

**FLY
HIGH**



BE VERY SUCCESSFUL



UMMEED KA SAFAR
20th Edition



Founder's Note



Mr. Ashutosh Sharma
Founder & MD

As we end the 2Q of this financial year, we are well poised to meet the various annual targets we had set for ourselves as a team. There are other areas that require our ongoing focus.

1. With an AUM of over Rs 1400 Cr as of 30 Sep, we have clocked an AUM addition of Rs 262 Cr in the first half of the year, with a target to grow this by Rs 425 Cr in the second half of the year to get to our targeted AUM of over Rs 1800 Cr by end of the financial year ending 31 March 24. Year-on-Year AUM growth between Sep 22 and Sep 23 has been 52%.
2. We stand at 86 hubs at the end Sep 23, an addition of 16 hubs over the past 6 months. While hub expansion has run slightly slower than planned, we hope to make up on this front in the second half of the year and get to 100 hubs by the end of the current financial year. It's also good to see that the ramp up of business across these new hubs has generally been in line with the plan, with the exception of a few locations, where problems have been identified and are being fixed.
3. It's good to see that RM adequacy numbers are getting closer to 100 pct, although we need to spend a lot more time and effort to cut down front line sales attrition by better onboarding, training, and productivity enhancements. Sales seniors and line managers along with HR need to play a key role here with a well thought through and executed plan. Amit and Sayantan are leading this charge. While on the topic of our sales force, I would be remiss not to mention the successful implementation of the new Sales CRM system which is now in use across all our hubs. Big applause to the IT team, the task force, Shariq, and others who have spent time and effort to assist with this important implementation. We need to continue to work on a robust adoption of the new system through ongoing and repeat trainings.
4. The two area that requires ongoing focus and attention is our build out on HL business and STBL business. These are the twin engines on which Ummeed wishes to build out its business over the medium term. We need to continue the work on a more focussed distribution to originate this business.
5. With the use of the new Sales CRM module, we are focusing on having our sales force login files (FTR) and this leaves the hub ops roles to focus as a quality checker on the process work being done by sales and credit at various stages of the file processing journey. This is an ongoing theme that will unfold over the next few months.
6. I am delighted to report that the ongoing employee engagement journey through multiple trainings, strategy meets, informal gatherings, and discussions continued to be an important part of our operating style. Some of the important employee events undertaken in the first half of this year are the Yoga Day Celebration, Annual Meets (Business, Credit, Collections, Operations), Independence Day Celebration, and Train The Trainer workshop . Our new bot "Amber" continues to provide the management team with very useful feedback on employee satisfaction on a real-time basis so that we can act to improve various engagement initiatives as required.
7. Adequate Liquidity and availability of funds is an extremely important part of a HFC's goals, and we are doing well on these counts. The treasury teams continue to widen our base of lenders, adding new public and private sector banks to our list of lenders.
8. Last but not the least our customers remain at the heart of all our work and effort. Customer service and customer retention remains very important areas of focus. The new customer retention cell is now fully operational. We continue to closely track turnaround times (TAT) for our loan processing efficiencies and the credit, ops, and sales teams are being tracked regularly on this important metric.

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

ED & CBO's View



Let me take this opportunity to congratulate all of you on a satisfactory high performance. We crossed 1400 CR of AUM, expanded to 87 branches, kept NPA under control, and met the profitability plan.

As we step into the most important phase of the year, need to step on the GAS and focus all energies to deliver an 1850 CR AUM with best-in-class NPA and profitability.

Key Objectives: -

- AUM - 1850 Crores
- HUBs - 100
- States - NPA 0.5% by end of March'2024
- Profit - 75 CR

To Facilitate this growth journey, we are investing hugely in Manpower, Incentives, Contests Processes, Infrastructure, Digitisation, Training, Marketing, and Branding amongst others.

- » Business Teams to build up distribution and ensure incentives and adequacy of files every week month on month.
- » Credit Team to ensure TAT for sanctioning and help timely disbursement and cheque out.
- » Ops to retain a checker and gatekeeper of all processes and ensure compliance.
- » Collection to maintain the rhythm and keep tight control of bucket movements and NPA resolution.
- » Mission Critical Projects, Retention Cell to help in crunching time to market and improving overall efficiency.

Wish you and yours a happy and prosperous festive season!

Sachin Grover



Mr. Sachin Grover
Executive Director & CBO



Mancom View

The past quarter has been a pivotal period for the Strategy function. Aligned with the strategic goals of the organization, key initiatives were taken in the direction of building and retaining AUM, end to end digital loan application processing, and customer satisfaction.

A retention unit is created at HO which is aimed at reducing outgoing (BT) customers. Below are the initial achievements of this unit –

- **FC requests received** - 133 customers with POS of 11.5Cr retained.
- **Pre-approved offers** – 12.87Cr disbursed to 635 vintage customers.
- **Bureau Triggers** – This service alerts us at the initial stage about the information on our existing borrower approaching another financial institution.
- **Sales CRM** - Currently in the monitoring phase to increase the penetration of its key features – Bank statement pull, Digital IMD collection through QR code and tracking of visits of RMs to channel partners.
- **E-sign** – The project enables digital execution of loan documentation and is currently implemented in Delhi & NCR region.
- **Subsequent disbursement monitoring** - Project initiated to bring regularity and uniformity in monitoring cases where disbursement is pending for > 90 days from the date of the last tranche.
- **Customer Mobile app penetration** - Installation of UHF's Customer app on customer's mobile to facilitate customer service and reduce existing customer walk-ins in the branch.

