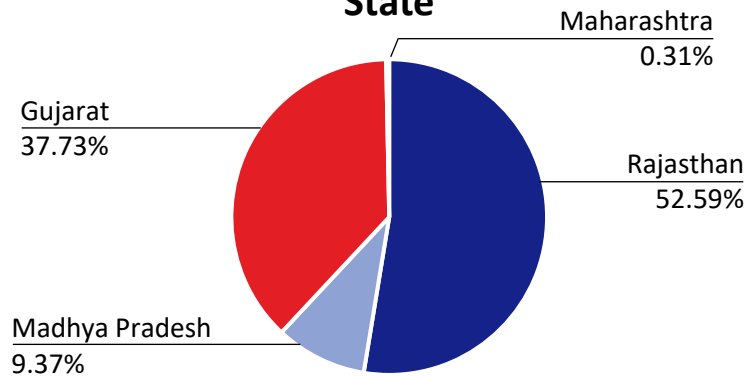
### Housing Loan



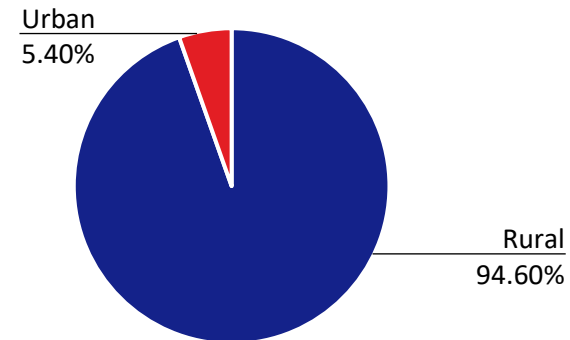
### Occupation



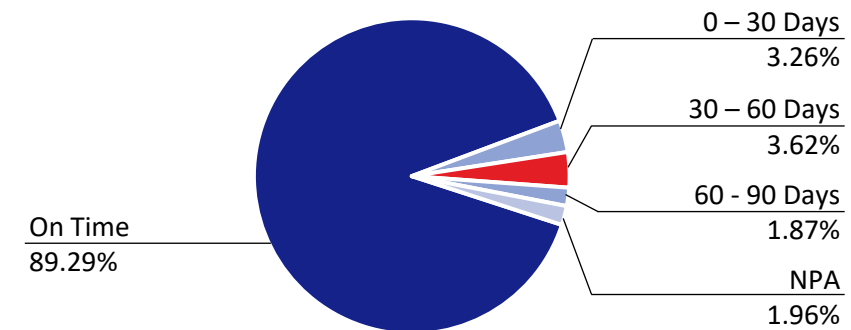
### State



### Demography

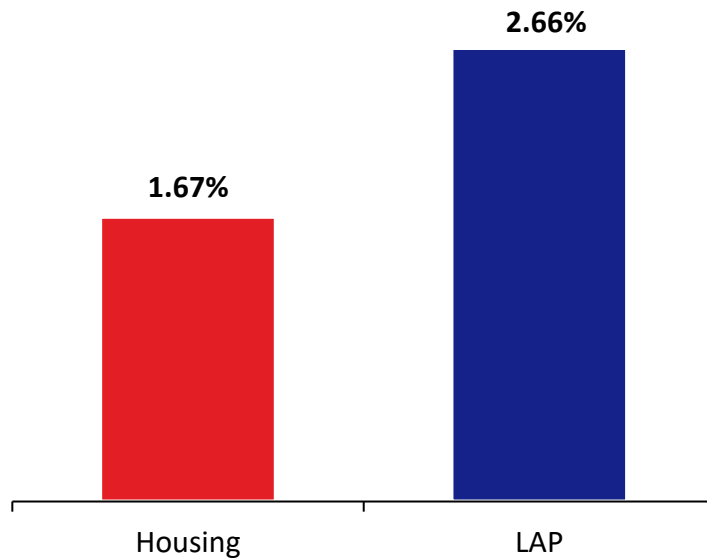


### DPD

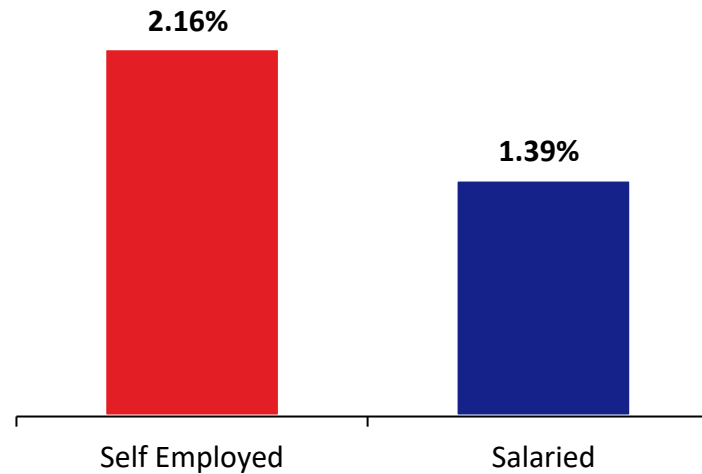


# GROSS NPA DETAILS (Q2FY25)

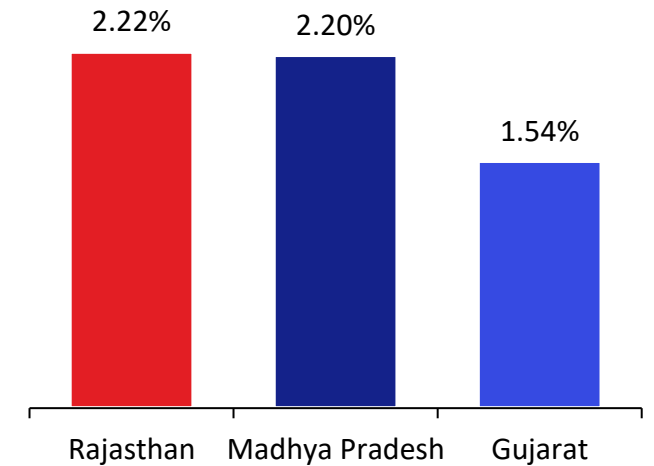
**Product Wise**



**Segment Wise**



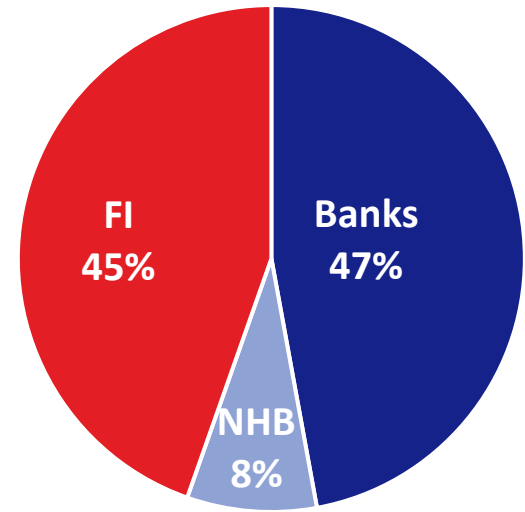
**State Wise\***



\* As of September 30, 2024, the GNPA in Maharashtra is Nil.

# BORROWINGS

Borrowing Mix (%)



## National Housing Bank

## Public Sector Banks

SBI, Union Bank of India, UCO Bank, Punjab National Bank, Indian Overseas Bank

## Banking Relationships

## Private Sector Banks

## NBFC

DCB Bank, South Indian Bank, IDFC Bank, Federal Bank, ESAF small finance bank, Utkarsh Small Finance Bank, HDFC Bank, Bandhan Bank, Axis Bank

Bajaj Finance Ltd, Hinduja Housing Finance, Hinduja Leyland, LIC Housing, MANAPPURAM Finance, MAS Finance, MAS Rural Housing, Nabkisan, Nabsamruddhi, TATA Capital, Cholamandalam investment, HERO Housing, Sundaram Home Finance, Shriram Housing Finance, STCI Finance, Poonawalla Fincorp, Kotak Mahindra Prime Ltd.

