

2018-2019

# Achievers Quick Gold Loan

Business Presentation



**MD Message & Company Vision Statement**

**Overview**

**Strategic Review**

**Risk Management**

**Business Plan**



# Message from the MD



## *Enhancing the sustainability & livelihood of Rural India*

“An easy & reliable way to use your Gold for a better future. Presenting Achiievers Quick Gold Loan that offers quick and easy financing at very attractive interest rate. With this offering, we employ the potential of your idle Gold to make your future full of golden opportunities and make your dream accomplishable.”

### **Mission:**

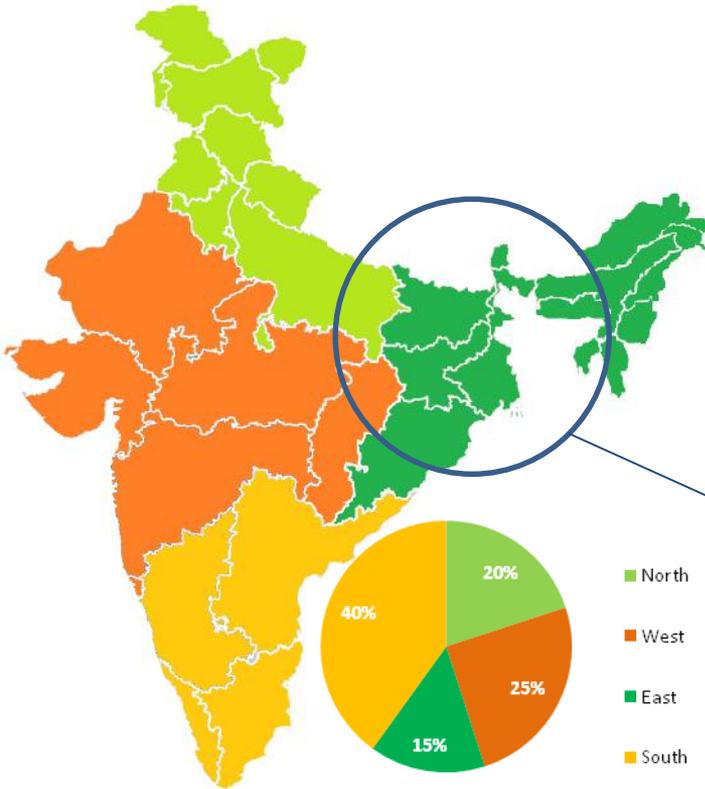
“We aspire to become a pioneering and forward-looking organization that is collaborative, nimble, innovative and responsive to the changing needs of our clients.”

### **Vision:**

“It is our vision to be one of India’s leading financial conglomerates, offering complete financial solutions that encompass every sphere of life.”

We wish to achieve our vision by only doing what’s right.

# Overview of Gold Loan Business in India



- India possesses over ~20,000 metric tonnes of gold, worth more than USD 800 bn. Organized gold loan sector penetration is just approx 3%, estimated at USD 23 bn. There lies a massive untapped potential in gold based lending, especially in eastern India, where there are hardly any lenders that have the institutional expertise to make good this enormous opportunity.

- Rural India is estimated to hold around 65% of total gold stock. For Rural India **Gold** is the virtually the 'bank account' of the people - historically gold has been an good hedge against inflation & gold's attribute of being a fairly liquid investment in India, serves as a chief motivator behind its selection as a prime saving entity in India.

- The demand for gold has a regional bias with southern Indian states accounting for around 40 per cent of the annual demand.

- **Eastern India has an annual demand of 10 to 15 per cent of the total Indian spend, totaling USD 12 bn circa.**

# Business Potential in West Bengal

# Overview of Gold Loan business in India



Particulars	Muthoot Finance	Mannapuram Finance
AUM (Rs. in Crs.)	33585	11735
Branches (No.)	4400	3372
Branches in South	2623	1989
<b>Presence in South %</b>	<b>65</b>	<b>59</b>
Branches in East	364	370
<b>Presence in East %</b>	<b>6</b>	<b>11</b>

*Source: NSE*

- From the above scenario it is clearly evident that the two biggest Gold Loan Houses in India are dominant in South India and left a huge gap in rest of the country.
- This is where Achiivers Quick Gold Loan comes into picture to pick up the gap in East which in spite of huge potential as per details given above remains largely untapped.
- Last but not the least, all startups in India are fighting for Ecommerce Business whereas old conventional Business like Gold Loan, Micro-Finance, Agricultural Loan and SME Loans in rural India are highly neglected due to lack of glamour and focus.

# Gold Loan Business potential of West Bengal

1

• Gold Loan business potential is such that more one lends the more they earn, so infusion of capital is an ongoing process for our loan business.

2

• As of today the population of West Bengal is about 9.5 crores, out of that nearly 72% population is rural, that is about 6.84 Crs. or about 68 million, that gives about 1.71 crores or 17.1 million family / household.

3

• The majority of these households are untapped. In Bengal even a poor household possess about 5gm to 10gm of gold per person [Ref: private Gold Reserves - India (2ndlook model)] at a minimum. That gives at an average of 30gms of gold per family at a minimum. At current price it is about Rs. 90,000/- per family.

4

• Taking the safety margin, we take a minimum ticket size of Rs 30,000/- per family, that can be disbursed against security. That gives a potential market exposure of USD 75 billion or Rs513 lacks Crs. of secured loans.

5

• West Bengal also contributes 8% to overall India's Agriculture and 24% to the state domestic product annually. It is first in India in production of rice, vegetables, fisheries (inland) and pineapple and second in production of potato and tea.

6

• 72% of West Bengal population is rural (Total population 9.5 crores) and Irrigated area is 62%. West Bengal rural market is not as well developed as Maharashtra or Kerala, though; Kolkata is one of the largest metro cities in the country. The major market is concentrated only in Kolkata and is the hub of North East India.

# Capitalizing on the opportunity



- Achiivers entered the gold loan business due to the opportunity size, complementary customer base to its earlier mature Equities business and the untapped exponential potential which the gold lending business brings.
- This business fulfills the financial inclusion of the poorest poor in India and helps convert a non-productive asset into an economic driver for prosperity.
- With a view to provide access to organized finance to the under-banked strata in the society, Achiivers Group forayed into Loans against Gold in July 2013.
- Driven by innovation, service and effective wider outreach, Achiivers has successfully acquired over 25652\* customers in a short span of time.
- Achiivers forayed into the Gold Loan Business with Thakurpukur Branch (a semi urban area near to our HO in Behala. Now the business boasts of 7 successful branches around Kolkata.
- Total disbursements stands at Rs. 56.61 Crs.(USD 8.15 Mn) as on Mar '19.

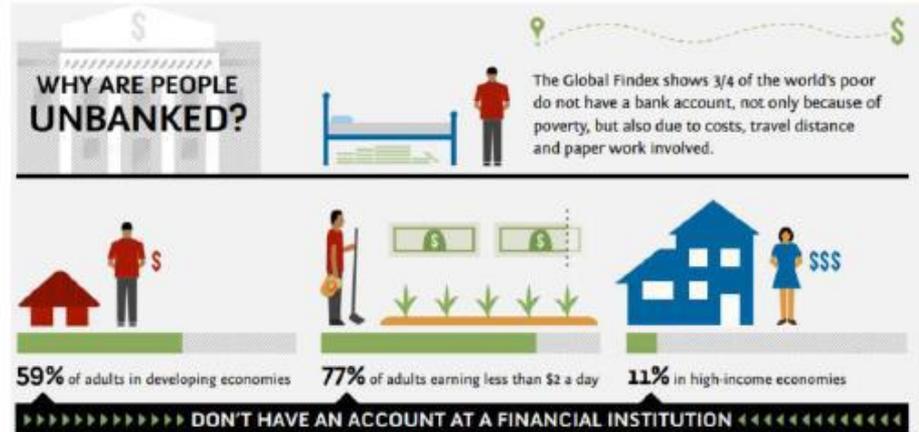
# Interest Differential – assisting the poor



Gold Loan



- Financial Inclusion is triggered for the poorest poor that remain excluded from the Indian banking system due to a host of economic reasons.
- Achiivers aims at bringing these needy peasants within the lending umbrella at interest rates that are half or less than half of what is traditionally charged by exploiting money lenders within the semi urban / rural landscape in Eastern India.



# Contd..

- The business operates out of 7 standalone branches in and around Kolkata.
- We have already undertaken research in order to open another 3 Branches in the coming months.



Thakurpukur



Kakdwip



Baruipur



Canning



Diamond Harbour



Fulia



Jadavpur

- AFIPL have successfully raised external funding of Rs. 6.25 Crs from renowned financial institution.
- AFIPL has been rated by world's one of the most reputed rating agencies "CARE". Currently, we are associated with "INFOMERICS"

- Adequate equipment and manpower in each branch (five people per branch including a branch officer, one qualified valuer, one gold loan officers cum sales executives and one house keeping with 24\*7 security system)
- During the first 6 yrs. of operations, the Company has disbursed Gold Loans of 56.61 Crs.(USD 8.15 Mn) with Asset Under Management (AUM) Rs.10.97 Crs. (USD 1.58 Mn) as on 31<sup>st</sup> Mar, 2019 i.e. total outstanding Gold Loan.
- Collateral value of Gold is approx. Rs. 19/- Crores (approx. 62 Kg) as of 31<sup>st</sup> Mar 2019 against outstanding Gold Loan of Rs.10.97 Crs. (USD 1.58 Mn) which is 58% of the pledged Gold.
- The Company plans to expand (5 times) from its existing branch network in coming years, expanding in untapped territory in rural and semi-urban areas.



# Branch Details

## Thakurpukur

- Pilot branch in Behala catering a population close to 2,00,000 people.
- The projected growth Outstanding Loan business during FY 19-20 will be around Rs. 3.85 Crs with new client acquisition of around 1820.

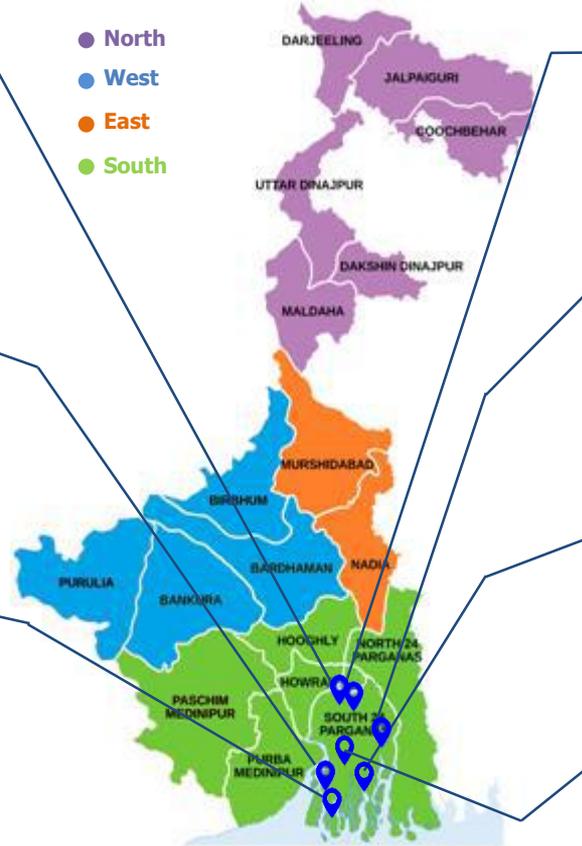
## Kakdwip

- Untapped & unbanked market where main business is Fisheries & Beetle leaf plantation.
- This area is full of small businessman with monthly business of 5Lks circa, & has good reserve of inherited gold.
- The projected growth Outstanding Loan business during FY 19-20 which Rs. 9.25 Crs with new client acquisition around 9200.