A few projects are lined up for launch in the upcoming quarter - In-house cheque-printing, call centre, and customer service review, disbursement checklist implementation on the system.

As we enter a new quarter, we must make a greater impact on customer retention by understanding customer's requirements and servicing the same within an unprecedented TAT.



Ankit Gupta
Strategy & Project Management

First & foremost, I would like to wish all of you a very joyous festive season. The first half of the year has been a mixed bag in terms of business achievement wherein we achieved approximately 97% of our Gross targets but missed achieving the Net Disbursement & AUM targets on account of higher cancellations. We did well in containing our NPAs & maintaining good portfolio efficiency during the first half of the year. Branch Expansion in H1 has been significant as we entered a new state - Madhya Pradesh and have added 18 new Hubs (including 6 in MP) in H1. One of the important initiatives has been the implementation of Sales CRM; wherein all our active HUBs are live on the new system. The New Sales CRM is expected to bring in higher efficiency for the sales team with features like – KYC authentication, banking pull, Maker-checker concept, and digital IMD collections.

H2 is a critical & defining period for us; wherein we need to consistently work hard to reach our year end AUM target of 1850+ cr. Focus areas to achieve our desired goals:

1. **Manpower** - Controlling RM attrition
2. **Distribution** – Consolidate our Power Partners & Saarthi
3. **Timeliness** – Daily momentum of login & disbursement with a focus on 100% FTR logins
4. **Productive HUBs** – Consolidate new hubs to optimum levels within the first 3-4 months & ensure NO RED existing HUBs.
5. **Controlling Cancellations** – FTR Logins | Strict Adherence to new OTC policy | Timely Cheque - out.



Shariq Khan
Head Product & Policy



Key Milestones

1

Loan Book crossed Rs.1405 Crores and grew at 52%Y-o-Y. by building a strong customer base with 20,366+ active customers.



2

Cumulative gross disbursal in Q2 is Rs.228 Crores with a growth of 55% Y-o-Y. Monthly disbursements peaked at Rs.80 Crores in Sept-23.



3

Portfolio collection efficiency in Sept'23 at 97.16% and Gross NPA stood at 0.61%. Collection efficiency is in the top 10 percentile in the industry.



4

7 branches have been opened in Q2 FY-23/24, taking total branches to 86.



5

Strong Liquidity Position - with Rs.125.94 Crores of funds including CC lines and undrawn sanction lines of Rs.437.5 Crores.



6

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



7

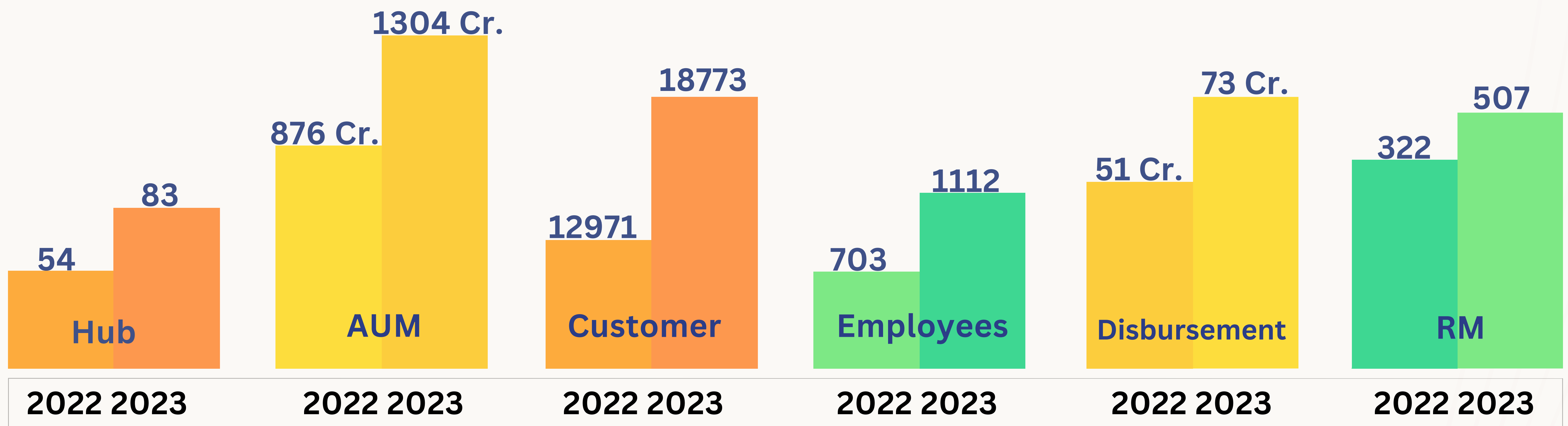
We are proud to announce that Ummeed has been recognized as a 2X Challenge eligible enterprise. The 2X Challenge is a global initiative supporting women's economic empowerment by mobilizing capital to invest in businesses and projects that benefit women in emerging markets.





