



**HUNT
FOR
DOUBLE**

14

Founder's Note



Mr. Ashutosh Sharma
Founder & MD

The first Quarter of every financial year is special - It offers us an opportunity to reflect on what's transpired in the previous financial year and think through our plans for the next year. 4Q 21/22 saw us rediscover our business momentum with Gross Disbursals reaching Rs 147Cr. for the quarter. Unfortunately, due to a slow post covid business acceleration, we were short of reaching our year end AUM goal of Rs. 840 Cr. We now look to 22/23 with high hope and expectation, as we look to build out a wider branch distribution (26 new hubs being targeted to take our hub count to 70 Hubs) and shoot for a Rs 1300 Cr AUM by March 23 i.e. "Hunt for Double".

The key focus areas required to meet our plans include

1. Timely and Quality hiring - especially for field roles - Sales / Credit/ Ops - higher employee engagement.
2. Reducing Attrition becomes a key responsibility for our State and Area teams.
3. Quick implementation of multiple, upgraded processes is critical.
4. Our continued focus on HL & STBL business and toning down growth on LAP/BL is also important.
5. While the Marketing team is doing a good job of helping States/Areas and Hubs build out the distribution (Saarthi and Power Partners) our focus on Organic and Digital marketing needs a huge push/ revamp in 2022/23

With Covid slowly receding in the background i.e. becoming a disease we need to learn to live with (Economically disruptive widespread lockdowns no longer being the norm) there is an anticipation of a surge in demand for retail assets over the next 3 to 4 years - let's tighten our seat belts and gear up for the exhilarating ride ahead.

COO's View



Mr. Sachin Grover
Chief Operating Officer

I take this opportunity to congratulate the entire team on a Superlative March Performance with 50CR delivery!

The base is set for Scale in the New Financial Year. We have plans to add hubs consistently quarter on quarter, targeting to end the year with 70 Hubs.

Key Focus areas for us as a team as we “HUNT FOR DOUBLE”

- **TIMELINESS:** -Hiring, Training, Logins, Disbursals Urgency
- **OWNERSHIP:** -Take a task to completion without multiple follow-ups.
- **PROCESS DISCIPLINE:** -Logins (Quality, timeliness, completeness), file processing for financial and final sanction, disbursement, cashout.
- **SERVICING:** - Customer Service at every stage of the journey is paramount to growth.

One Happy Customer can get us multiple new customers and the chain continues. Each one of us needs to focus on completing our tasks timely and keep the ball rolling for results.



Mancom View

The last quarter has been full of enthusiasm. The operations team has successfully implemented the Operations Manual, Digital Payment gateway & CRM module. While the year has ended with a list of achievements, there is more in conduit and we are excited to start another new year with a lot of passion and eagerness. In addition to this, we achieved the highest number of cases disbursed (664) in March 22. We are eagerly looking forward to the introduction of new projects Lean Docs, Stamp Paper Management, Thin File & Digital Collection. These projects will have a huge positive impact on the way we service our customers. At Ummeed, we work diligently on automation and digital initiatives and there is a host of digital transformation initiatives which the OPS team is working on.



Sandeep Verma
Operations Head
Gurgaon HO

“First of all, I would like to congratulate the entire Ummeed family for overachieving the Mar-22 target and setting up new benchmark. After so many hurdles during covid-19 duration for 2 years, last quarter was very exciting in terms of business. As we enter normalcy, credit underwriting becomes key for every organization. The new dynamics bear significant implications for practically every financial institution and call for the redesign of the credit underwriting process in alignment with the “NEW NORMAL”. Broadly speaking, this realignment would address three fundamental areas:

1. Delegation of credit authority - Training is critical
2. New Product STBL - Better credit monitoring system
3. Focus on timely disbursements - Better MIS to focus

Happy to share that, we as underwriters in Ummeed are tirelessly working on all the above-mentioned points and have implemented many of the parameter in our day to day underwriting practices.