# SRG IN PAST YEARS

Despite facing 5 major external challenges such as liquidity crises, demonetization, GST, multiple waves of covid etc in the last 7 years – SRG has come out stronger, leaner and more resilient – a testament to its business model and operations.

Data in Crores ( Unless Specified)	FY 2024	FY 2017
AUM	601.6	81.8
Balance Sheet Size	670.4	61.6
Net Worth	159.7	34.0
Profit Before Tax	26.1	4.0
Net Profit	21.1	2.7
Employees (No.)	636	55
Branches (No.)	67	19
Net Interest Margin (%)	11.3	10.6
Loan-To-Value (%)	41.3	50.0
Cost to Income Ratio (%)	63.7	55.3

# POWERING THE DIGITAL ECOSYSTEM WITH SRG SRAJAN

## Web and Mobile Application Combination

### LOS (Loan Organization)

- Lead Generation & Management
- Customer Application Form
- Kyc & Documents Validation
- PD through Mobile App
- Credit Decisioning through Web
- Loan Disbursement

### LMS (Loan Management)

- EMI Collection through auto-debit
- Repayment Monitoring
- Penal charges calculations
- Part-payment/Foreclosure
- Bank reconciliation
- Client servicing
- Digital loan agreement execution

### COLLECTION (Loan Collection)

- DPD Bucketing
- Pool Allocation
- Field Visits Tracking
- Geo Location Tracking
- Bluetooth Printer for Receipts
- Foreclosure Request

## Add-on Features

Digital KYC verification & cKYC reporting

Online Validation through APIs

MIS Reporting and Real Time Dashboards

Data Backed Early Warning Signals

# COLLECTION FRAMEWORK

**1st  
Day**

**DPD Day 1**  
Overdue cases reported by  
Accounts Team

**1-30  
Days**

**DPD- 1 to 30**  
Days Soft Calling by CRM to follow  
up for Overdue Payments

**31-90  
Days**

**DPD- 31 TO 90 Days**  
On field follow-up by Collection  
Executive Collection Manager to  
Visit PNPA cases Legal  
Counselling for the PNPA cases  
  
Normal notice/Warning Notice  
issued by legal team (if  
required)

**90+  
Days**

**DPD- 90+ Days**  
SARFAESI Proceedings initiation NI  
Act Notice u/s  
  
138 for cheque bounce suite filed  
in the court of law

# OUR NETWORK

## Rajasthan (32)

Banswara, Sagwara, Salumber, Jodhpur, Chittorgarh, Sumerpur, Bijainagar, Udaipur, Jaipur, Sirohi, Rajsamand, Pali, Kishangarh, Kota, Bhilwara, Beawar, Shahpura (Bhilwara), Shahpura (Jaipur), Begun, Jaitaran, Kekri, Gangapur (Bhilwara), Partapur, Sojat, Dhairyawad, Fatehnagar, Nimbhaera, Sabla, Dungarapur, Deoli, Asind, Mandalgarah.

## Madhya Pradesh (16)

Mandsaur, Neemuch, Ratlam, Shamgarh, Indore, Ashta, Ujjain, Dewas, Burhanpur, Badnawar, Alot, Khargone, Khandwa, Sehore, Nagda, Sanawad.

## Gujarat (22)

Ahmedabad, Surat, Mehsana, Palanpur, Nadiad, Vadodara, Valsad, Bharuch, Himmatnagar, Bhavnagar, Anand, Rajkot, Jamnagar, Navsari, Junagarh, Kapadvanj, Vyara, Vapi, Gandhinagar, Botad, Morbi, Surendranagar.