Our Journey

July



August



September



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

PR Activity



Ummeed Housing Finance secures \$20 million DFC sanction for affordable housing expansion

Hindu Business Line – All editions

Ummeed Housing Finance gets \$20 m from US Development Finance Corp

Our Bureau
Mumbai

Ummeed Housing Finance has received a sanction of up to \$20 million (₹160 crore) from the US International Development Finance Corporation (DFC).

The Gurgaon-based, digital affordable housing finance company will use the funds to offer long-tenure housing finance to the Economically Weaker Sections (EWS), Lower-Income Groups (LIGs), and Middle-Income Groups (MIGs) in Tier 2, 3, and 4 cities.

"This DFC facility allows us to extend long-dated credit to the underbanked population to assist with home purchases, construction, and extension. Our programme strongly



Ashutosh Sharma, Founder, Ummeed Housing Finance

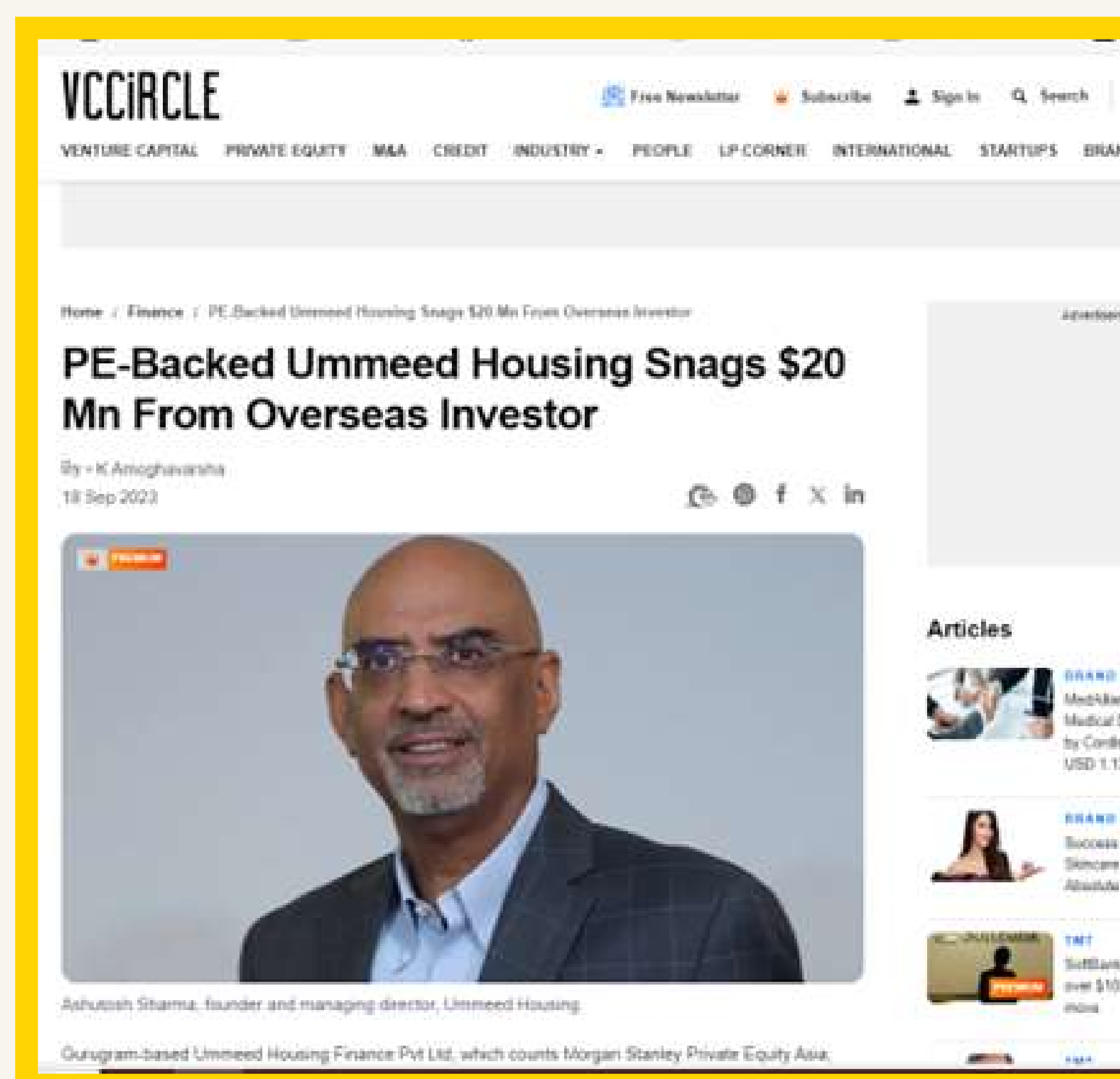
economic empowerment by mobilising capital to invest in businesses and projects that benefit women in emerging markets.

Set up in 2016, Ummeed Housing operates through 84 branches in seven States across North and Central India and has a fully digitised loan approval and disbursement system. It also offers secured business loans to MSMEs.

Marquee investors include Norwest Venture Partners, Morgan Stanley Private Equity Asia, Lightrock, and CX Partners.

The other borrowings are from over 25 lenders, including Public and Private Sector Banks, Global Development Financial institutions, and Domestic Financial Institutions, the company said.

VCCIRCLE



US' DFC Grants \$20-m Loan to Ummeed Housing Fin

Atmadip.Ray
@timesgroup.com

Kolkata: The US International Development Finance Corporation (DFC) has sanctioned a \$20 million long-term loan for Gurugram-based Ummeed Housing Finance to fund the housing needs of the economically weaker and middle-income groups.