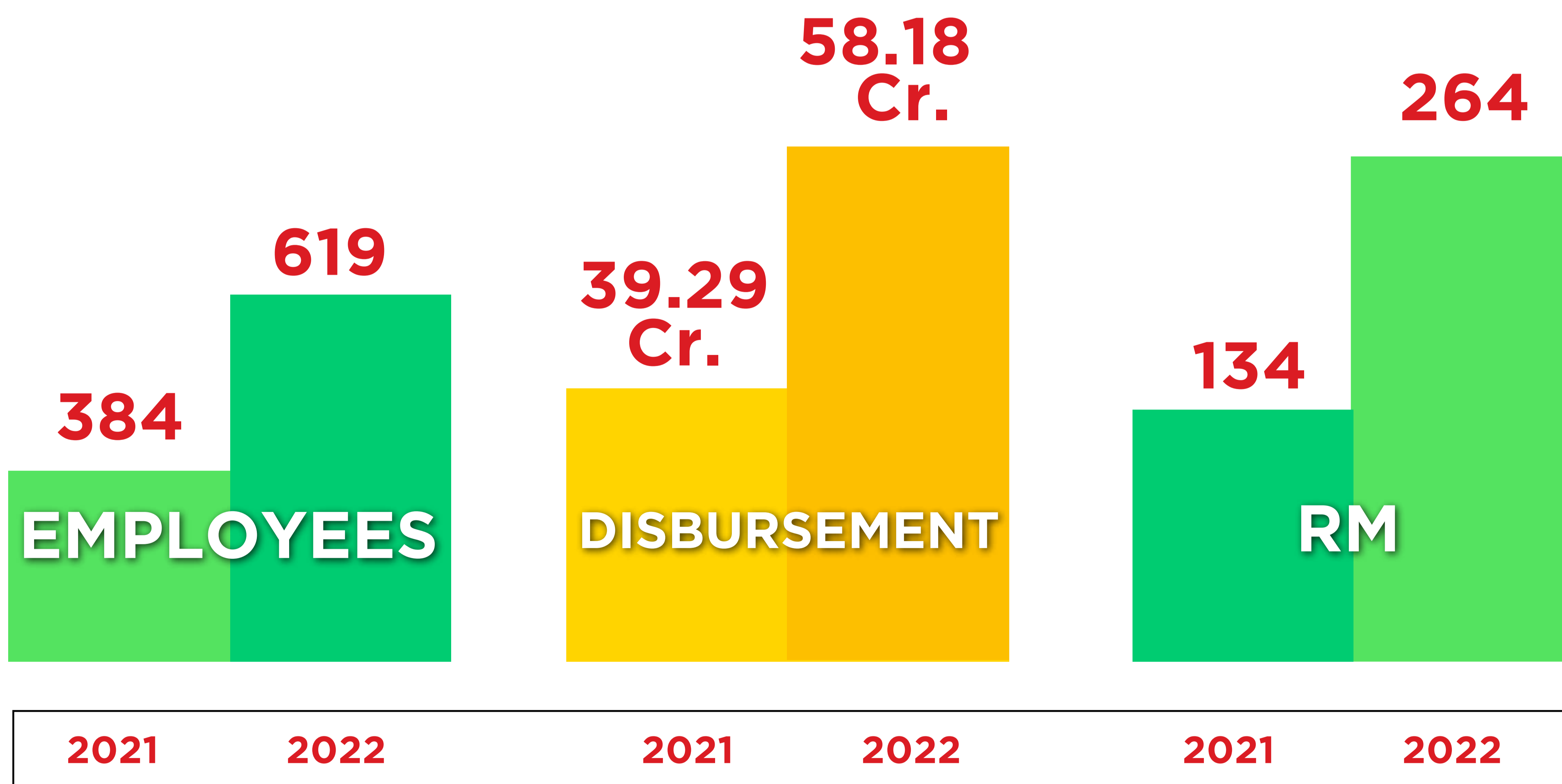
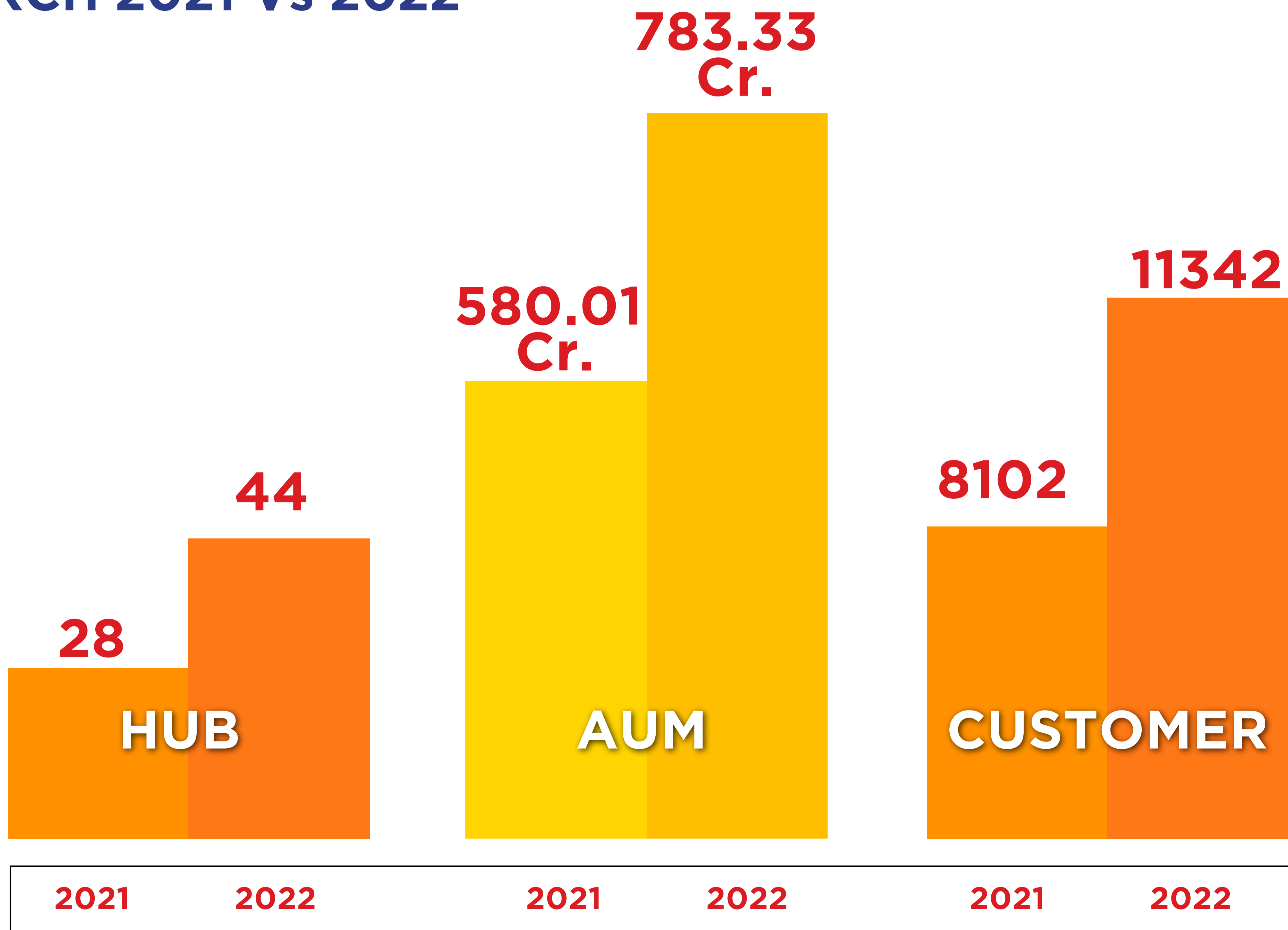
Looking forward to starting the new financial year with full of energy & dedication towards the new goals.