## Diamond Harbour

- Diamond Harbour is a city and a municipality of South 24 Paragana district. It is situated on the eastern banks of the Hooghly River where the river meets the Bay of Bengal.
- Main business comprises of agriculture, fisheries, food processing activities etc. It has huge scope for development of ports and shipping activities.
- Diamond Harbour city had a total population of around 50,000.
- The projected growth Outstanding Loan business (FY 18-19) would be around Rs. 3.50 crs with new client acquisition of around 1600.

- North
- West
- East
- South



## Baruipur

- This is a wholesale market for fruits, vegetables & surgical business.
- It is also the district HQ of 24 Parganas & hence acts as a central Hub.
- The projected growth Outstanding Loan business during FY 19-20 would be around Rs. 3.75 Crs with new client acquisition of 1700.

## Canning

- Main business is again of fisheries, agriculture & fish export and has a population of more than 1,00,000 people.
- HQ of canning subdivision & gateway for Sunderban jungles.
- The district has 24 islands & has huge inflow of tourists.
- The projected growth Outstanding Loan business (FY 19-20) would be around Rs. 3.90 crs with new client acquisition of around 1800.

## Fulia

- Phulia (also spelt Fulia) is a census town beside the river Ganges under Shantipur police station of Ranaghat subdivision in Nadia district in the Indian state of West Bengal.
- It has population of more than 1 lakh.
- Main business is wholesale and retails business of handloom saree and agriculture. Fulia is leading handloom saree business leader of west Bengal.
- The projected growth outstanding business for 3.85 crore with new client acquisition of 1750.

## Jadvpur

- Jadavpur is one of the important junctures in South Kolkata
- Industrial and Real Estate business dominates here.
- This area is well bounded by areas like Jodhpur Park, Dhakuria, Tollygunge, Golf Green etc
- The projected growth outstanding business for 2.00 crore with new client acquisition of 1000.

# Marketing activities



Street corner



Leaflet distribution



Poster Activity



Canopy Activity

**Company is involved in Innovative marketing activities, which appeals to the intended audience.**

**Some of these activities are as highlighted:-**

- Street Corner:- We collected 25920 client data through this.
- Referrals from existing clients:- We got 753 referrals last FY.
- Sit & Draw:- Sourced approx 960 Guardian details for calling
- Canopy:- The main focus is on visibility in important junction
- No Parking Placards :-This also creates branding at local level.

P.S-The above values are from our last activities in March 19



Sit and Draw  
Competition



Scratch Card/ Referral



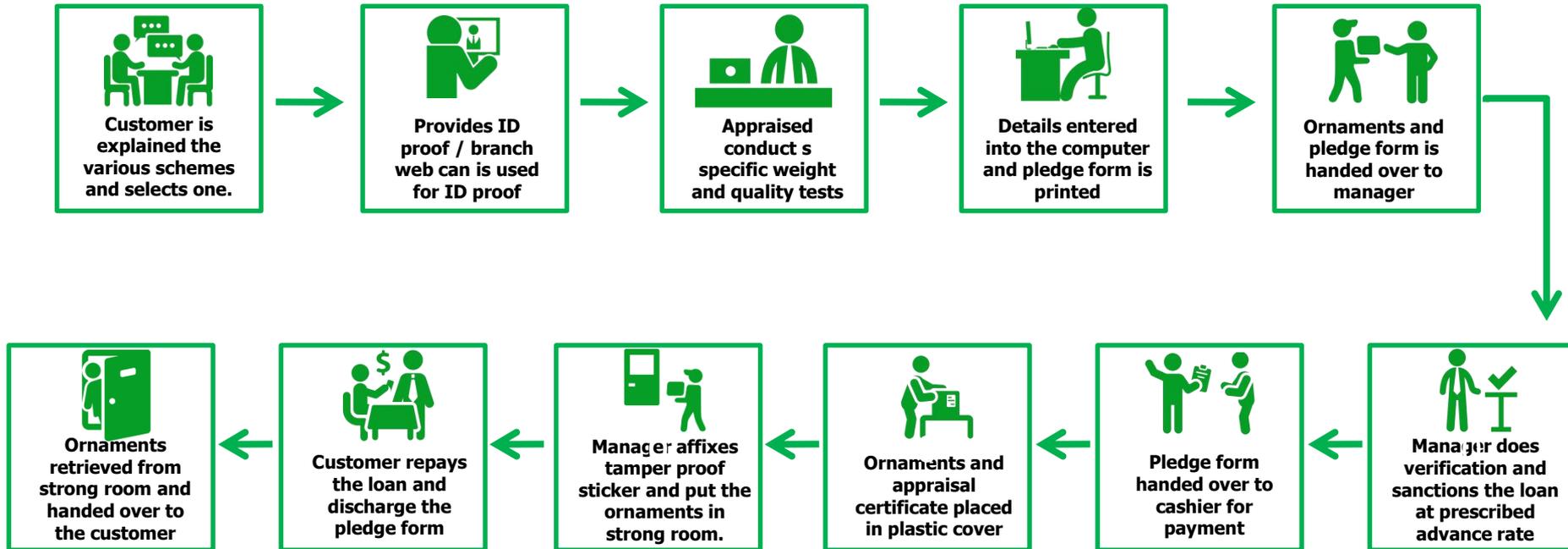
News paper insertion



Electronic Media (Local  
Cable Tv)

# Gold Loan Disbursement Process

The below is our standardized process for Disbursement after client walks in for Gold Loan requirement



# Actual images of the process

**AQGL Staff welcomes the customer**



Tells about various schemes for Gold Loan



Collects ID proof & validates



Gold is collected from customer



Conducts Quality test



Conducts Weights test



Details entered into system & Pledge form is printed



Sanctions the loan at prescribed rate



Ornaments & certificates are placed in plastic cover with tamper proof stickers



Package is handed over to Manager



**Customer repays the loan and gets his Gold back**

**After 6 months**



The gold is then kept inside the strong room



# Strategic Review

## Core banking Solution



Achiivers has implemented a Core Banking Solutions software for all its branches. Software connects all branches to a central server on real-time basis. This has enabled automation of inter-branch transactions and effective monitoring of branches centrally.



## Dimensions

- **Name** : Dimensions Cybertech Private Limited
- **Facility** : Back Office Software
- **Profile** : Dimensions Cybertech, an ISO 9001:2000 certified company, is the flagship company of the Dimensions group, a conglomerate providing quality IT/IT – enabled solutions and services to a global clientele, with a presence in over 10 countries worldwide. With over 40 highly motivated and extremely skilled people, the Co. have bought the world of totally integrated and automated environment to such diverse fields as Educational Institutions, Avionics, Trading Houses and Servicing Companies.

Products- NBFC Management System,eFin,iBank,Accounting Dimensions etc

## Advances Surveillance



Achiivers has installed surveillance cameras and burglary alarms across all branches. Adequate training is provided to the staff as well to handle customer's valuables. Gold ornaments taken as collateral security are kept in a strong room in the same branch premises, where the transaction has taken place. This strong room is under dual custody.



- **Name** : NIS Security Solution Facility Management Pvt Ltd
- **Facility** : Electronic Security Equipments, Manned Guarding Services
- **Profile** : Established in the year 1985, NIS Management Private Limited is a noted organization engaged in offering various Security Solutions along with Facility Management Services. We first started with offering comprehensive solutions to handle security issues of the clients and then added Facility Management into our portfolio to meet diverse requirements of industry.

Services- Manned Guarding Services, Security and VIP Escort Services, Electronic Security Equipments, Facility Management Services, investigation and Due Diligence etc

## Audit System



Achiivers has instituted a series of checks and balances to maintain integrity of operations. Surprise internal as well as external audits are carried out at timely intervals.



- **Name** : Relyon Softech Ltd
- **Facility** : TAX, Payroll
- **Profile** : Over a period of 14 years, Relyon with its "Saral" products has been striving to serve various industries to simplify the activities in Tax & e-filing, Payroll & Accounts domain. It offers a host of products to automate day-to-day activities by using the latest engineering methods, tools and techniques.  
Areas of expertise- Tax & E-Filing, Payroll & Accounting.

## Local Touch



The employees at all the branches are fluent in the local language and customs. The borrower will thus enjoy the benefits of familiarity.

## Service Quality



Achiivers provides quality service to our customers developing a bond with them, which effectively leads to a long-term relationship. Improved service quality may enable us to increase the economic competitiveness.

## Competitive Interest Rates



Achiivers have highly competitive rates with a reasonable and well-defined slab system that is easy to understand and interest is chargeable only for the actual number of days for which loan is availed.

## Credit Base



Achiivers currently operates through internal accruals, for expansion we are exploring for credit facilities from Banks', Multiple Corporate and Financial institutions, superior credit rating and asset-quality will enable us to mobilize adequate low-cost funds.

## Marketing



Achiivers' Gold Loan business launch in July 2013 was supported with strong communication in around Kolkata and abroad. All the branches of Gold Loan were also branded with strategic communication and consistency trying to give good customer experience. Several catchment area branding and marketing activities created good visibility. The Company promoted its brand during prime time on the electronic media for the first time ever; gold loan commercials are ready to be screened in cinema halls in targeted markets and local TV.

# Prudent Risk Management Framework



- Businesses are exposed to varied risks. Risk management is the identification, assessment, and prioritization of risks, followed by coordinated and economical application of resources to minimize, monitor and control the probability and /or impact of unfortunate events, or to maximize the realization of opportunities.
- At AQGL, we identify, assess the probability of occurrence and its impact and develop strategies to avoid, prevent & reduce the risk.

# Risk Involved

# Portfolio at Risk



- There are no NPAs in Gold Loan financing, since it is a secured loan business and fully collateralized with gold. Credit loss is the only risk and an important aspect for a gold loan company .To mitigate that we keep 30% to 35% haircut on the value of jewellery (after deducting stone & making charge), to arrive at loan eligibility value. Current LTV (Loan to value of Gold) of Portfolio is 62% approx.
- While loans are typically disbursed with tenure of 12 months, most of the loans are repaid within six months – implying average duration of close to six months for the loans.
- Client has the flexibility of paying the interest monthly & with no penalty on prepayment after 30 days of loan tenure.
- Interest is charged to the account at monthly rests, but will become due for payment along with principal only at the end of 12 months from the date of sanction.
- Gold Loan can be closed any time, as customer has the option to pay entire amount with interest in one instalment at the time of closing of Gold Loan, or he can also pay principal amount in one shot at the time of closing his Loan, though as per company policy we focus on collection of interests on monthly basis for healthy financial practice.
- Through experience & historical data available globally, we have seen that clients always want to release their pledged gold back, unless there is extreme unavoidable circumstances, due to the sentiment attached with their jewellery, which is either inherited, received as gift or purchased for financial liquidity and hence default is almost NIL, because clients release it back for their own personal interest.
- Company has strong NPA monitoring & collection strategy instituted.
- Overdue Accounts beyond 365 days are put for auction, after sufficient notices, personal visits, phone calls and SMS, as per guidelines.

