



ASIRVAD

CONNECT

THE VOICE OF ASIRVAD

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Message from MD



I am glad to connect with you all again and share many rewarding and successful milestones that we have had in this quarter. Firstly, I would

like to congratulate the Tamil Nadu team for achieving 1000 crores AUM (Asset Under Management). From a humble beginning of starting our first operations with a handful of employees in Chennai to achieving 1000 crores AUM, we certainly have come a long way. It is also to be noted that Tamil Nadu is the first state amongst the other 20 states and 2 UT to achieve this milestone.

The new-age financing is all about technology. Therefore in terms of digitization, our teams have automated various processes through Asirvad customer app and other tools that benefit both our customer and the team without compromising on the quality of service that we offer to our valued customers.

With CRISIL upgrading Asirvad's rating from A+/positive (in 2018) to AA- Stable in September this year for term bank loan facilities and issuing non-convertible debentures we have reaffirmed the strength of reliability and sustained growth in the portfolio. We have the distinction of being the highest rated MFI by CRISIL.

Another remarkable milestone of Asirvad in this quarter (July – September) is the launch of our 1000th branch in Bihariganj, Bihar. Our geographical presence across India is more or less evenly distributed to maintain stable systems and processes.

All of these achievements would not have been possible without the strong financial backing of Manappuram and the commitment of our staff. With many more milestones to cross I urge everyone to continue to strive for excellence at work place.



Highlights of the quarter

- In August, Asirvad achieved 1000 crs AUM in Tamil Nadu.
- Asirvad opened its 1000th branch in Bihariganj in the state of Bihar.
- CRISIL upgraded rating to AA - Stable for term bank loan facilities and issuing non-convertible debentures.

Organizational Updates

Operations

❖ Various quality enhancement parameters were introduced to improve the business operations such as Digital on-boarding, GPS marking of the center, mandatory registration of customer mobile number, Asirvad app usage, demise marking etc. Many such process reiterates in going digital which in turn simplifies process and curbs manual errors.

❖ Demonstration of Asirvad Customer app to all members (smart phone users) during Group Recognition Test (GRT)/ disbursement / Mini GRT are made compulsory. The Branch Managers and Area Managers need to educate the customers about the importance of registering their mobile number and they must be

trained to access their electronic loan card.

❖ Risk team at the Head Office (HO) will review the branch disbursement status periodically. Any changes in branch status from Regular to Conversion/ collection will be approved by the Risk team on case-to-case basis.

❖ Asirvad oath is made compulsory for the members. The customers should take the oath in vernacular languages in the beginning of every center meeting. This process is to reiterate Joint Liability Group (JLG) concept and improve code of conduct at the centres.

Finance

CRISIL, a credit rating agency, has upgraded Asirvad's rating from CRISIL A+/Positive to CRISIL AA - / Stable for term bank loan facilities and issuing non-convertible debentures.

Human Resource

AM Workshop: After the successful completion of DM workshop at Hyderabad, Area Manager Workshop across India was organised. The objective of the workshop was to enhance the knowledge in business process and procedures and train the area manager in Portfolio At Risk (PAR) management, Performance indicator, collection strategy and Asirvad Business calendar.

Fifteen workshops in 14 different states were conducted. The workshop saw 348 members including 30 Divisional Managers, 8 Cluster Managers, 8 AVPs and 11 Senior Divisional managers.

Post the workshop, the participants voiced out the benefit of having such program and how this had helped them to receive clarity and responsibility of their roles as Area Managers.



Highlights AM Workshop



Media Coverage

THE BUSINESS
BusinessLine

Asirvad achieves
₹1,000-cr AUM
in Tamil Nadu

MIRAPURAM

Thiruvananthapuram, Aug 27

Manappuram Finance-owned Asirvad Microfinance, on Tuesday, announced that it has achieved a milestone of reaching ₹1,000 crore of assets under management in Tamil Nadu, offering microfinance to over 4.5 lakh women members.

"The microfinance company's foundation was laid in Tamil Nadu and today it has achieved an AUM of ₹4,444 crore by rapidly expanding its business operations across 20 States and three Union Territories," said VP Nandakumar, MD and CEO, Manappuram Finance, in a press statement.