Ravi Tiwari
State Credit Head
Rajasthan

Our Journey

MARCH 2021 Vs 2022



Key Milestones

1

Despite a Covid impacted year, loan book crossed Rs.783 crs. and grew at 35% Y-o-Y. by building a strong customer base with 11,342+ active customers.

2

Cumulative gross disbursal during FY-22 was Rs.375 crs with a growth of 55% Y-o-Y. Monthly disbursements peaked at Rs.58 crs in March-22.

3

Portfolio collection efficiency in March'22 at 96.33% and Gross NPA stood at 0.73%. Collection efficiency is in the top 10 percentile in the industry

4

16 branches was opened during FY-21/22, taking total branches to 44.

5

Profit before tax for the financial year 2022 was Rs. 24 crores

6

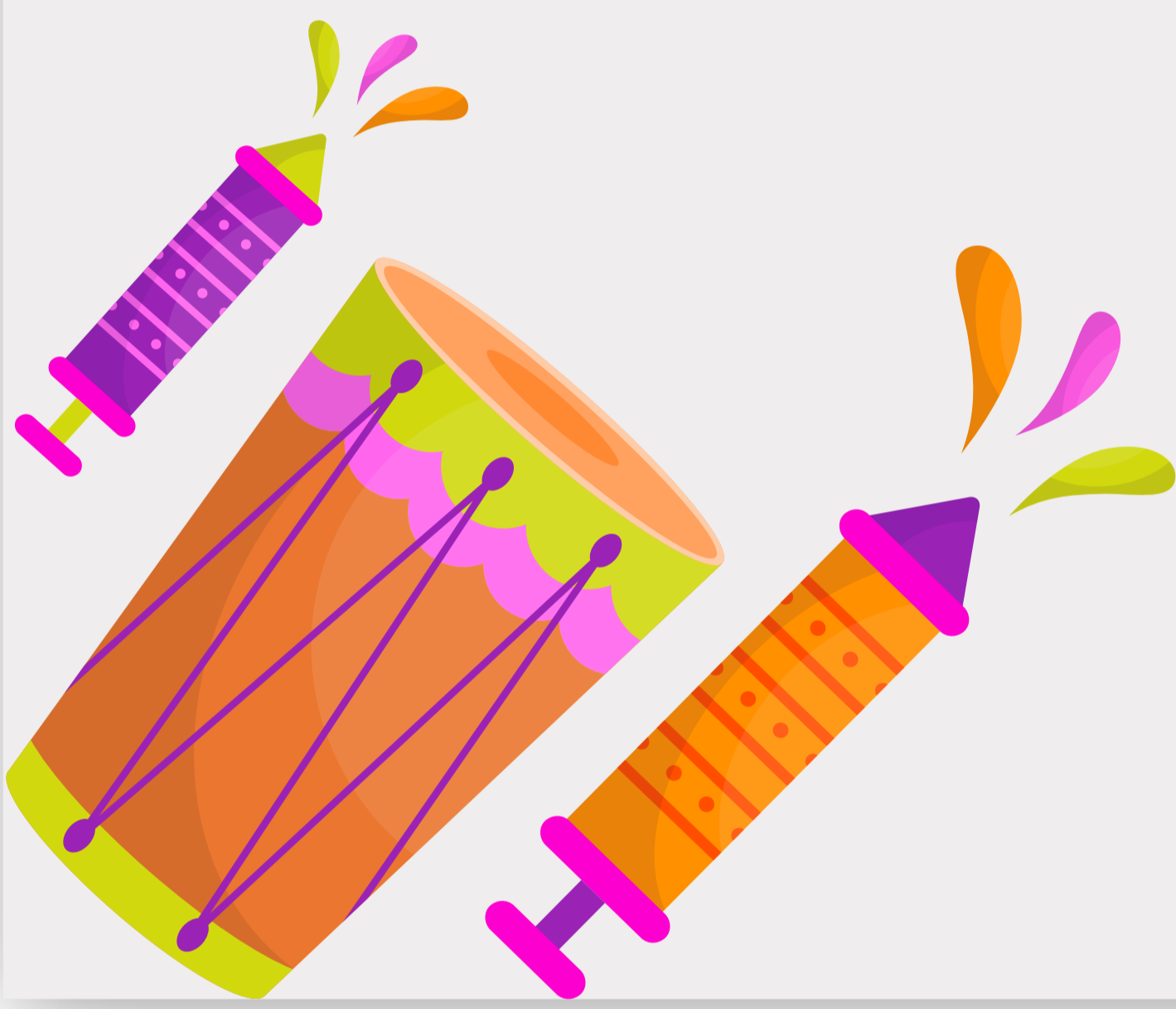
We have been assigned a long-term rating of " A-" from Acuite Ratings in Feb-22 recently upgraded from BBB+

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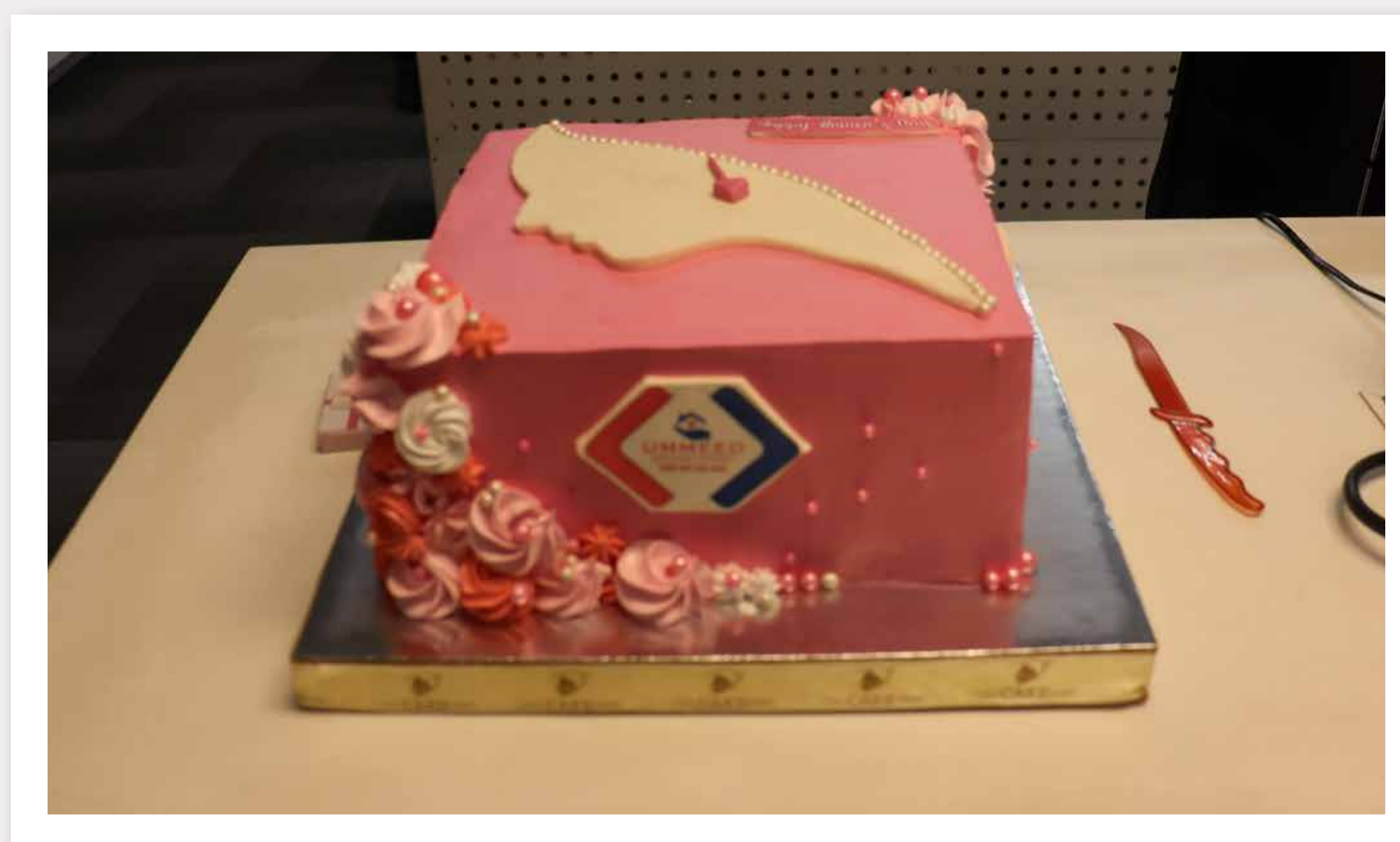
We have raised Rs.270 crores in a Series E Equity Round from Global Investor Norwest Venture Partners with participation from existing investor Morgan Stanley at a robust valuation in Sept 21. The Company's expected net worth as on 31st March 2022 is Rs.452 Cr with a capital adequacy of 87%.