Enclosed below find link Notification's of RBI related to Bullet Payment of Gold Loan

- <https://rbidocs.rbi.org.in/rdocs/notification/PDFs/45MD01092016B52D6E12D49F411DB63F67F2344A4E09.PDF>
- [https://www.rbi.org.in/scripts/BS\\_CircularIndexDisplay.aspx?Id=9307](https://www.rbi.org.in/scripts/BS_CircularIndexDisplay.aspx?Id=9307)
- <https://www.rbi.org.in/scripts/NotificationUser.aspx?Id=8873&Mode=0>
- <https://www.rbi.org.in/scripts/NotificationUser.aspx?Id=3955&Mode=0>
- [https://www.rbi.org.in/scripts/BS\\_ViewMasCirculardetails.aspx?id=5806](https://www.rbi.org.in/scripts/BS_ViewMasCirculardetails.aspx?id=5806)
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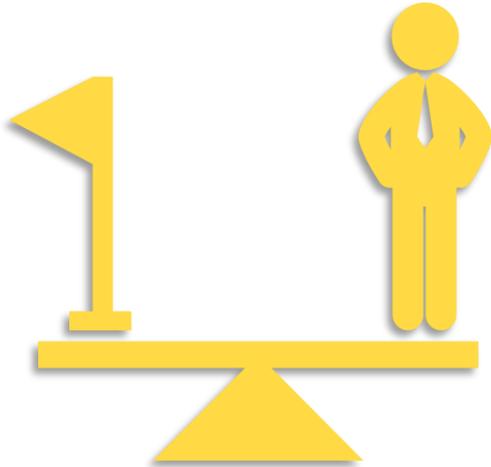
# Non-performing Assets (NPAs)



**Based on the existing RBI guidelines for asset classification, details of the classification of our gross NPAs as of Mar 2018 are nil.**

- Sub-standard assets are assets which have been classified as an NPA for a period of 18 months or less, or where the terms of the agreement regarding interest and/or principal have been renegotiated or rescheduled or restructured after commencement of operations until the expiry of one year of satisfactory performance under the renegotiated or rescheduled or restructured terms.
- Doubtful assets are assets which have been classified as an NPA for a period exceeding 18 months.
- Loss assets mean (a) assets which have been identified as a loss asset by us or our internal or external auditor or by the RBI to the extent that they are not written-off by us; and (b) assets which are adversely affected by a potential threat of non-recoverability due to either erosion in the value of security or non-availability of security, or due to any fraudulent act or omission on the part of the customer.

Any decline in the value of gold collateral



## Mitigation

- Around 25% to 30% buffer is kept on the value of jewellery for calculation of the loan amount.
- The loan is structured solely based on the weight of gold content. The weight and value of stones embedded in the jewellery are not considered when valuing the jewellery.
- The sentimental value of gold jewellery is also another factor, which induces repayment and collateral redemption, even when the collateral value declines below the value of the repayment amount.

# Margin of Safety

	3 Months	6 Months	9 Months	12 Months	Additional 2 month for Auction
Gold Value	100	100	100	100	If the Customer does not pay or close the Loan, there is a ample margin of safety to recover Principal as well as Interest. Also, Linkage to Gold prices is Negligible.
LTV	75%	70%	65%	60%	
Gold Loan	75	70	65	60	
Interest Rate	24%	24%	24%	24%	
Interest Cost	4.5	8.4	11.7	14.4	
Interest Cost + Principle	79.5	78.4	76.7	74.4	
Margin of Safety(%)	20.5	21.6	23.3	25.6	

- Recalibrated the product structure to de-Link from gold price fluctuation
- Loan to value (LTV) ratio is linked to the tenure of the loan. Therefore, the maximum permissible LTV of 75% would be available on loans
- We offer products with varying loan amounts, advance rates (LTV per gram of gold),tenure of loan and interest rates.
- The maximum and average maturity of our loan product is 12 months and approximately 3 to 6 months, respectively.

Any failure of the counterparty to abide by the terms and conditions of the business could impact profitability



## Cont. .

- Rigorous loan approval and collateral appraisal processes are followed.
- Strong NPA monitoring and collection strategy have been instituted.
- The gold jewellery used as collateral for loans can be readily liquidated through auctions; therefore, the possibility of recovering less than the amount due to AQGL is low.

# Auction Process and Guidelines

## **Auction Process**



The Reserve Bank of India vide circular DNBS.CC.PD.No.266 / 03.10.01 / 2011-12 dated 26 March 2012 titled "Guidelines on Fair Practices Code for NBFCs" has advised NBFCs to put in place an Auction Policy duly approved by the Board of Directors. This Auction Policy will replace, in full, the existing auction policy and all instructions arising there from.

# Auction Process and Guidelines

Step 1

•Overdue Accounts beyond 365 days shall be put for auction provided sufficient notices, personal visits, phone calls and SMS.

Step 2

•Intimation to over due Customers

Step 3

•Decide the date of auction & Pass the Board Resolution

Step 4

•Appointment of RBI Approved Auctioneer

Step 5

•Final letter –DN 20 will be served to each auction able customers & they are required to acknowledge the same.

Step 6

•Necessary notification/publicity should be Publishes in newspapers atleast 5 to 10 days prior to auction day

Step 7

•Day of Auction:-Bidders Registration are required >bids happen >Successful bidder(s) is/are chosen >Realization of the bid amount.

Step 8

• Auction able sale proceeds are apportioned to each customer's account on the basis of rate auction sale realized per gram

Step 9

•Excess amount are refunded to customer while proceeding are taken to recover deficiency

# Interest Rate Risk

Any interest rate movement could jeopardize business profitability.



## Cont. .

- The majority of AQGL's borrowings (loans and advances) are at fixed rates of interest.
- Diverse sources of funding will help to reduce the dependence on any one single source.
- Funding will be carried out through Bank, Corporate and Financial Institution.
- We have to look for funding from a combination of borrowings like working capital limits from banks, issue of commercial paper, non-convertible debentures and equity. Superior credit rating and asset-quality will enable to mobilize adequate low-cost funds.
- Loans should be of shorter duration; demand is inelastic to interest rate changes.

# Operational Risk

Any failure of systems, people or processes or any external event could affect business substantially.



## Cont. .

- There are a series of checks and balances including operating manual and audit (internal and external) reviews.
- AQGL has well-defined appraisal methods as well as 'KYC' compliance procedures to mitigate operational risks.
- Detailed guidelines have been laid out on the physical movement of cash and gold.
- Centralized software has been installed to automate inter-branch transactions, enabling branches to be monitored centrally.
- Installed surveillance cameras across all branches
- Internal Audit Department and Centralized Monitoring System have been formed to assist the management.

# Internal Audit Process

## HR Audit (Weekly)

- Analyzing productivity of employee costs.
- Examine employees satisfaction & engagement levels.
- Review of Succession Planning.
- Review of Health ,Environment & safety.
- Legal Compliance.
- Compensation & Benefits.
- Safeguarding of assets.
- Review of Quality Elements like ISO, Trade mark etc elements etc.

## Accounts & Operation (Fortnightly)

- Examine the books of accounts with supporting vouchers.
- Examine the registers such as DPN, GL-1, GL-2 etc.
- Check the KYC along with KYC register.
- Examine the loopholes in the revenue generation.
- Examine the cost control process.
- Statutory Compliance.

## Gold Audit (Weekly)

- Examine the weight of gold ornaments.
- Check physically the ornaments with various types of test such as:
  - a. Sound Test
  - b. Smell Test etc
  - c. Nitric Acid Test
  - d. Weight Test etc.

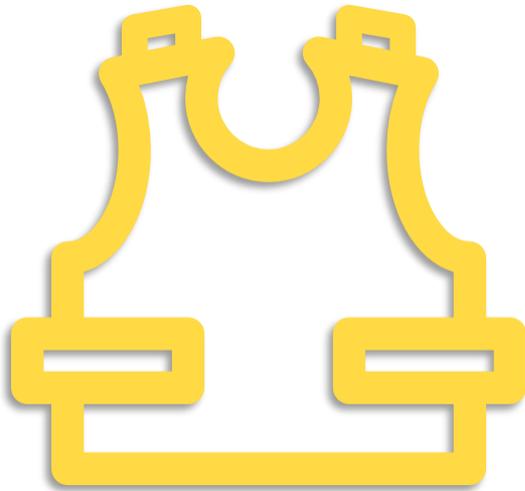
- Customers mobile no. is verified through OTP at all branches before opening accounts.
- If the loan amount exceeds Rs.50,000 then a visit to the customers house is made to validate credentials.
- We are member of CIBIL but at present the Customer is checked and matched manually. We are in collaboration with CIBIL to integrate it with our software Dimension so to make customer's credit history easily available.

# Contd. . .Gold Audit

- Achiivers have instituted a series of checks and balances, including an operating manual, and both internal and external audit reviews.
- Since we handle high volumes of cash and gold jewellery at our locations, daily monitoring, spot audits and immediate responses to irregularities are critical to our operations.
- We have an internal auditing program that includes unannounced branch audits and cash counts at randomly selected branches.
- As of Mar 31, 2019, we had an internal audit team of 4 persons, who conduct audits on branches either weekly or fortnightly or monthly depending on the size of the branch.
- We have taken steps to enhance our internal controls commensurate to the size of our business, primarily through the formation of a designated internal audit team with additional technical accounting and financial reporting experience.
- The pledged gold jewellery packed in pouches is identified by loan details marked on the cover. Tamper proof stickers are affixed on the jewellery packets to ensure inventory control. Additional stickers are used to seal packets by persons examining packages subsequently, including our internal auditors.
- Stringent collateral approval process
- Pledges are frequently checked by an internal audit team at 45 day to confirm quality and quantity of gold, KYC and other documents.

# Others Risk Management in Place

An inability to mobilize necessary funds to meet operational and debt servicing requirements could lead to sluggish expansion.



## Cont. .

- An Asset and Liabilities Committee (ALCO) meets once in a week to review liquidity. The committee consists of senior management team, which reviews the liquidity, based on future cash flows & Gold loan interest rate.
- The proprietary tool of Achiievers tracks the potential impact of loan prepayment at a realistic estimate from a near to medium-term liquidity position.
- Developed and implemented comprehensive policies and procedures to identify, monitor and manage liquidity risks.
- Our finance tenure generally lies between 24 - 48 months but our average gold loan matures / closes in about 6 months, as per business trend, resulting in a positive asset ~liability matching & hence low liquidity risk.