The American funding body will provide the debt at a 4.25% fixed rate for 15 years, Ummeed's founder and managing di-

rection to assist with home purchases, construction, and extension. This will also help us diversify the wagon wheel of liability while the funding is attractive from an interest rate perspective," Sharma told ET.

The all-blended cost of this borrowing including the hedging cost for five years would be anything between 8-9%, he said. The loan carries a two-year moratorium.

The size of the debt would be ₹160 crore in local currency and the company plans to start drawing down the fund in the next

tion that will provide vital financing to support increased access to affordable housing in India," said James Polan, vice president of DFC's Office of Development Credit.

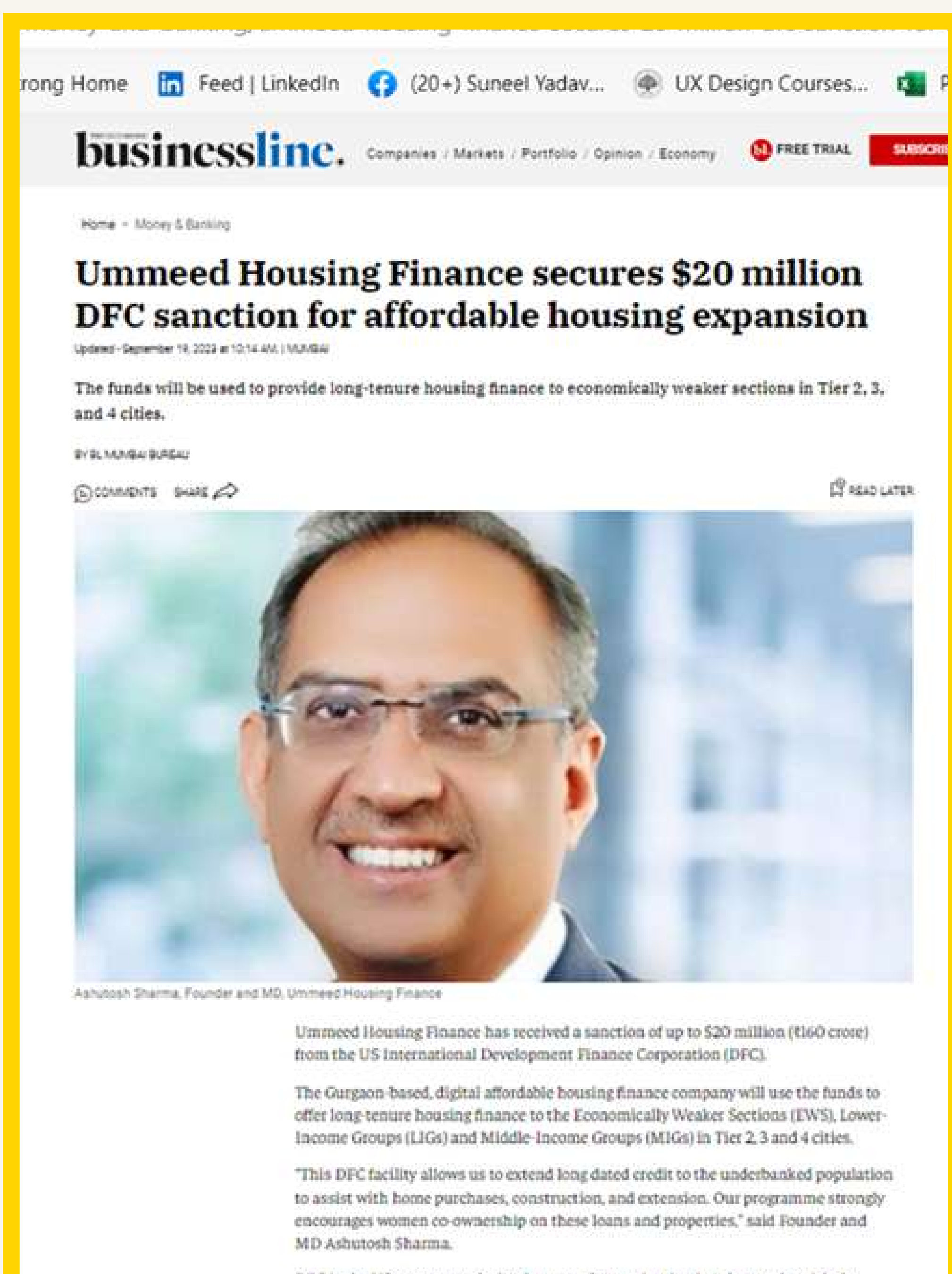
Given the growth opportunities, Ummeed is planning to raise equity next year from its existing as well as new investors. Norwest Venture Partners, Morgan Stanley Private Equity Asia, Lightrock and local investor CX Partners together own a 74% stake in the company while

in India has seen significant traction in recent years and is expected to experience further expansion with increasing urbanisation, a rising middle-class population, and steady policy support from the government.

Starting in 2016, the mortgage lender with affordable housing focus and an average loan size of around ₹9 lakh has created ₹1,355 crore of assets under management by August end and aims to grow it to ₹1,800 crore by the end of this fiscal.