Celebrations

Holi



Women's Day



Business Event

Power Partner Felicitation



Gold Coin Winner @ Jaipur-1

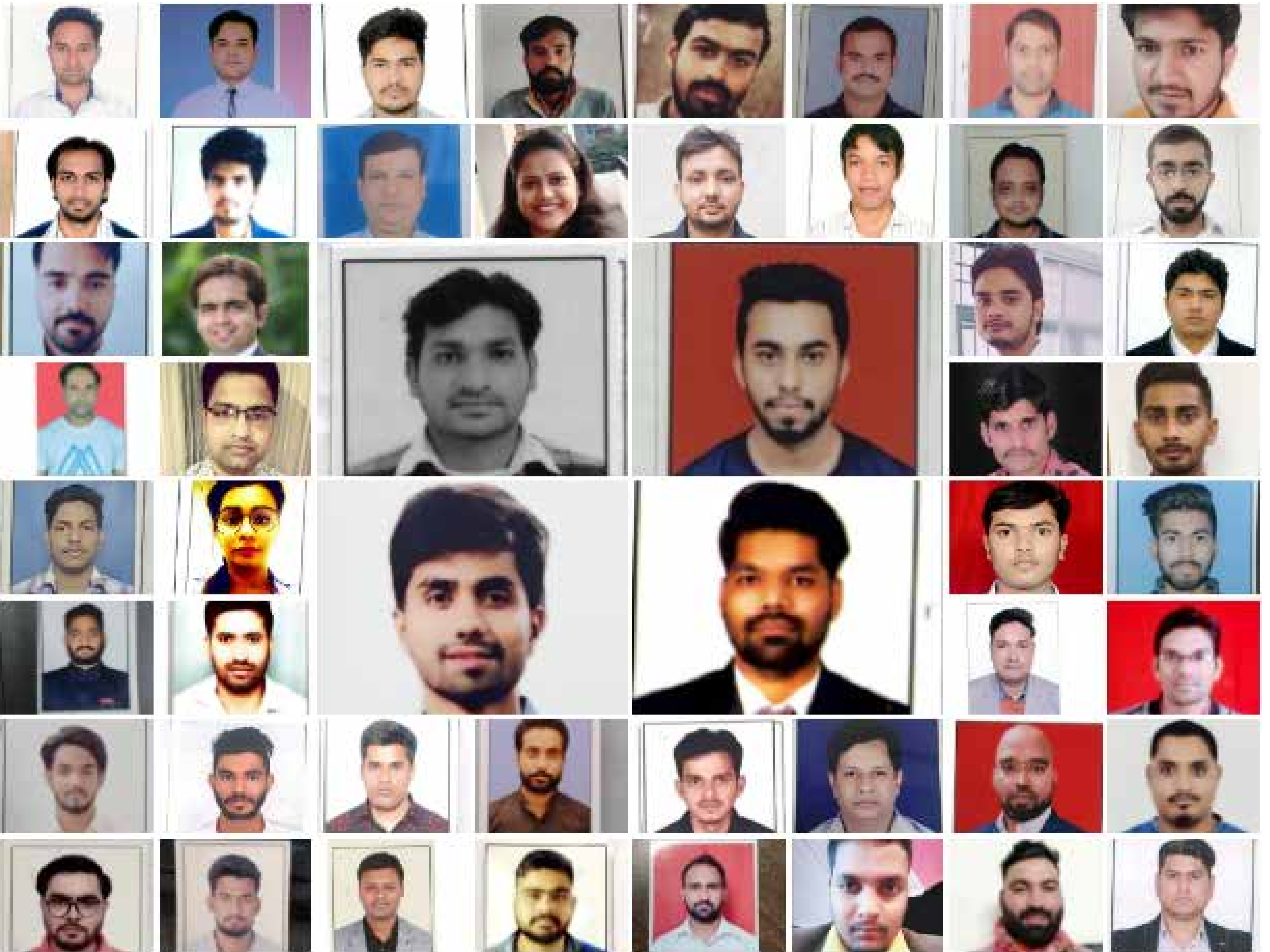


Winner of Rs. 1200 Voucher @ Jaipur-1



Winner of Rs. 5000 Voucher @ Bhiwani

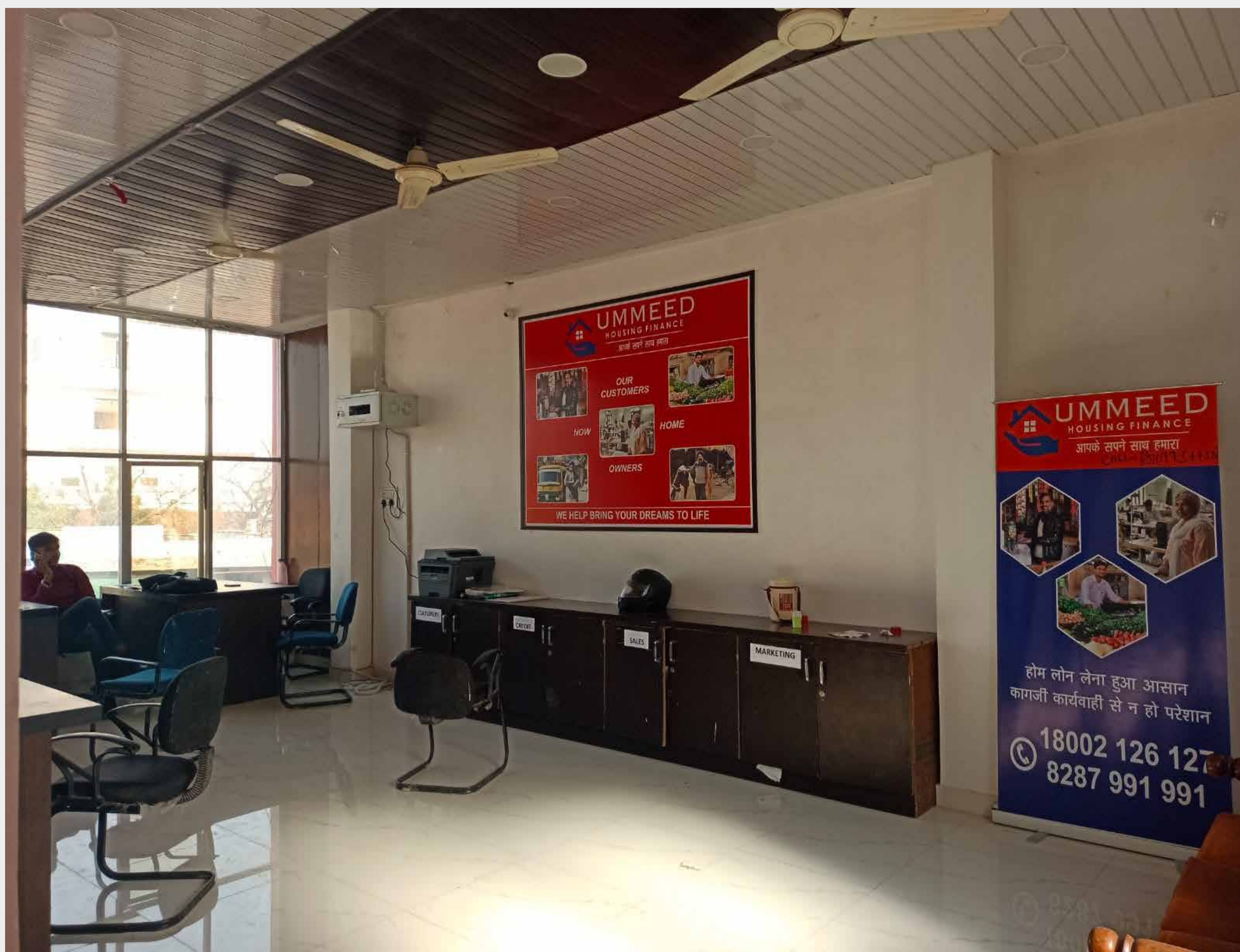
Welcome to Ummeed



Heartiest welcome to all new Joiners

New Branch

43rd Branch



Jhalawar Branch

44th Branch



Noida Branch

Total count of branches as of 31st March - 44

In Spotlight

COLLECTIONS



- › Kudos to Team Collections for their outstanding performance throughout the year!
- › A team-high on energy and high on ownership, keep soaring high.
- › Through sheer grit and determination, the team successfully managed a collection portfolio of approx. Rs. 780 Cr tiding over waves of COVID. Where most market players struggled, our Rockstars showed. superlative performance with a portfolio collection efficiency of 96.38% with a net NPA of 0.72%.