# Counter Party Business Risk

Cyclical or seasonal nature of business of a borrower could adversely impact the loan portfolio.



## Cont. .

- Geographic spread of branches mitigates cyclical pressures in different regions.
- The proprietary tool of Achievers tracks the potential impact of loan prepayment at a realistic estimate from a near to medium-term liquidity position.
- Borrower profile consists of people engaged in various income generation activities.

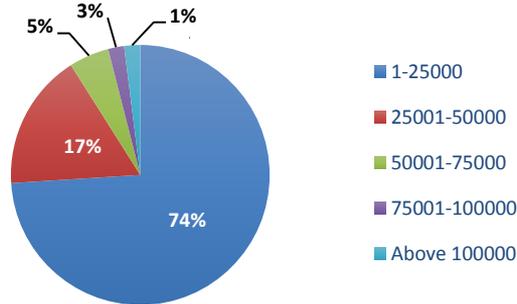
# Business MIS 2018-19

# Ticket Size- Clients and Disburse Amount

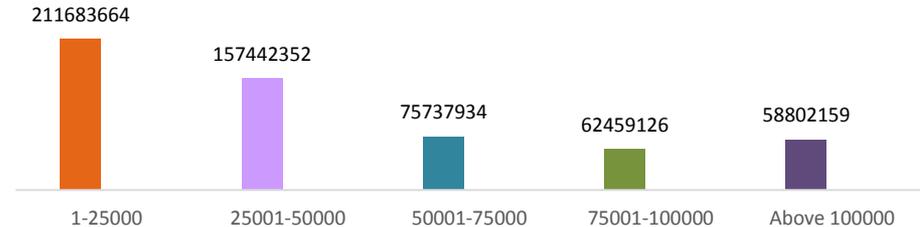
## MIS as Per Ticket Size-Clients and Disburse Amount

Ticket Size (Rs.)	No. of Clients	% of Client as per Ticket Size	Loan Disbursed as on Mar 2019	% of Disbursed Amount as per Ticket Size
1-25000	18925	74%	211683664	37%
25001-50000	4499	17%	157442352	28%
50001-75000	1236	5%	75737934	14%
75001-100000	692	3%	62459126	11%
Above 100000	300	1%	58802159	10%
<b>Total</b>	<b>25625</b>	<b>100%</b>	<b>566125235</b>	<b>100%</b>

### % of Client as per Ticket Size



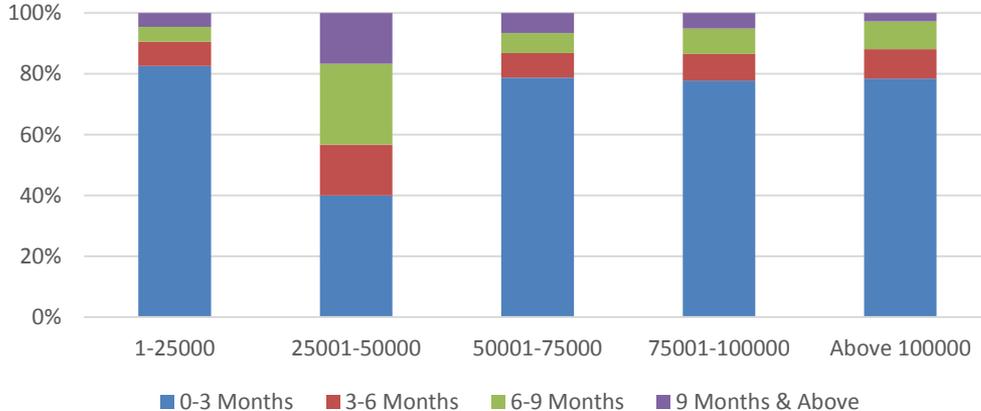
### Loan Disbursed



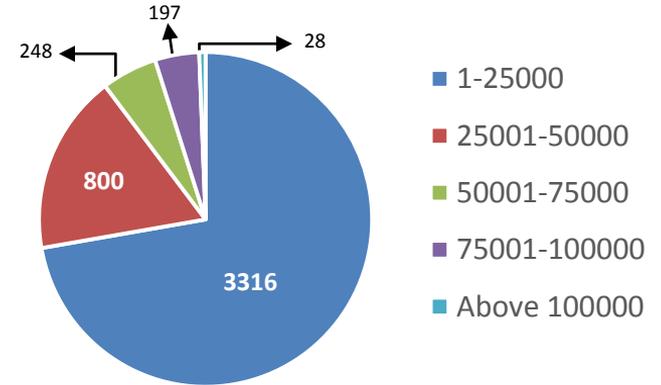
- Our Average ticket size is approx. Rs. 23000/-
- Our Borrowers average household annual income in rural areas are not more than Rs.60000 and for non-rural areas it is within 120000
- During KYC process estimation of household income is done and accordingly same is captured in loan application form and KYC Form

# Period wise distribution as per Ticket Size

Ticket Size	No. of days 0-90 (0-3 Month)	No. of days 91-180 (3-6 Month)	No. of days 181-270 (6-9 Month)	No. of days 271 & Above (9 Month & Above)	Total Clients in particular Ticket Size
1-25000	2609	364	202	141	3316
25001-50000	615	89	45	51	800
50001-75000	177	38	22	11	248
75001-100000	125	62	3	7	197
Above 100000	21	5	1	1	28
<b>G.Total</b>	<b>3547</b>	<b>558</b>	<b>273</b>	<b>211</b>	<b>4589</b>
<b>% Contribution</b>	<b>77%</b>	<b>12%</b>	<b>6%</b>	<b>5%</b>	<b>100%</b>



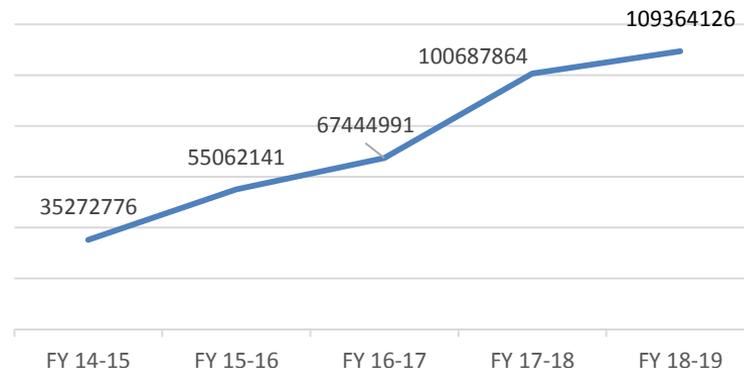
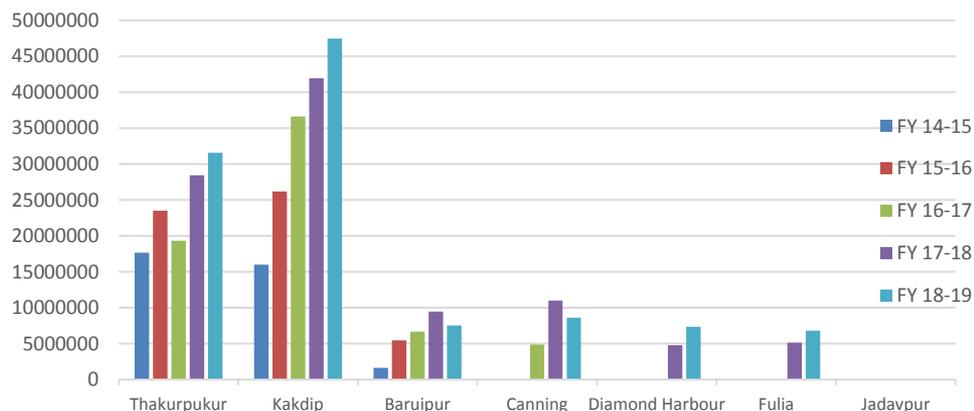
Total Clients in particular  
Ticket Size



# Total Outstanding Loan till 31st of Mar 2019

## Total Outstanding loan MIS till 31st of Mar 2019

Branch Name	Total outstanding (FY 14-15) (Rs.)	Total outstanding (FY 15-16) (Rs.)	Total outstanding (FY 16-17) (Rs.)	Total outstanding (FY 17-18) (Rs.)	Total outstanding (FY 18-19) (Rs.)
Thakurpukur	17663497	23494030	19306599	28423598	31556922
Kakdwip	15995325	26140800	36591156	41937147	47446724
Baruipur	1613954	5427311	6679570	9452302	7538890
Canning	-	-	4867666	10994572	8580212
Diamond Harbour	-	-	-	4756697	7323541
Fulia	-	-	-	5123548	6788437
Jadavpur	-	-	-	-	129400
<b>G. Total</b>	<b>35272776</b>	<b>55062141</b>	<b>67444991</b>	<b>100687864</b>	<b>109364126</b>

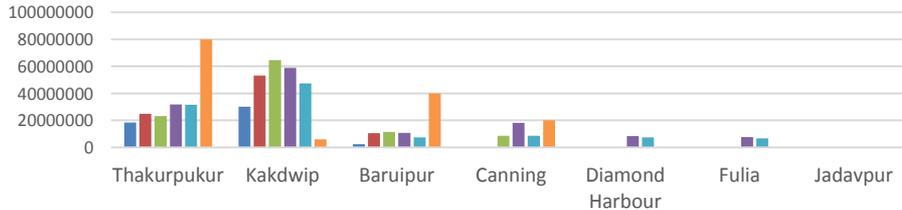


# Total Loan Disbursed till 31st of Mar 2019

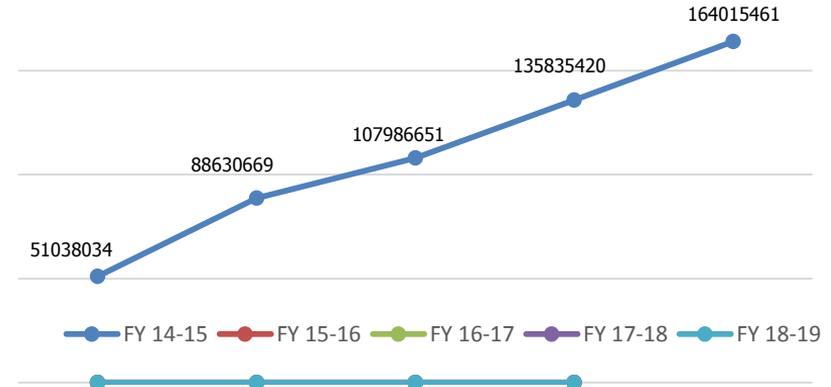
## Total Disbursement MIS till 31st of Mar 2019