The Economic Times

Business Standard Online



Social Media Milestone



We are now a

250000

STRONG COMMUNITY

ON **LinkedIn**

Are you a part of this journey?
IF NOT, JOIN NOW!

Click here [#JoinUmmeedJourney](#)
and follow us

Milestone Unlocked & Still Counting...

Welcome to Ummeed



Heartiest Welcome to all New Joiners.

New Branch



Faridabad



Indore



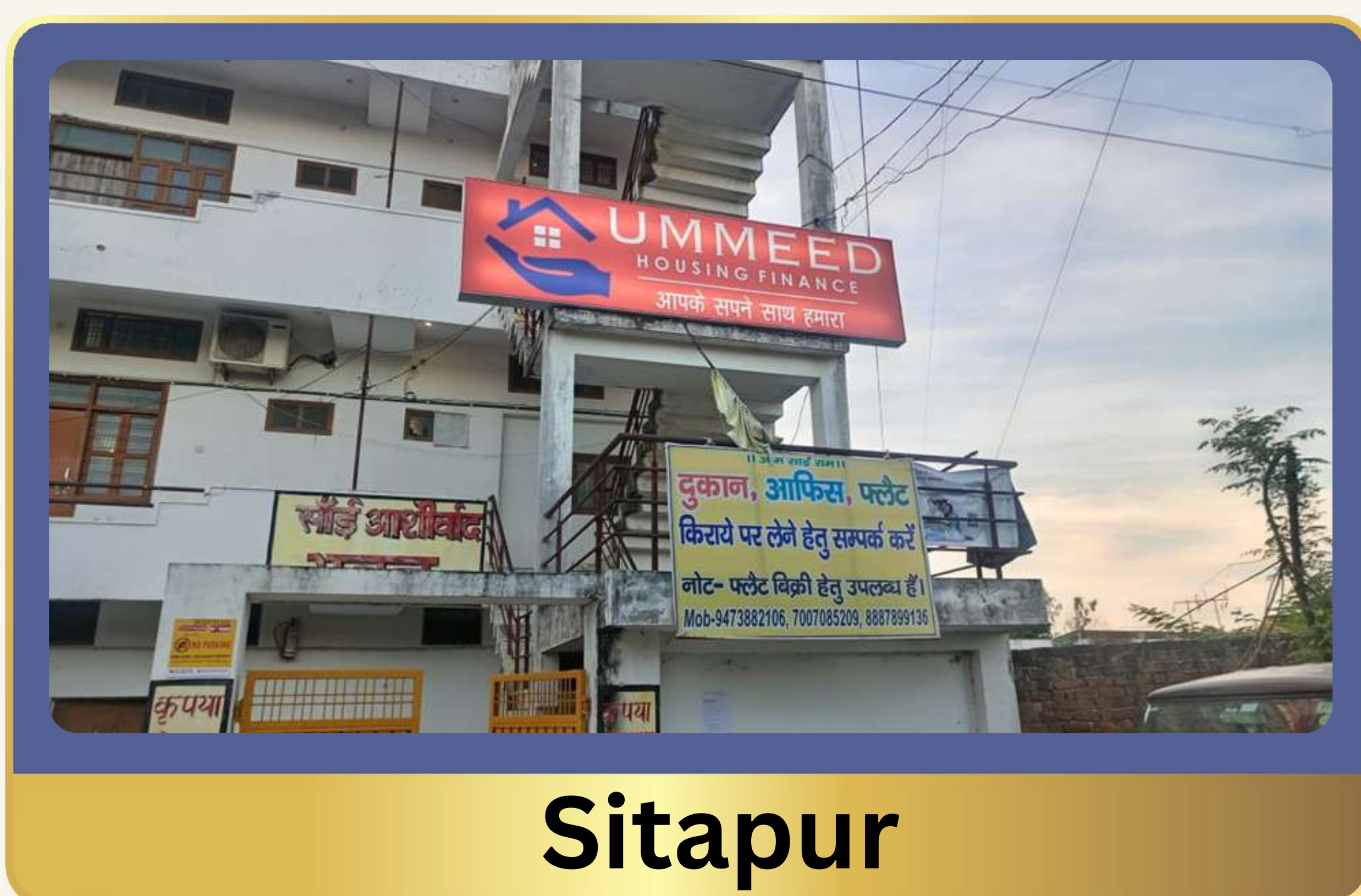
Ujjain



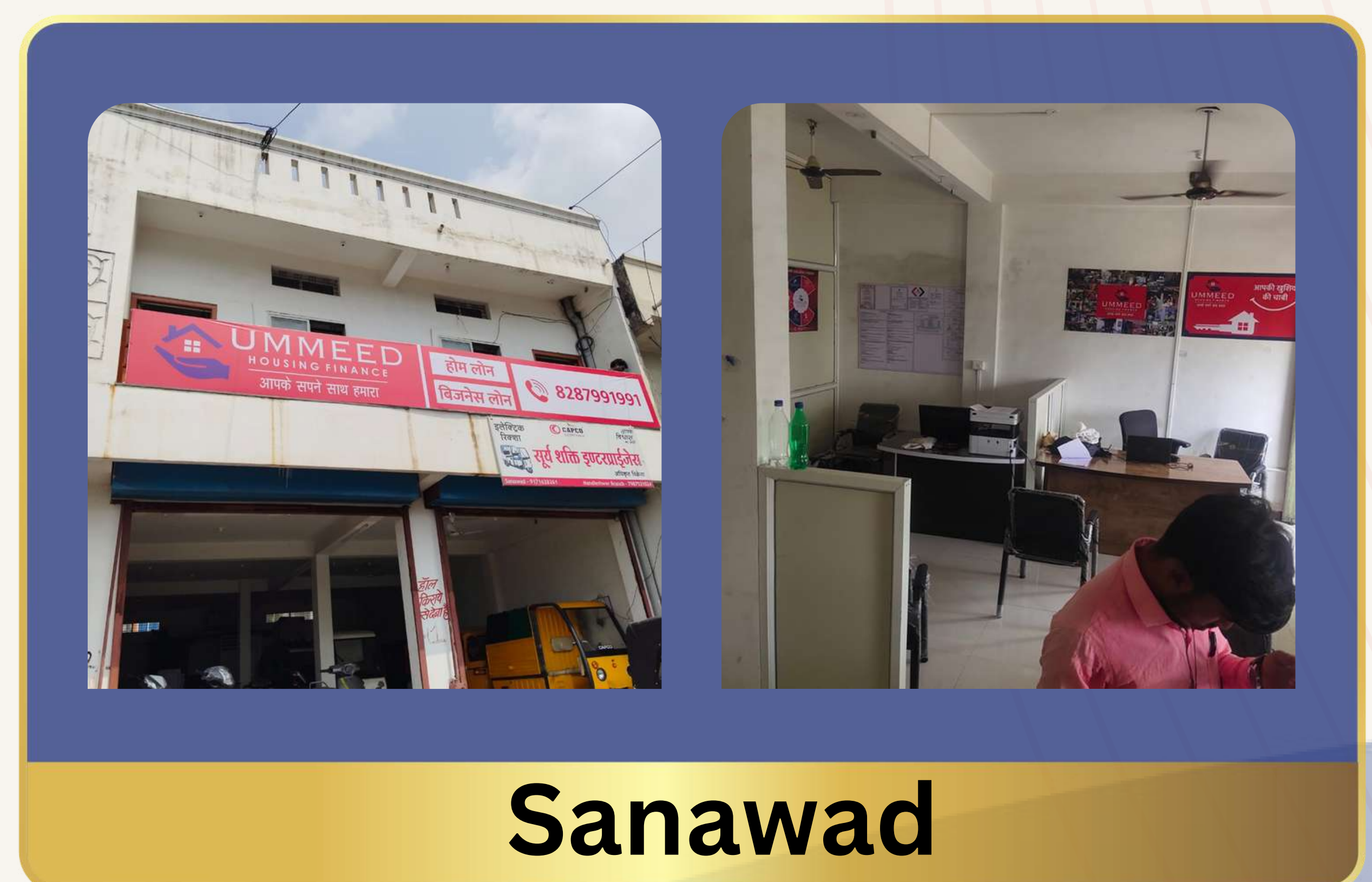
Dhar



Ratlam



Sitapur



Sanawad

Training Event



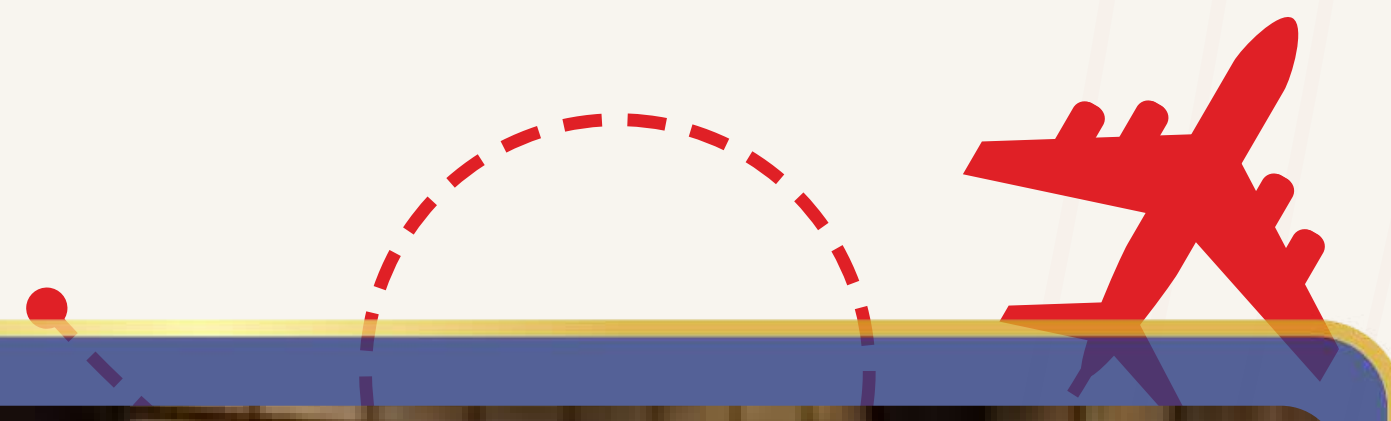
Empowering Tomorrow's Leaders with
Train the Trainer Workshop.