CSR Activities

Build the Change

Proud to announce that we have partnered with IIMPACT to provide primary education to the girl child through community-based learning centres.

IIMPACT is a registered Non-Government Organisation, established in March 2003 by the alumni of the 1978 batch of IIM Ahmedabad and a group of industry professionals.

Presently 60,000 girls have been enrolled in IIMPACT's girl child education programme through 2000 schools.



Ummeed join hands with Hemkunt Foundation once again for a social partnership to provide medical services to the underprivileged through MOBILE HEALTH VAN.

Hemkunt Foundation is a well known NGO, established in 2010 and engaged in social service and human welfare activities.

It works across three principles namely Healthcare, Education as well as Disaster Management and Crisis Relief.



Knowledge Series



Know **Y**our **C**ustomer

What is KYC?

Word “KYC” stands for ‘know your customer’, and it is referred to the process of verifying the identity of a customer. Our regulator “RBI” mandates us to verify the identity of our customers through Master Direction - Know Your Customer (KYC) Direction, 2016, which consists of requirements and guidelines given under Prevention of Money-Laundering Act, 2002 and the Prevention of Money-Laundering (Maintenance of Records) Rules, 2005.

Why do we take KYC?

1. To identifying the customer and actual beneficiary of an account.
2. To generate customer’s credit information report.
3. To prevent financing for any person/entity restricted under PMLA Act or any other directions by authorities.

Key elements of our KYC Policy -

The KYC and AML Policy has been prepared considering the following key elements:

Customer Acceptance Policy (CAP) - Summary of this policy is that, accept only those customers whose identity can be verified. Do not accept loan request in anonymous, fictitious or 'benami' name(s). All accepted KYC documents should be verified with original with an endorsement “Original Seen and Verified (OSV)” and sign by authorised employees only.

Customer identification Procedures (CIP) - You are required to identify the customer type i.e. Individual, HUF, Company, firm and collect KYC document accordingly. Please refer detailed list in company’s KYC & AML Policy after logging in Company’s website with your login details.

Risk Categorization - Categorize each customer in High, Medium and Low risk based on their perceived AML risk and income earning criteria. Customers that are likely to pose a higher-than-average risk to the Company may be categorized as high risk depending on customer’s background, nature and location of activity, country of origin, sources of funds and his profile.

At Ummeed, we mitigate our AML risk through KYC documentation, dedupe check, Credit score check, Reference check, Tele verification, Field investigation, Suspicious transaction reporting, checking whether details under loan application is in line with disclosed sources of income and wealth.