Branch Name	Total Disbursement (FY 14-15) (Rs.)	Total Disbursement (FY 15-16) (Rs.)	Total Disbursement (FY 16-17) (Rs.)	Total Disbursement (FY 17-18) (Rs.)	Total Disbursement (FY 18-19) (Rs.)
Thakurpukur	18348204	25019726	23156817	31905231	11002751
Kakdwip	30218921	53186786	64731996	58919317	17443574
Baruipur	2470909	10424157	11402497	10807450	15031907
Canning	0	0	8695341	18135803	12350970
Diamond Harbour	0	0	0	8320920	131800
Fulia	0	0	0	7746699	78806569
Jadavpur	0	0	0	0	29247890
<b>G. Total</b>	<b>51038034</b>	<b>88630669</b>	<b>107986651</b>	<b>135835420</b>	<b>164015461</b>

### Loan Disbursed



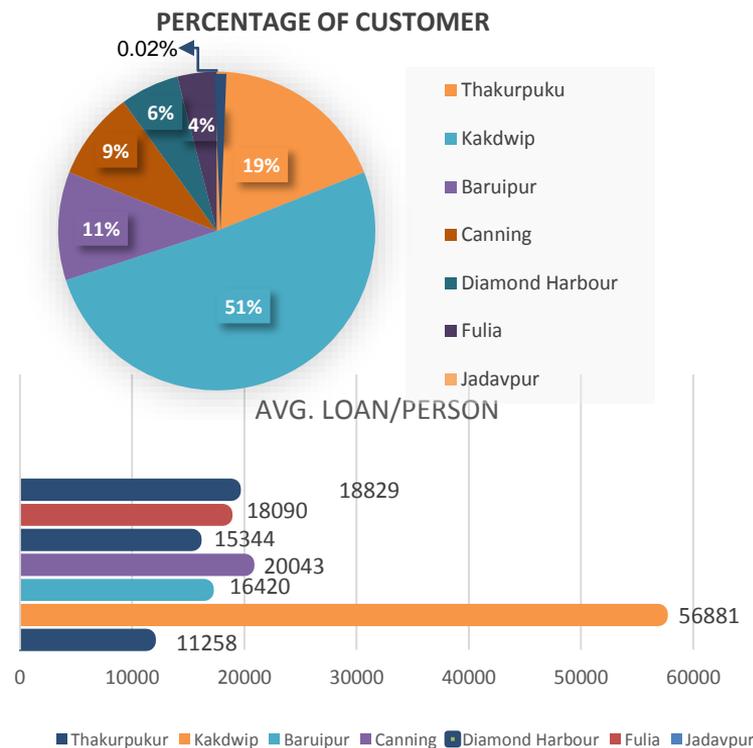
■ FY 14-15 ■ FY 15-16 ■ FY 16-17 ■ FY 17-18 ■ FY 18-19



# Average Loan Per Person as on 31st of Mar 2019

Period	Total Loan Outstanding		Total Loan Disbursed	
	Clients	Amount (Rs.)	Clients	Amount (Rs.)
As on 31 <sup>st</sup> Mar 2018	4371	100687864	18018	402109774
As on 31 <sup>st</sup> Mar 2019	4589	109364126	25652	566125235

Branch	No of Customer	AUM (Rs.)	Loan Disbursed (Rs.)	Average Loan Per Person (Rs.)
Thakurpukur <sup>1</sup>	5032	31556922	145934368	11258
Kakdwip <sup>2</sup>	12963	47446724	286226089	56881
Baruipur <sup>3</sup>	2808	7538890	46107764	16420
Canning <sup>4</sup>	2209	8580212	44274718	20043
Diamond Harbour <sup>5</sup>	1522	7323541	23352827	15344
Fulia <sup>6</sup>	1111	6788437	20097669	18090
Jadavpur <sup>7</sup>	7	129400	131800	18829
<b>Total</b>	<b>25652</b>	<b>109364126</b>	<b>566125235</b>	<b>22069</b>

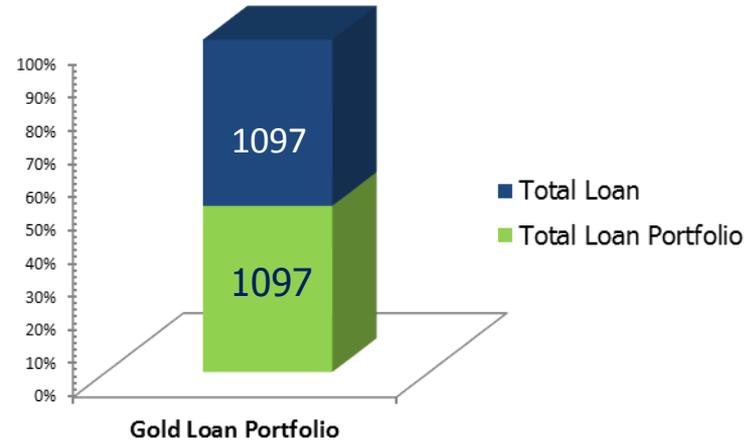


- As a new entrants into gold Loan business we have substantially grown up to acquire new clients.
- Loan disbursed during the short span of time have outpaced our competitors who are into this business for more than 50 years.
- Our loan portfolio is distributed amongst diverse section of our society resulting in a healthy average loan per person.

1.Opened on 10/7/13 2.Opened on 24/2/14 3.Opened on 28/9/14 4.Opened on 9/5/16 5.Openend on 9/6/17 6.Opened on 17/8/17 7.Opened on 1/3/19

# Gold loan portfolio as a % age of total assets

Particulars	Amount (Rs. in Lacks)
Total Gold loan portfolio	1097
Total Loan	1097
<b>Gold loan portfolio as a %age of Total Loan</b>	<b>100%</b>

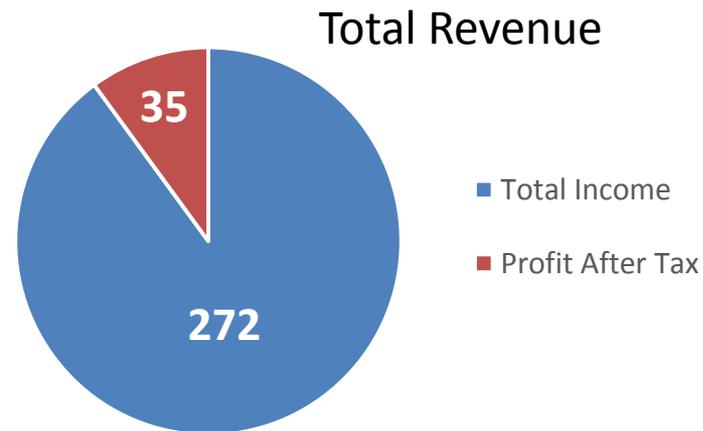


- Our Gold Loan represent 100% of total loan advanced as on 31<sup>st</sup> Mar 2019.

# Total Revenue

PARTICULARS	AMOUNT (Rs. in Lacks)
Total Revenue	272
Expenditure	225
Profit before Tax	47
Profit after Tax	35

PARTICULARS	AMOUNT (Rs. in Lacks)
Interest Income	259
Other Income	13
<b>Total Income</b>	<b>272</b>



- In first 6 years of operation itself Company has shown good potential to grow and able to make profit in short span of time.
- We have to continue look after for low cost fund to keep our growth cycle intact.

# Business Plan 2018-19

# Projected Profit & Loss Account for 2020-22

Particulars	31-Mar-16 (Rs. in Lacks) (Audited)	31-Mar-17 (Rs. in Lacks) (Audited)	31-Mar-18 (Rs. in Lacks) (Audited)	31-Mar-19 (Rs. in Lacks) (Audited)	31-Mar-20 (Rs. in Lacks)	31-Mar-21 (Rs. in Lacks)	31-Mar-22 (Rs. in Lacks)
<b>I. Revenue from operations</b>		-	-	-	-	-	-
Sales of Investment							
Interest on Gold loans	125	148	226	259	690	1,150	1,840
Interest on Surplus Fund							
<b>II. Other Income</b>							
Other Non Operative Income	13	3	6	13	28	56	93
<b>III. Total Revenue (I + II)</b>	<b>138</b>	<b>151</b>	<b>232</b>	<b>272</b>	<b>718</b>	<b>1,206</b>	<b>1,933</b>
<b>IV. Expenses:</b>							
Finance charges	34	31	79	96	255	408	650
Depreciation	5	3	6	6	16	36	56
Audit & Inspection Cost							
Other expenses	68	85	112	123	255	509	848
<b>Total Expenses</b>	<b>107</b>	<b>119</b>	<b>197</b>	<b>225</b>	<b>526</b>	<b>953</b>	<b>1,554</b>
<b>IV. Profit before tax</b>	<b>31</b>	<b>32</b>	<b>35</b>	<b>47</b>	<b>192</b>	<b>253</b>	<b>379</b>
Provision for Income Tax	9	10	9	13	50	66	99
Dividend	3	2	2	3	14	19	28
Provision for Dividend Tax	-	-	1	1	3	4	6
<b>VI. Profit/(Loss) for the period</b>	<b>19</b>	<b>20</b>	<b>23</b>	<b>30</b>	<b>125</b>	<b>164</b>	<b>246</b>

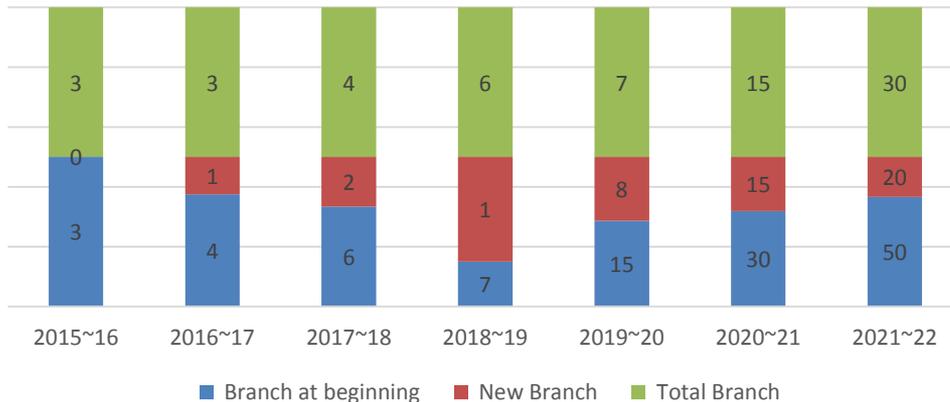
# Projected Balance Sheet 2020-22

Particulars	31-Mar-16 (Rs. in Lacks) (Audited)	31-Mar-2017 (Rs. in Lacks) (Audited)	31-Mar-2018 (Rs. in Lacks) (Audited)	31-Mar-2019 (Rs. in Lacks) (Audited)	31-Mar-20 (Rs. in Lacks)	31-Mar-21 (Rs. in Lacks)	31-Mar-22 (Rs. in Lacks)
<b>I. EQUITY AND LIABILITIES</b>							
Share Capital & Reserve and Surplus	254	537	553	580	985	1,124	1393
Current Liabilities & Provisions							
(a) Short Term Borrowings	382	360	653	891	2,139	4,139	6,000
(b) Short-Term Provisions & Other Current Liabilities	26	17	29	25	108	169	261
<b>Total (Liabilities)</b>	<b>662</b>	<b>914</b>	<b>1,235</b>	<b>1,496</b>	<b>3,232</b>	<b>5,423</b>	<b>7,654</b>
<b>II.ASSETS</b>							
(1) Non-Current Assets							
(a) Fixed Asset	15	21	31	34	75	149	239
(2) Current Assets, Loans & Advances							
(a) Cash and Cash Equivalents	18	140	68	205	17	33	55
(b) Short-Term Loans and Advances	629	753	1,136	1,257	3,140	5,250	7360
<b>Total (Assets)</b>	<b>662</b>	<b>914</b>	<b>1,235</b>	<b>1,496</b>	<b>3,232</b>	<b>5,432</b>	<b>7,654</b>

# Proposed No. of Branches To Be Open In Next 3 Years

Proposed No. of Branches To Be Open In Next 3 Years

FY	2015~16	2016~17	2017~18	2018~19	2019~20	2020~21	2021~22
Branch at beginning	3	3	4	6	7	15	30
New Branch	-	1	2	1	8	15	20
Total Branch	3	4	6	7	15	30	50



- We are targeting to have 30 branches by 2021 and further planned to increase our network to 50 branches by 2022.