The statement also said the micro lender has opened its 1,000th branch at Biharigarh in Bihar.



राष्ट्रीय
सहारा

असिरवाद माइक्रोफाइनेंस ने चेन्नई उपत्यिका हासिल की बिहार राज्य में 1,000वीं शाखा खोली।
मद्रास । एकसमय माइक्रो फाइनेंस की महत्वाकांक्षी, असिरवाद माइक्रोफाइनेंस लिमिटेड ने तमिलनाडु राज्य में 1,000 करोड़ रुपये अर्जन के महत्वपूर्ण मील का पत्थर पूरा करके 450,000 से अधिक महिला सदस्यों को सहायता देने की योजना बनाई।
असिरवाद ने 2008 में तमिलनाडु में अपना पहला शाखा खोली। पिछले साल एक लाख का सकल पूंजीगत लाभ दिया। महिलाओं को सहायता देने में, कंपनी ने कृषि, स्वास्थ्य, शिक्षा और अन्य क्षेत्रों में, माइक्रोफाइनेंस लिमिटेड ने कक्षा के माइक्रोफाइनेंस कंपनी की सेवा शुरू की।
असिरवाद ने 2019 में चेन्नई उपत्यिका में अपना पहला शाखा खोली।

കേരള ട്രൂഷ്യണം
കെ.എ.ടി.എ.സി.എം

ആശീർവാർ മൈക്രോഫിനാൻസിംഗ് മികച്ച നേട്ടം

മൈക്രോഫിനാൻസിംഗ് രംഗത്ത് അഗ്രിയം ചെയ്തുകൊണ്ടിരിക്കുന്ന സമയത്ത്, കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് (എസ്.എസ്.എഫ്.എം) അസീർവാർ മൈക്രോഫിനാൻസിംഗ് ലിമിറ്റഡിന് (എസ്.എസ്.എഫ്.എം) താഴെ പറയുന്ന നേട്ടം കൈവരിക്കാൻ സഹായം ചെയ്തു. 2019-2020 ഓർഡിനേറ്റ് ചെയ്ത സമയത്ത്, കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് 1,000-ആം ശാഖ തുറന്നു.



2019-2020 ഓർഡിനേറ്റ് ചെയ്ത സമയത്ത്, കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് 1,000-ആം ശാഖ തുറന്നു. കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് 2019-2020 ഓർഡിനേറ്റ് ചെയ്ത സമയത്ത്, കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് 1,000-ആം ശാഖ തുറന്നു.

കേരള ട്രൂഷ്യണം
The, 28 August 2019
www.asirvad.com

ASIRVAD MICROFINANCE
ACHIEVES DUAL MILESTONES

Opens 1,000th branch in the state of Bihar

SPK (Business Desk) Asirvad Microfinance Limited, a subsidiary of Manappuram Finance Limited, has achieved a significant milestone of offering micro-finance to over 450,000 women members achieving INR 1000 crore AUM in the State of Tamil Nadu. Asirvad started its operations in Tamil Nadu in 2008 and had completed a decade of operations last year. In a statement released to the media, Mr. VP Nandakumar, MD & CEO, Manappuram Finance, stated that "The microfinance company's foundation was laid in Tamil Nadu and today it has achieved an AUM of ₹4,444 crore by rapidly expanding its business operations across 20 States and three Union Territories. Mr. Kaja Vaidyanathan, Managing Director, stated

that "Asirvad Microfinance achieved another milestone in August 2019 when it opened its 1,000th branch in Bihar" in the state of Bihar. Asirvad was preceded by Mrs. S. V. K. Vaidyanathan and her family members in the year 2007. During February 2015 Manappuram acquired the majority of the equity and Asirvad is now a subsidiary company of the Gold Loan Company Manappuram Finance Ltd. It provides individual and group loans through its network of branches across various states of India. We strive to find mechanisms to deliver capital in more targeted and efficient ways so as to drive greater economic value in the communities we serve. Asirvad offers loans in and so other services to women from poor and low-income households.