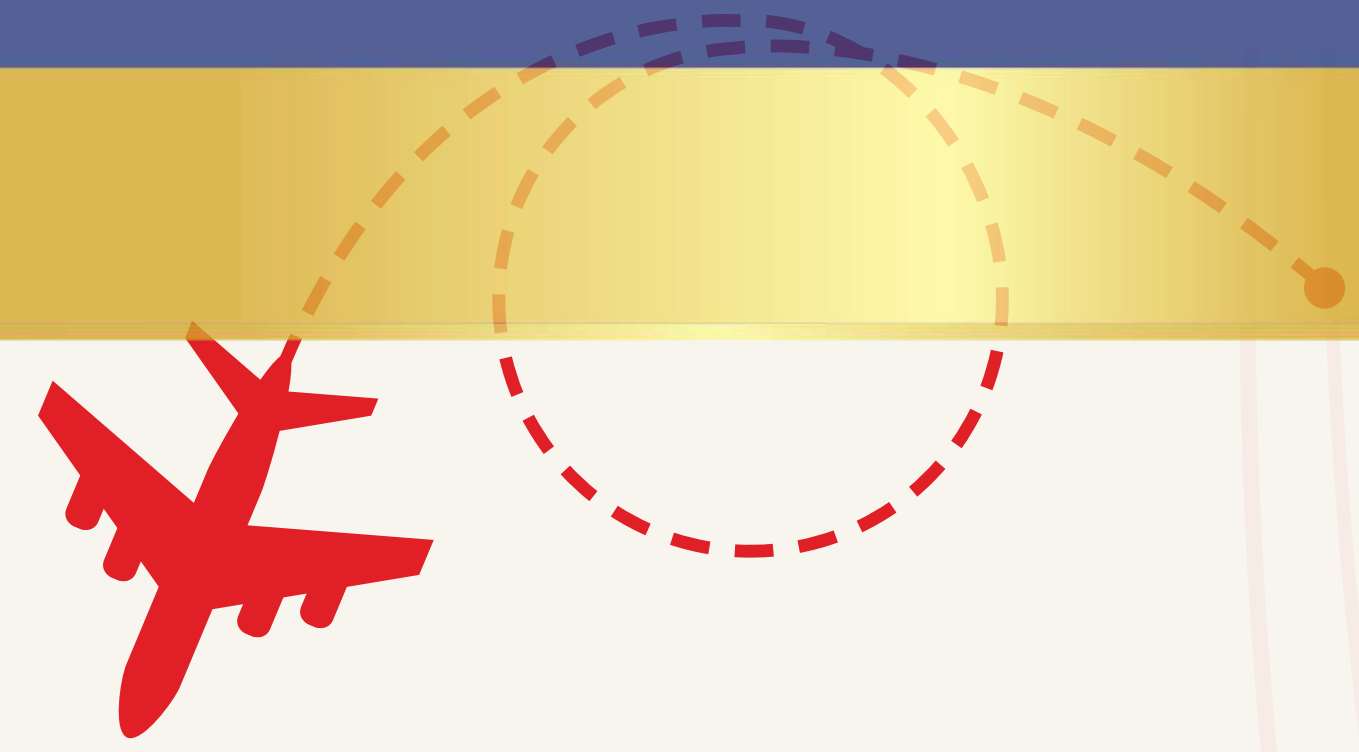
Business Event



Credit Meet



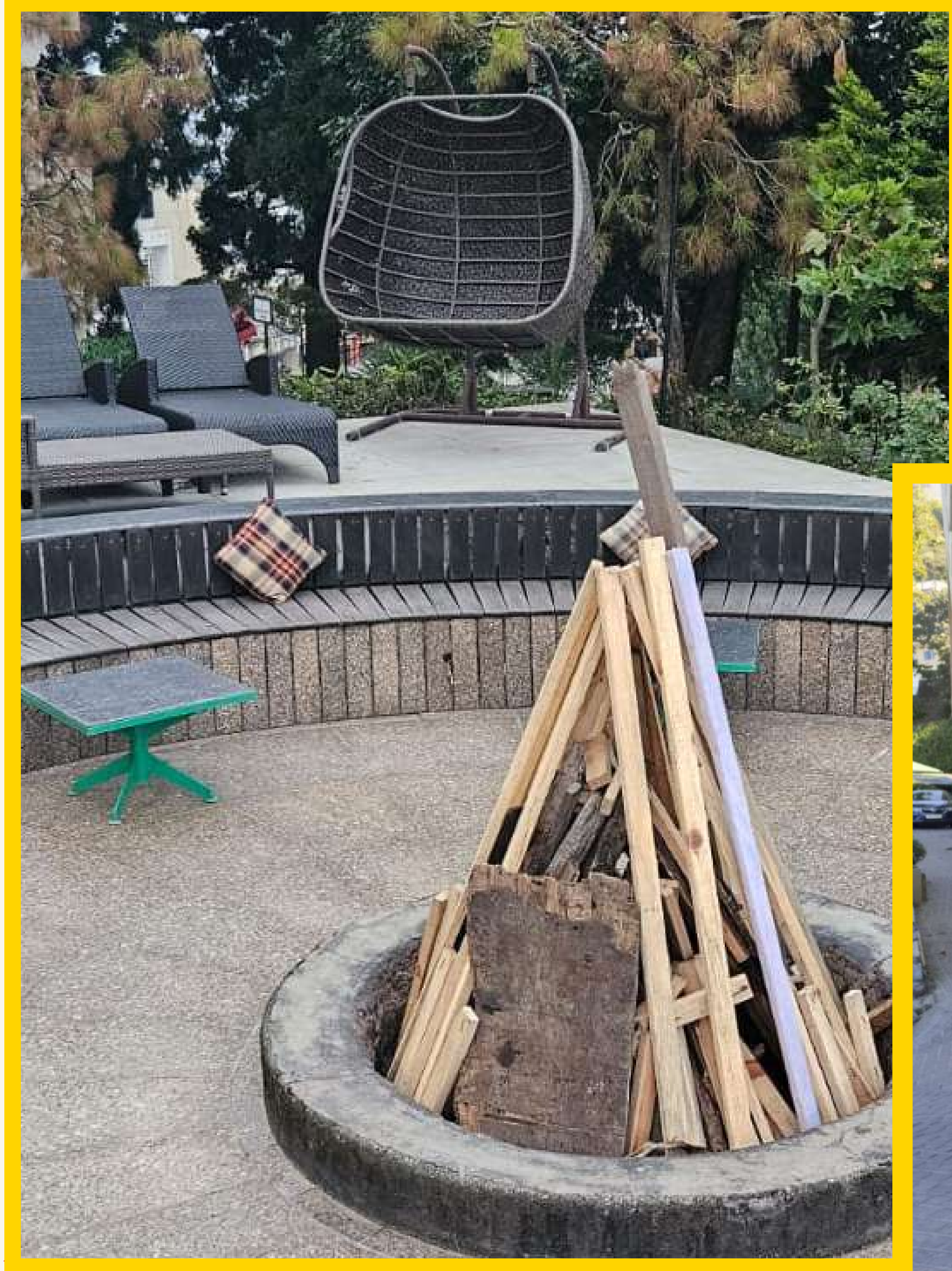
Ops Meet



Collection Meet

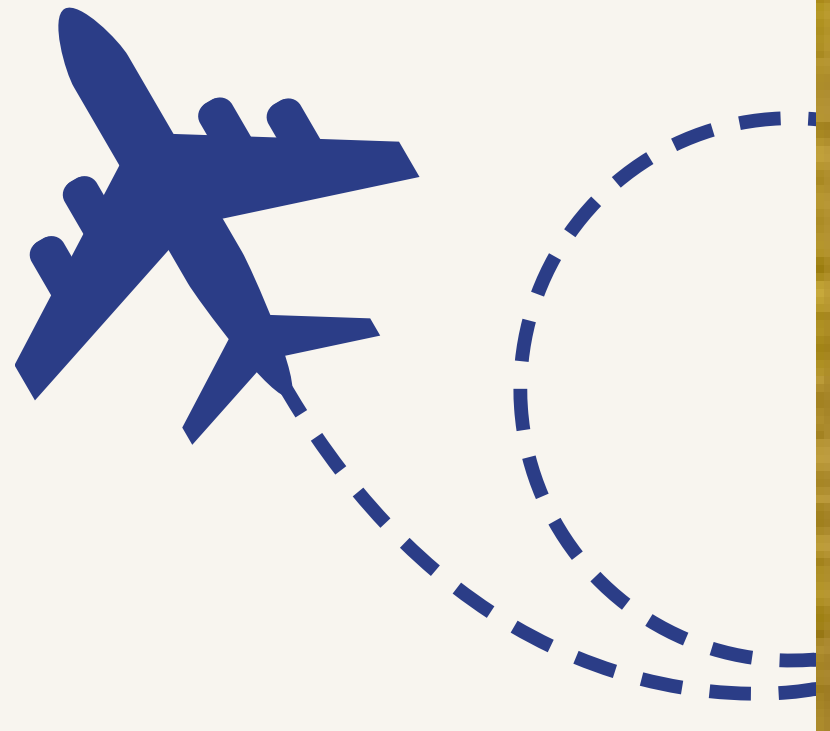


Contest Winners



**Mussoorie Trip for
Ummeed Ke Yoddha
& Champions League
Contest Winners**

In Spotlight



ek UDAAN Apne GHAR ki..

Photography Contest
Fly High – Be Successful
Manjeet Singh Mehta – Credit Manager (Haridwar)

Customer Testimonial



नवाब अली

यमुना नगर



मेरा नाम नवाब अली है, मैं यमुना नगर में लकड़ी का व्यापार करता हूँ। मेरे परिवार में 9 सदस्य हैं, और परिवार के सदस्यों की अधिक संख्या होने के कारण घर में जगह की आवश्यकता होती थी, इसलिए मैं अपने परिवार के लिए एक और मंजिल का निर्माण करना चाहता था। मेरा पूरा व्यवसाय कच्चे दस्तावेजों पे चलता है, इसलिए मेरे पास कोई आयोजित आय का प्रमाण नहीं था। कई बैंकों से निराशा मिलने के बाद, मेरे एक रिश्तेदार ने, जिन्होंने उम्मीद हाउसिंग फाइनेंस से लोन लिया हुआ था, ने बताया कि, कंपनी के अधिकारी आपके कुछ दस्तावेज और संपत्ति के आधार आपकी कुल आय का अनुमान लगा कर आपको लोन उपलब्ध करवा देंगे, और वह भी साहूकारों से कम ब्याज दर पर। पूरे दस्तावेज जमा करने के बाद, मुझे केवल 10 दिनों में लोन की राशि प्राप्त हो गयी।



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