- Achiivers is keen to expand its geographical spread by opening branches in Orissa, Andhra Pradesh, Telengana, Tamil Nadu, Kerala and Karnataka.

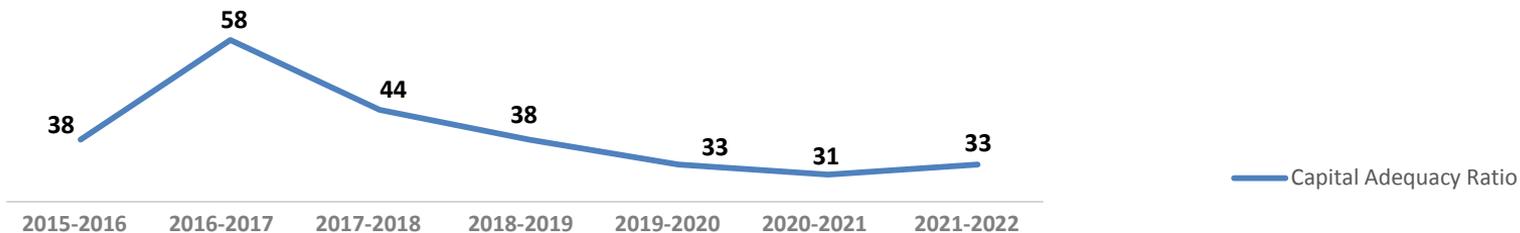
- By covering above all states we will be able to reach entire south India which have majority gold stocks in the country.

- We have considered and projected our Business Plan in a very conservative way keeping rational view for the new branches.

- Our expansion will be organic, steady and inclusive.

# Capital Adequacy Ratio

FY	2015~16 (Rs. in Lacs) (Audited)	2016~2017 (Rs. in Lacs) (Audited)	2017~2018 (Rs. in Lacs) (Unaudited)	2018~2019 (Rs. in Lacs)	2019~2020 (Rs. in Lacs)	2020~2021 (Rs. in Lacs)	2021~2022 (Rs. in Lacs)
<b>Total Capital (Owned Fund)</b>	253	523	540	580	983	1124	1393
<b>Risk Weighted Assets</b>	662	904	1240	1481	2900	3511	4109
<b>CAR (Total Capital/RWA)</b>	<b>38</b>	<b>58</b>	<b>44</b>	<b>38</b>	<b>33</b>	<b>31</b>	<b>33</b>



- Capital Adequacy Ratio is well above the minimum 15% stipulated by the Reserve Bank of India(RBI)

# Key Ratios

	2016-17	2017-18	2018-19	CAGR*
	Values in Lakhs			%
Revenue	152	232	272	47
EBITDA	67	121	149	62
Operating Profit (EBIT)	89	117	143	66
Profit After Tax (PAT)	22	26	34	128
Asset Under Management (AUM)	674	1,000	1100	55
Collateral Value of Gold	1,201	1,709	1840	82
Return on Equity (ROE)	4.21*	4.8	5.87	
Return on Asset (ROA)	2.47	2.13	2.49	
Debt Equity	0.67	1.21	1.27	

\*CAGR is calculated by considering 2013-14 as base year

\*Fresh Capital has been introduced on 10th June 2016 & 4th Oct 2016.

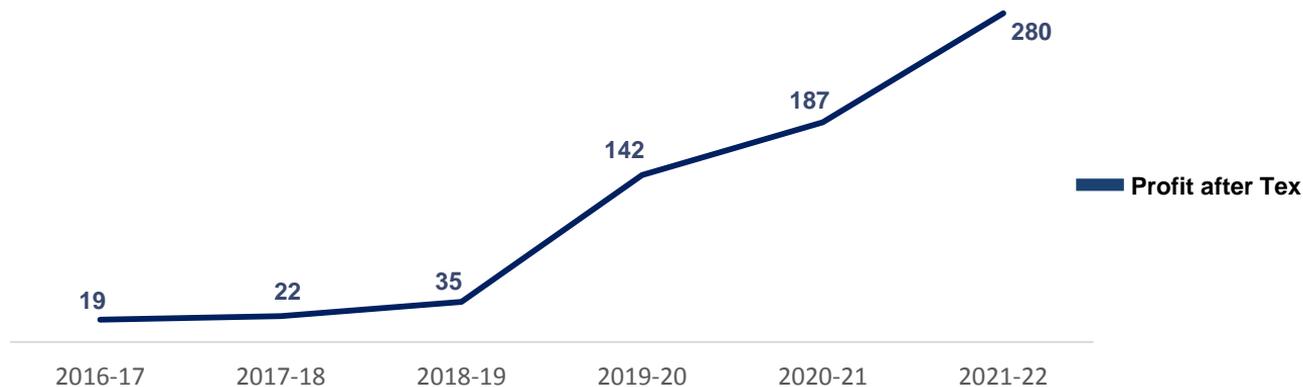
## Key Achievements:

- We have successfully sustained the impact of Demonetization in Nov & Dec 2016 and have been persistent on achieving growth in the business.
- With regular follow-up, strict monitoring and with collection efficiency we had no decline on interest collection during or post demonetization.
- Gold Loan portfolio is monitored fortnightly on a mark-to-market basis, and focus is mainly on interest collection and reduction of risky portfolio.
- Over 90% of the principal gets repaid within six months of disbursement.
- We outnumbered our last FY performance on all parameters, Total Income, BT, PAT & Gold Loan Disbursement, even though New Branch (opened during the FY) utilization remains suboptimal along with increase in operating cost of the said New Branch.
- Being in the growth phase, operating cost is expected to remain high over the medium term with opening of every New Branches, but by operation efficiency we will keep on increasing our profitability as projected.



# Profit After TAX

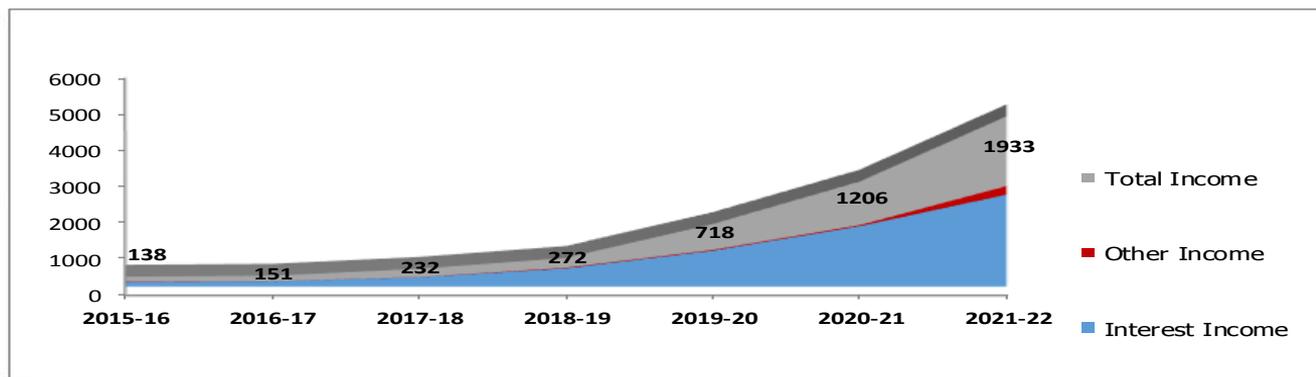
FY	2016~2017 (Rs. in Lacks) (Audited)	2017~2018 (Rs. in Lacks) (Audited)	2018~2019 (Rs. in Lacks) (Audited)	Growth (%)	2019~2020 (Rs. in Lacks)	Projected Growth (%)	2020~2021 (Rs. in Lacks)	Projected Growth (%)	2021~2022 (Rs. in Lacks)	Projected Growth (%)
Total Revenue	151	232	272	17%	718	164%	1206	68%	1933	60%
Expenditure	119	197	225	14%	526	134%	953	63%	1554	63%
Profit Before Tax	32	35	47	34%	192	309%	253	78%	379	50%
<b>Profit After Tax</b>	<b>19</b>	<b>22</b>	<b>35</b>		<b>142</b>		<b>187</b>		<b>280</b>	



- Revenue has CAGR Growth @ 47% and we expect it to grow over 50% for the next 3 years keeping FY 2016-17 as base year.

# Break Up Of Gross Income

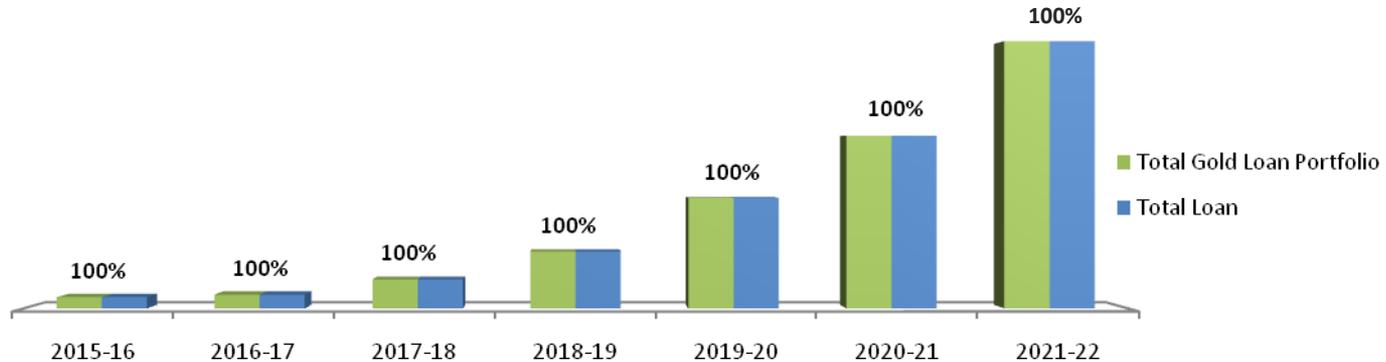
FY	2015~2016 (Rs. In Lacks) (Audited)	2016~2017 (Rs. In Lacks) (Audited)	2017~2018 (Rs. In Lacks) (Audited)	2018~2019 (Rs. In Lacks) (Audited)	Growth (%)	2019~2020 (Rs. in Lacks)	Projected Growth (%)	2020~2021 (Rs. in Lacks)	Projected Growth (%)	2021~2022 (Rs. in Lacks)	Projected Growth (%)
Interest Income	125	148	229	259	53%	690	62%	1150	40%	1840	38%
Other Income	13	3	3	13	-	28	75%	56	50%	93	40%
<b>Total Income</b>	<b>138</b>	<b>151</b>	<b>232</b>	<b>272</b>		<b>718</b>		<b>1206</b>		<b>1933</b>	



- As our gold Loan is the major business so most of the income will come from Interest Income.