Asirvad Microfinance Achieves Dual Milestones

Asirvad Microfinance Limited, a subsidiary of Manappuram Finance Limited achieved a significant milestone of offering micro-finance to over 450,000 women members achieving INR 1000 crore AUM under Manappuram Finance in the State of Tamil Nadu. Asirvad started its operations in Tamil Nadu in 2008 and had completed a decade of operations last year. In a statement released to the media, VP Nandakumar, MD & CEO, Manappuram Finance Ltd said that "The microfinance company's foundation was laid in Tamil Nadu and today it has achieved an AUM of ₹4,444 crore by rapidly expanding its business operations across 20 States and 3 Union Territories. Mr. Kaja Vaidyanathan, Managing Director, stated that "Asirvad Microfinance achieved another milestone in August 2019 when it opened its 1,000th branch in Bihar" in the state of Bihar".

കുറേ കൃത്യം

വെങ്കലകുരുക്ക് അധിക കൃത്യതയെ വെളിപ്പെടുത്തി
ആശീർവാർ മൈക്രോഫിനാൻസിംഗ് നേട്ടം

മൈക്രോഫിനാൻസിംഗ് രംഗത്ത് അഗ്രിയം ചെയ്തുകൊണ്ടിരിക്കുന്ന സമയത്ത്, കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് (എസ്.എസ്.എഫ്.എം) അസീർവാർ മൈക്രോഫിനാൻസിംഗ് ലിമിറ്റഡിന് (എസ്.എസ്.എഫ്.എം) താഴെ പറയുന്ന നേട്ടം കൈവരിക്കാൻ സഹായം ചെയ്തു. 2019-2020 ഓർഡിനേറ്റ് ചെയ്ത സമയത്ത്, കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് 1,000-ആം ശാഖ തുറന്നു.

2019-2020 ഓർഡിനേറ്റ് ചെയ്ത സമയത്ത്, കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് 1,000-ആം ശാഖ തുറന്നു. കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് 2019-2020 ഓർഡിനേറ്റ് ചെയ്ത സമയത്ത്, കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് 1,000-ആം ശാഖ തുറന്നു.

ഇന്ത്യയിലെ 20 സംസ്ഥാനങ്ങളിലും മൂന്നു യൂണിയനുകളിലും ആശീർവാർ മൈക്രോഫിനാൻസിംഗ് ലിമിറ്റഡ് 1,000-ആം ശാഖ തുറന്നു. കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് 2019-2020 ഓർഡിനേറ്റ് ചെയ്ത സമയത്ത്, കേരള ട്രൂഷ്യണം ലിമിറ്റഡ് 1,000-ആം ശാഖ തുറന്നു.



ଆର୍ସିଭାଏର୍ ମାଇକ୍ରୋଫାଇନାନ୍ସିଂ ୱେବ୍ ସେଣ୍ଟର

କେରଳ ଟ୍ରଷ୍ଟିଆନ୍ସ ଲିମିଟେଡ୍ (ଏସ୍.ଏସ୍.ଏଫ୍.ଏମ୍.) ଆର୍ସିଭାଏର୍ ମାଇକ୍ରୋଫାଇନାନ୍ସିଂ ଲିମିଟେଡ୍ (ଏସ୍.ଏସ୍.ଏଫ୍.ଏମ୍.) ତାହାଙ୍କର 1,000-ତମ ଶାଖା ଖୋଲିବାକୁ ସମର୍ଥନ ଦେଇଛନ୍ତି। ଆର୍ସିଭାଏର୍ ମାଇକ୍ରୋଫାଇନାନ୍ସିଂ ଲିମିଟେଡ୍ 2008-ରେ ତାମିଲନାଡୁରେ ଆପଣାର କାର୍ଯ୍ୟକ୍ରମ ଆରମ୍ଭ କରିଥିଲା ଏବଂ 2019-2020-ରେ 1,000-ତମ ଶାଖା ଖୋଲିବାକୁ ସମର୍ଥନ ଦେଇଛନ୍ତି।



MANAPPURAM FINANCE LIMITED

Make Life Easy

Manappuram Finance posts 35% growths in Q1 consolidated net profit

"The consolidated net profit of Manappuram Finance Ltd for Q1 jumped to ₹ 268.91 crore, an increase of 35.27 per cent over ₹ 198.79 crore recorded in the corresponding period of the previous fiscal.