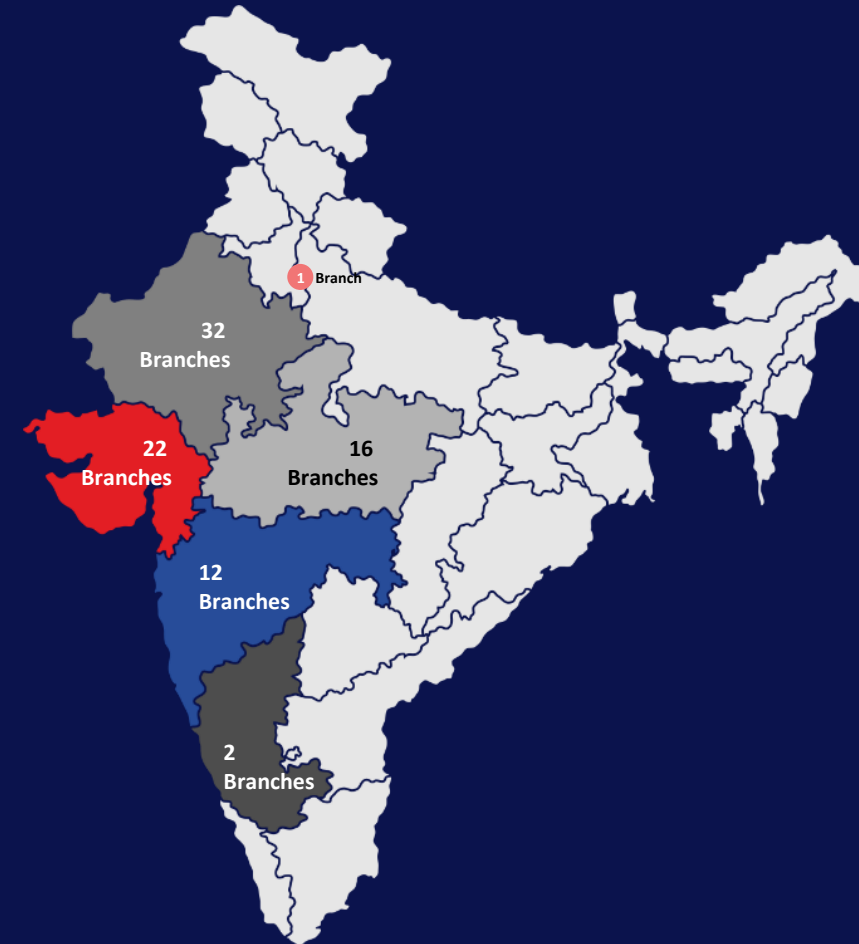
## Maharashtra (12)

Mumbai, PCMC Pune Branch, Aurangabad, Jalgaon, Pune Cluster Office, Virar, Dhule, Kalyan, Solapur, Nasik, Amravati, Ahmednagar.

## Delhi (1)

## Karnataka (2)

Mysore, Devengere.





## Share Holding Pattern as on 30.09.2024

**64.69%**

Promoter and Promoter Group

**0.01%**

FPI & AIF

**2.83%**

Bodies Corporate, HUF, NRI & LLP

**32.41%**

Retail

**0.06%**

IEPF

# SHAREHOLDING PATTERN

Having **listed on BSE in 2012**, listed on **NSE exchange** as well on 21 Aug 2023.

Company **raised Rs. 10 Crores** on conversion of Share warrants in March 24 and May 24 .

Company **raised Rs. 25.94 Crores** through preferential issue of Equity Shares in July 24

**THANK  
YOU**

### **Head Office**

#### **SRG Housing Finance Ltd**

12, SRG House, opp Paras Health Hospital, Shobhagpura, Udaipur  
Rajasthan 313001, India CIN No:L65922RJ1999PLC015440  
Tel: +91-294-2561882 / 2412609  
Email: [info@srghousing.com](mailto:info@srghousing.com) [www.srghousing.com](http://www.srghousing.com)

### **Corporate Office**

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