# Gold Loan Portfolio As a % of Total Loan

FY	2015~2016 (Rs. in Lacks) (Audited)	2016~2017 (Rs. in Lacks) (Audited)	2017~2018 (Rs. in Lacks) (Audited)	2018~2019 (Rs. in Lacks) (Audited)	Growth (%)	2019~2020 (Rs. in Lacks)	Projected Growth (%)	2020~2021 (Rs. in Lacks)	Projected Growth (%)	2021~2022 (Rs. in Lacks)	Projected Growth (%)
Total Gold loan portfolio	551	674	1007	1097	55%	3000	63%	5000	40%	7000	40%
Total Loan	551	674	1007	1097	55%	3000	63%	5000	40%	7000	40%
<b>Gold loan portfolio as a % age of total Loan</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>		<b>100%</b>		<b>100%</b>	



- CAGR Growth in portfolio is around 55% and there will be consistent growth at the same pace in future.
- We will be keeping track of our Business Plan from time to time during next 3 years to make the projection into reality.

# Dividend to our Stakeholders

FY	2016-17	2017-18	2018-19
Dividend Payout(%)	10	10	10

- We are a consistent dividend paying company.
- We are optimistic about long term future performance.
- It lets our stakeholders to own part of the company and still benefit financially.



# Plans ahead

- During the first 6 yrs of operations, the Company has disbursed Gold Loan of 56.61 Crs.(USD 8.15 Mn) with Asset Under Management (AUM) Rs.10.97 Crs. (USD 1.58 Mn) as on Mar, 2019 i.e. total outstanding Gold Loan.
- Collateral value of Gold is approx Rs.19 Crs. (approx 62 Kg) as of 31st Mar 2019 against outstanding Gold Loan of Rs.10.97 Crs. (USD 1.58 Mn) which is 58% of the pledged Gold.
- This means per branch we have 1.57 Crs. of AUM as on 31<sup>st</sup> Mar 2019 which will go upto approx 2.37 to 2.74 Crs. per branch AUM as this branches are still in growth trajectory.
- Taking this conservative view into account if we open 50 branches as projected by 2022 then our Outstanding Loan/AUM will stand at Rs.70 Crs.



# Secured & Unsecured Loan

# Differentiating Factors

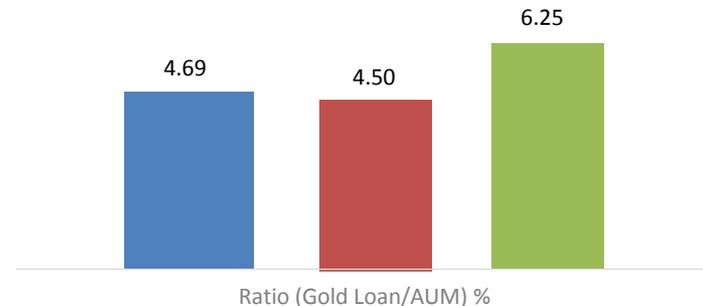
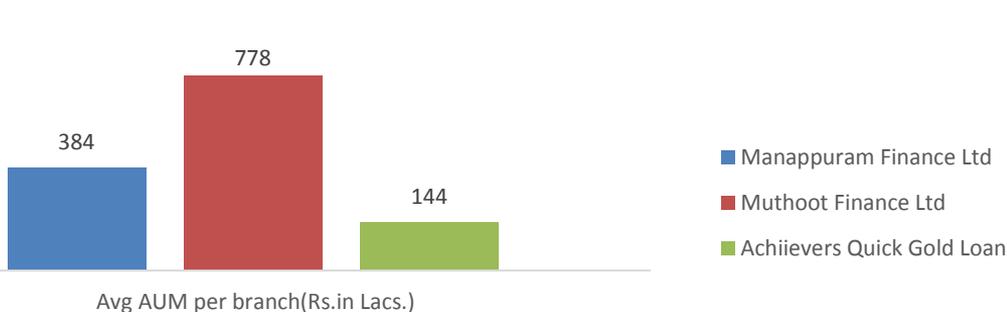
Basis	Secured Loan	Unsecured Loan
<b>Definition</b>	<ul style="list-style-type: none"> <li>•A gold loan is a loan which is secured against gold ornaments thus helps in financial inclusion and serve poorest of the poor without preset conditions.</li> </ul>	<ul style="list-style-type: none"> <li>•Microfinance is a source of financial services for entrepreneurs and small businesses lacking access to banking and related services with no collaterals to pledge and hence making the loan an unsecured one.</li> </ul>
<b>Flexibility</b>	<ul style="list-style-type: none"> <li>•Provides flexibility to the clients to use the money for medical expenses, education, or repair of household assets etc. which helps in improving quality of life.</li> <li>•Gold loans are mostly used for productive purposes.</li> <li>•Good option for emergency situation such as health issue since the loan is given in a few minutes.</li> <li>• One can get multiple loans against their gold.</li> <li>•Interest rate is as low as 12% per annum.</li> <li>•No processing charges for loan disbursement.</li> <li>•Gold loan doesn't have any insurance charge since loan is given against physical possession of the gold.</li> </ul>	<ul style="list-style-type: none"> <li>•50% of MFI loans have to be used for income generating activities.</li> <li>•There's no clear demarcation between productive and non-productive purposes such as in case of health &amp; education is not considered as an income generating activity but it could be categorized as a productive purpose because good education/ good health improves one's productive capacity.</li> <li>•Usually it takes close to one week to get the loan hence not good for emergency situations.</li> <li>•A person can not take multiple loan at a time.</li> <li>•Interest rate usually starts from 22% per annum.</li> <li>•Usually charges 1% as processing fee.</li> <li>•Typically charges 0.5% as an insurance charge.</li> </ul>
<b>Regulators</b>	<ul style="list-style-type: none"> <li>•RBI</li> </ul>	<ul style="list-style-type: none"> <li>•RBI</li> </ul>
<b>Major Companies</b>	<ul style="list-style-type: none"> <li>•Muthoot Finance,</li> <li>•Manappuram Finance Ltd,</li> <li>•Muthoot Fincorp,</li> <li>•IIFL,</li> <li>•and all other Banks</li> </ul>	<ul style="list-style-type: none"> <li>•Bandhan Financial Services Pvt. Ltd.,</li> <li>•SKS Microfinance limited,</li> <li>•Ujjivan Financial Services Pvt Ltd,</li> <li>•Equities Holding Ltd etc</li> </ul>
<b>Market</b>	<ul style="list-style-type: none"> <li>•Around 22,000 tonnes of gold (10% of the world stock) of which rural India accounts for 65% (2010).</li> </ul>	<ul style="list-style-type: none"> <li>•Reaches out to more than 30 million borrowers in India.</li> </ul>

# Contd. . .

Basis	Secured Loan	Unsecured Loan
<b>Risk</b>	<p><b>Gold loans are fully secured:</b></p> <ul style="list-style-type: none"> <li>•Its value does not depreciate with time, it is easy to store securely, and it has liquidity with minimal transaction costs</li> </ul>	<p><b>Microfinance loans are unsecured:</b></p> <ul style="list-style-type: none"> <li>•Requires vigorous follow-up and constant personal contact with the borrowers to keep it in good standing.</li> </ul>
<b>Availability &amp; Re-payment</b>	<ul style="list-style-type: none"> <li>•Average time to receive a gold loan can be measured in minutes/hours</li> <li>•Extremely flexible</li> </ul>	<ul style="list-style-type: none"> <li>•Loan from an MFI or SHG takes weeks to get processed</li> <li>•Either weekly or monthly</li> </ul>
<b>Improved Compliance</b>	<ul style="list-style-type: none"> <li>•Loan to value ration is 75% of collateral value.</li> <li>•NPA recognition to 90 days overdue from 180 days at present which can impact profitability.</li> </ul>	<ul style="list-style-type: none"> <li>•Lot of restrictions on loan specified by the regulator.</li> <li>•Cannot extend more than 50% of their portfolio for non-income generating activities.</li> </ul>
<b>Hedge against Inflation</b>	<ul style="list-style-type: none"> <li>•People buy gold as a protection for savings against inflation</li> </ul>	<ul style="list-style-type: none"> <li>•Micro finance loans do not require any collateral</li> </ul>
<b>Technology Innovation</b>	<ul style="list-style-type: none"> <li>•All our branches are equipped with advanced Automatic Intrusion Alert Management System (AIAMS).</li> </ul>	<ul style="list-style-type: none"> <li>•Technology has not been used at its best.</li> </ul>
<b>Default on re-payment</b>	<ul style="list-style-type: none"> <li>•Gold ornaments goes to auction.</li> </ul>	<ul style="list-style-type: none"> <li>•Does not have margin of safety due to non collateral based loan.</li> </ul>
<b>Recovery</b>	<ul style="list-style-type: none"> <li>•Client has the feasibility of paying the interest whenever he/she is able to.</li> <li>•No penalty on prepayment</li> <li>•Clients are interested to get their gold back due to the sentiment attached to the gold and hence recovery is easy.</li> </ul>	<ul style="list-style-type: none"> <li>•Regular interest payment is must.</li> <li>•Sometimes forcible actions are taken in case of non payment.</li> <li>•No sentiments attached since the loan is given with no collaterals to pledge hence recovery requires constant follow up.</li> </ul>

# AQGL vis-a-vis Competition

	Manappuram Finance Ltd	Muthoot Finance Ltd	Achiivers Quick Gold Loan	
			Current	Projected
Avg AUM per branch(Rs.in Lacs.)	384	778	144	200
Avg Gold Loan per branch (Kgs.)	18	35	9	
Ratio (Gold Loan/AUM) %	4.69	4.50	6.25	

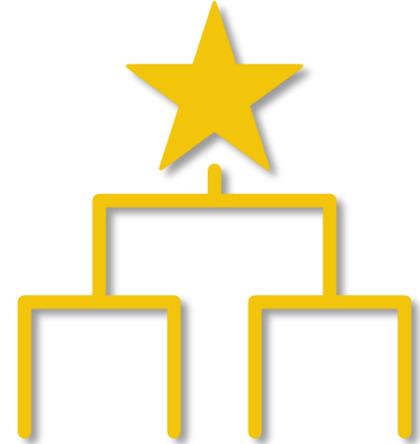


- We are on the way to follow the giants of gold loan sector
- There is even acknowledgement by the regulators (RBI) that gold loan companies perform a socially useful function
- At a time, when financial inclusion is a major policy goal, the services rendered by the gold loans NBFCs, which are a part of the organized loan market are contributing in a reasonable measure to cater to the borrowing requirements of a needy section of the society.