The net profit of the standalone entity (which excludes subsidiaries) is reported at ₹ 219.53 crore.

The total consolidated operating income stood at ₹ 1174.48 crore in comparison to ₹ 935.82 crore reported in the year ago quarter. The consolidated assets under management (AUM) grew by 21.47 per cent to ₹ 20,185.94 crore from ₹ 16,617.78 crore.

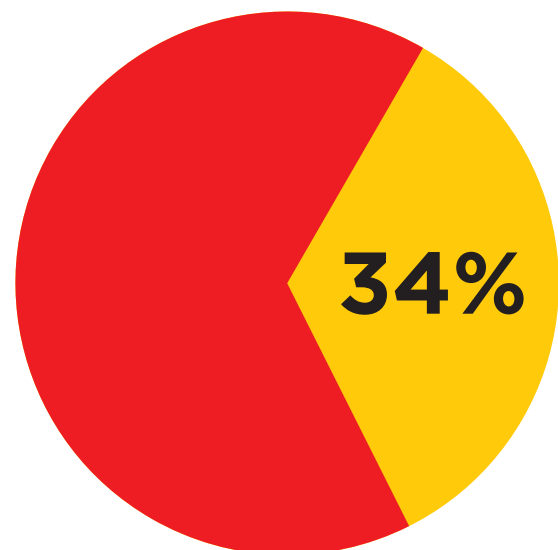
The Board of Directors has approved payment of interim dividend of ₹ 0.55 per share of face value of ₹ 2.

The company's Gold loan Assets under Management (AUM) increased by 6.65 per cent to ₹ 13,292.41 crore. The gross NPA for the gold loans portfolio stood at 0.71 per cent while net NPA was contained at 0.45 per cent. The gold loans business added 1.45 lakh new customers while the aggregate gold loans disbursed during the quarter amounted to ₹ 26,396 crore.

The company's microfinance subsidiary, Asirvad Microfinance Ltd., ended the quarter with an AUM of ₹ 4,198.30 crore compared to ₹ 2,437.94 crore.

The home loans subsidiary, Manappuram Home Finance Ltd reported an AUM of ₹ 541.66 crore (₹ 406.51 crore) while its Vehicles & Equipment Finance division ended the quarter with an AUM of ₹ 1,227.08 crore (₹ 717.73 crore).

The company's non-gold loan businesses now account for a 34 per cent share of its consolidated AUM"



My Journey at Asirvad



Designation
Area Manager

Division
Mysore

Birthday
1st October

Hobbies
Listening to music

Meet Mr. Ravi Kumar

He is a Area Manager at Chamaraj Nagar in Mysore Division, Karnataka. Ravi Kumar joined as Branch Manager in 2014. Prior to working with Asirvad he had worked in Fincare and has about eight years of work experience.

Ravikumar was promoted as Area Manager in 2017 and since then it has been an upward journey for him. "I have enjoyed both my roles at Asirvad; as Area Manager and as Branch Manager. During the demonetization period, to be precise in November 2017, while other branches were grappling to get back the the loan due from customers, we (at Belgaum division) were able to make 100% recovery without any outstanding. That was the proud moment" he shares about his experience working at Asirvad.

"In 2017, when I was the Area Manager for Dharwar, Ramdurga and three other branches I was held by the local union members from collecting the payment from customers. This explains that my role is equally difficult" he refers to the challenges he had faced during his tenure.

Talking about his goals he said "I would like to position myself as a critical resource and grow leaps and bounds in the coming years at Asirvad. I would like to thank a few of my colleagues who have helped in shaping my journey. Firstly, I would like to thank Madhava Roa (AVP) for his support then Mr. Siddappa and Mr. Dhanajain. Last but not least I would like to thank our MD for giving me an opportunity to work here".