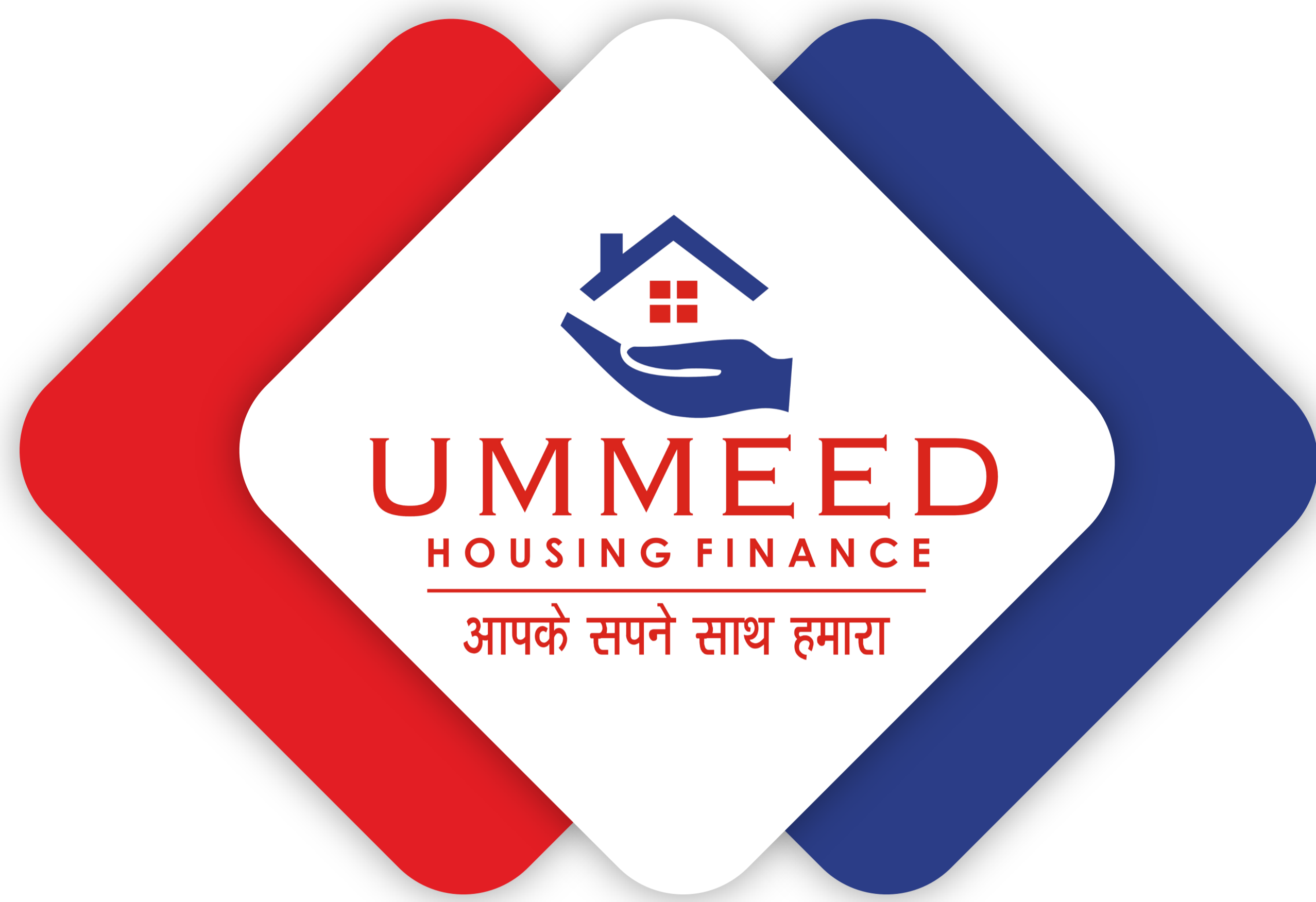
Highlights of our KYC policy

1. One identity proof + Address proof + Latest Passport Size coloured photographs required for applicant, co-applicant, guarantor, and seller.
2. All documents collected from customer should be self-signed and OSV done by authorised employees.
3. Verify the photocopy submitted by customer with original and then only do OSV. While OSV your signature name and employee code should be clearly mentioned.
4. Collect valid signature proof and age proof only as per Company policy.
5. Wherever accepting Aadhar - self declaration form customer is must also ensure that such customer redacts or blacks out his Aadhaar number through appropriate means.
6. Documents collected as KYC from customers are confidential information. Do not disclose it to others.

Customer Testimonial

मेरा नाम भरत सिंह तमोली मैं जयपुर शहर का रहने वाला हूँ। मैं जयपुर नगर निगम में काम करता हूँ, और कई वर्षों से किराये के मकान में अपने परिवार के साथ रहता था। मेरा हमेशा से सपना था की एक दिन अपना घर खरीदूंगा लेकिन बच्चों की पढाई और रोजमर्रा के खर्चों से कभी पैसे बचा नहीं पाया, लेकिन अब मेरे बच्चों की शादी हो गई है परिवार में लोग बढ़ गए हैं, और अपना घर खरीदने की इच्छा अब जरूरत बन गई है। और इस जरूरत के लिए मैंने कई बैंकों के चक्कर काटे पर लोन नहीं मिल पाया एक शाम मेरा बेटा घर पर बैठे फेसबुक चला रहा था तभी उसने उम्मीद हाउसिंग फाइनेंस का विज्ञापन देखा और बिना समय गवाए लोन के लिए अप्लाई कर दिया, इतनी बैंकों से ना सुनने के बाद मुझे उम्मीद तो नहीं थी की यहाँ से भी लोन मिल पाएगा, पर अगले ही दिन मुझे उम्मीद की टीम से कॉल आया और उन्होंने मुझसे कुछ सवाल पूछे और अगले दिन जयपुर ब्रांच से एक उम्मीद कर्मचारी मेरे घर पर आए और उन्होंने मेरे घर के इनकम के बारे में पूछ ताछ की और कहा की आपका लोन हो जाएगा। मुझे बड़ा आश्चर्य हुआ की एक सप्ताह में मेरा लोन हो भी गया। मैं उम्मीद हाउसिंग फाइनेंस का तहे दिल से धन्यवाद करता हूँ और अपने दोस्तों रिस्तेदाओं को भी उम्मीद हाउसिंग फाइनेंस से ही लोन लेने के लिए सुझाव देता हूँ।





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