Note:- Data Sources from audited financials, information published in the websites respectively  
Report of the Working Group to Study the Issues Related to Gold Imports and Gold Loans NBFCs in India, Reserve Bank of India.  
N.B.: Values till Mar 2019.

## Our Business model is unique with huge potential of growth, profit & predictability. The USP's are

- Is the most secured Business as it is backed by asset which can be easily and immediately liquidated...as a product it is much better than any other lending products available in the market, like Micro Finance, Home Loan, Auto Loan or similar...in fact it will outperform any asset class business in earnings...and Business is ripe for the disruption, to cater huge demand in rural India.
- Safety of Investor capital (Money) and profits for all stakeholder (Share holder's, employee, investors and society as a whole)
- Equal opportunity for financial inclusion of underprivileged and underserved people of India and converts non-productive asset into economy driver, reduce poverty and extend appropriate financial services to underserved areas or to persons previously excluded from the banking sector and to eradicate unorganized lending sector.
- Job creation, impacting life of numerous people...potential to directly employ 10000, and indirectly provide livelihood to 20,00,000+ people.



# New Synergistic product segment



- Achiievers Quick Gold Loan is a Bengali firm with Bengali promoters, thereby has a local touch & emotional bond with its clients.

- In rural Bengal local community would feel more connected with a firm that has its soul in Bengal.

- Additionally we have the advantage of below unique products which competition does not have

# Business Potentials from Alternate channels

Particulars	e Loan with free locker service	Small Micro Loan	Jewellery Selling of Diamond Studded	*SME Loan to E Tailers
Contribution from existing Base	1,000.00	0.00	1,000.00	100.00
Others	200.00	400.00	500.00	100.00
Expected Customers	1,200.00	400.00	1,500.00	200.00
Loan Amount Per Person	30,000.00	100,000.00	7,500.00	200,000.00
Total Amount	36,000,000.00	40,000,000.00	11,250,000.00	40,000,000.00
Revenue @ 23%	8,280,000.00	9,200,000.00		
Profit @4% of Total Amount	1,440,000.00	1,600,000.00	1,125,000.00	1,600,000.00

## Rationale for strategy to diversify into alternate product segments

- Strategy to Utilize surplus capital to build or acquire new lending products relevant to the existing retail customer base.
- To leverage the strong retail customer base, retail branch network and the strong Achievers Brand Equity build over the years.
- To Leverage our operational capability to process large volume, small ticket lending transactions with semi-urban and rural customers.
- Focus to enhance the revenue mix and improve structural return on equity (RoE)..
- New product segments, collectively, is expected to contribute up to 20~25% of the Net profit in coming years

# Social Impact

# Social Impact



- I. Reduce poverty
- II. Reduce vulnerability among the poor
- III. Extend appropriate financial services to underserved areas or to persons previously excluded from the banking sector
- IV. Support micro and small enterprises
- V. Contribute to gender equity
- VI. Help bring marginal groups into mainstream society
- VII. This business fulfills the financial inclusion, priority of the business and helps convert a non-productive asset into an economy driver.

# Customer Stories

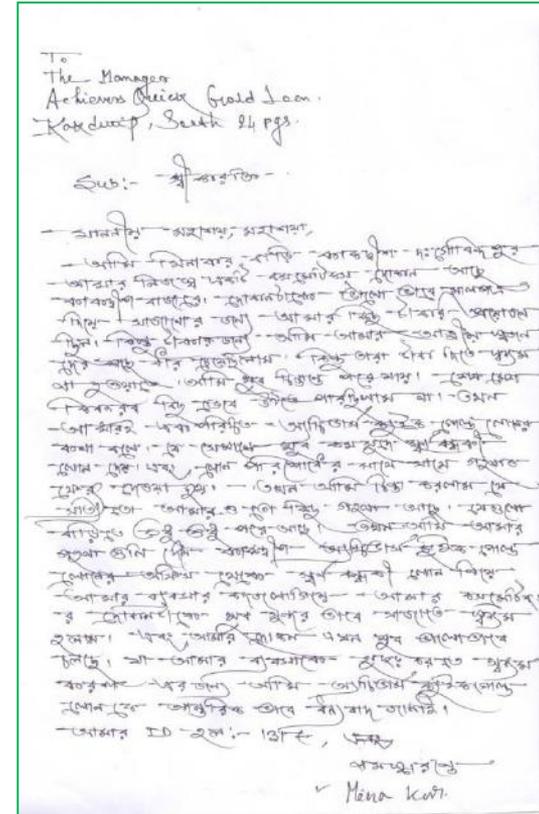




# Customer Stories

I am Meena Kar from Kakdwip Gobindpur. I have a cosmetic shop in Kakdwip. I wanted to give my shop a better look so that more customer can visit my shop. To renovate my shop I needed cash. But it was very difficult to arrange liquid cash. I asked my relatives for help but got a very little response. One day I got to know about Achiivers Quick Gold Loan from one of my relatives. I got to know that at Achiivers I can get immediate cash for my gold jewellery and that too at a very nominal interest rate. I thought of using my gold jewellery to get the gold loan and I did it. With that money I could easily give a makeover to my shop and now my shop looks just like I imagined it to be. At present I can see more customers are visiting my shop and it helped my business. I thank Achiivers from the core of my heart.

Thank you,  
Meena Kar.









**The Journey Continues. . .**

# Thakurpukur





# Canning



# Baruipur



# Baruipur



# The People Behind



As the Founder, Managing Director and Chief Executive Officer, Mr. Suman Chakrvarthy is the guiding force of the Company.

A graduate in Science and a MBA in Finance from ICFAI University, Mr. Suman Chakrvarthy founded one of the leading financial services company in India, *Achiievers Equities Ltd* With over nineteen years of financial experience, he has set new standards and established niche operations to bring Achiievers Equities Ltd to a position that it has reached today.

He has appeared on several Indian Channels like Zee Business, CNBC TV18, Bloomberg TV India and several other regional language TV Channels.

**He was conferred honorary degree of Doctor of Philosophy (PhD) in Management by KEISIE International University, South Korea.** Beside Mr.Chakrvarthy's work has been recognized & appreciated by leading institutions of India & **he has been a guest speaker in different forums of reputed institutes like IIT Kharagpur, Netaji Subhash Institute of Business Management (NSIBM), NSE and BSE, & has also featured in leading financial magazines like Consultants Review, Financial Chronicle, Business Standard and First Post.**

Achiievers is also recipient of awards from 24MRC in association with Bloomberg TV, IBN7, Bengal Chamber of Commerce, and Karnataka Small & Business Owners Association and from many other institutes. He has been awarded as the **CEO of The Month** in a reputed magazine '**The CEO Magazine**' and also awarded as '**The 10 Most Admired Financial Leaders to Watch in 2017**' by a reputed magazine named **Insights Success**.

The company has now diversified into lending business through its NBFC (Non – Banking Financial Company) arm, ***Achiievers Finance India (P) Ltd*** (Achiievers Quick Gold Loan) in the form of Gold Loan.

Within six years of operations, *Achiievers Quick Gold Loan* has already garnered strong foothold in rural belts of West Bengal and has established a strategic leadership position in the market.

**Suman Chakrvarthy**  
**MD, CEO**



**Sumana Roy**  
**Co-founder, Executive Director**

Ms. Sumana Roy is the Co-Founder & Executive Director since Inception of , Achiivers Finance India Pvt Ltd(Formerly known as *Instant Suppliers Pvt Ltd* ) and currently designated as Executive Director.

She started her Business Career as a Sub-broker in Kolkata since 2006. With her knowledge in the Financial Market, she is the pillar foundation on formation of Achiivers Quick Gold Loan.

Ms. Sumana Roy too has given strategic direction to the organisational growth since the company incepted. In her spare time, she loves to indulge in reading fiction.



**Pradipta S Chakraborty**  
**Director**

Ms. Pradipta S Chakraborty, A seasoned credit administrator with over 13 years of extensive experience in Credit Management, Financial Analysis and Delinquency Management / Credit Monitoring in Financial Sector.

Excellent credit decisioning and portfolio management skills, also holds position of directorship in the leading Stock Broker Company Named Achiivers Equities Ltd, overlooking the financial operations of the company.

She was associated with leading bankers such as HDFC, ICICI, Kotak Mahindra Bank as Credit Manager (Wholesale Credit & Risk – Business Banking, Working Capital). Her experience in the financial sector would lead the company to a new height.

# Advisory Board



**Debasis Bose**

**Debasis Bose**, graduated as Marine Engineer from DMET Calcutta and started his career at sea as 5<sup>th</sup> engineer in year 1989. Qualified over the years and became Chief engineer of large crude oil carriers. As Chief Engineer he gained the reputation of promptitude in operating the ships problem free. That reputation was acknowledged quickly by the company for whom he worked and was called to manage the fleet of merchant vessels from shore, in July 1998 at the age of 33 years he finally quit sailing for good and joined ashore. To enhance the skills, Debasis completed his Human Resource management from Newcastle University and thereafter did his post-graduation from Indian Institute of Management Calcutta. Since 1998, he has worked in USA, EU, UK and UAE, including a short stint of about a year in India.

He currently heads the entire technical operations and management of a shipping company in Dubai and holds honorary Chairman of Technical committee of UAE Shipping Association since 2009. He is permanent Technical Committee member of Lloyds Register of Shipping, American Bureau of Shipping, Det Norske Veritas Germanischer Lloyds for the UAE Chapter and member of Institute of Engineers, India and Institute of Marine Engineering, Science & Technology, London.

# Accolades

# AWARDS & ACCOLADES

Best Financial Service Provider,  
2015



The Bengal Entrepreneurship  
Award, 2015



Most Admired Brand for Financial  
Advisory in West Bengal, 2016



The Bengal Entrepreneurship Award,  
2016 (Achiivers Equities Ltd)



Best SME of the Year, 2015



Most Admired Brand for  
Financial Solutions in West  
Bengal, 2015



Most Admired Brand for Gold  
Loan in West Bengal, 2016



The Bengal Entrepreneurship  
Award, 2016 (Achiivers Quick  
Gold Loan)

# AWARDS & ACCOLADES



Awarded as the CEO of The Month  
'The CEO Magazine' 2016



Order of Merit Year  
2017



Doctor Of Philosophy In Management  
(HONORIS CAUSA) 2017



The 10 Most Admired Financial  
Leaders to Watch in 2017



University of Engineering &  
Management  
Award of Excellence 2017



Awarded by Multi Commodity  
Exchange in 2018



Awarded For Responsible  
Entrepreneurship In Finance Sector-  
2019

# Our Strength is Our Team



# Thank You