On the flip side, Ravi Kumar enjoys reading books and listening to music. He lives with his wife, mother, father and his child.

Customer Speaks



Radha, a 32 years old vegetable vendor, is from Gundlupete, Mysore district of Karnataka. She has been Asirvad's customer since 2016. We contacted her to find out how Asirvad had helped her to fulfil her dreams. She said "I came to know about Asirvad Microfinance through one of your Field Development Officer who had come to take survey in my village. He briefed me about the benefits of the small loan offerings and how it works. I was glad I could join the group to get my loan".

Earlier, Radha was selling sarees at her home on a small scale which did not yield

much profit. She decided to take loan to open a shop of her own. Her first loan from Asirvad was ₹ 25,000 and she had taken loan three times so far. "I am repaying my current loan due for ₹45, 000" she said.

When we asked what is the one thing she likes about being Asirvad customer, she responded **"I need not go to the bank neither stand in a long queue to repay my loan. The FDO himself comes to collect the due which saves a lot of my time. Additionally, the interest rates are comparatively lower than other microfinance"**.



Radha lives with her husband and two children. With the help of the profit from vegetable shop she is able to aid her children's education. She said "I have added around ten members to Asirvad group so far mainly because the interest rates are lower and the service is flawless".

Rewards & Recognitions



CENTRAL DIVISION

Rajasthan
8001-Badisadri
9100-Ratangarh
9110-Nohar

Maharashtra
7104-Pandharkawada

Madya Pradesh
2501-Indore
2515-Mahidpur
2517-Mahidpur
3002-Shujalpur

Chhattisgarh
3102-Akaltara

Odisha
6903-Tangi

Gujarat
9212-Jhalod

EAST

Jharkhand
3401-Barhi
3402-Koderma
3405-Rajdhanwar
3406-Bagodar

Tripura
7800-Agartala

West Bengal
4011-Belda
4013-Egra
8701-Heria

Punjab
2800-Roopnagar
2808-Khamano
5502-Kapurthala

NORTH

Uttar Pradesh
3504-Shajanwa
6201-Muzaffarnagar
6202-Khatuli
6306-Saharanpur

NORTH

Bihar
7620-Narayanpur
4311-Darbhanga
6602-Chakia Bihar
7501-Dhaka

SOUTH

Karnataka
2205-Gowribidanur
6400-Mysuru

Kerala
1601-Ottapalam

Tamil Nadu
1012-Kancheepuram
1106-K Puthur
1510-Rasipuram
1407-Tuticorin
1516-Harur
1312-Sirkali
1321-Sembanar kovil



Rewards & Recognitions



ICON AWARDS

Employee Name	Designation	Department	State	Award
Sanjib Bera	Data Entry Operator	Operations	West Bengal	DEO Icon
Biswanath Sadhukhan	Admin Co-Ordinator	Adminstration	West Bengal	Admin Icon
Nishant Kujur	Executive	Finance Core Accounts	Jharkhand	Accounts Icon
Sourav Sengupta	Asst Manager	Training	West Bengal	Training Icon
Rajेश K R	Audit Manager	Internal Audit	Karnataka	Audit Icon
Deepak Kumar	Asst Manager	Human Resources	Corporate Office	HR Icon
Jeeva S	Executive	Operations	Corporate Office	Value Icon
Radhika V	Asst Manager	Operations	Corporate Office	Value Icon

Events

Sa- Dhan conference

S.V. Raja Vaidyanathan (MD) spoke in the plenary session under the topic 'Propelling Innovative Funding for the sector' organised by Sa-Dhan Association, the Association of Community Development Finance Institution



Celebration of 1000 cr AUM achievement in Madurai



Celebration of 500 crs achievement in West Bengal



New Head Office pooja in Chennai



Artificial limbs donation



As a part of CSR initiative Asirvad members participated in distribution of Prosthetic Legs for amputees organised by GAVS Dream Runner's marathon at Crown Plaza in July. S V Raja Vaidyanathan, MD along with Rajasekaran NRK (Head – Analytics), Muthu Bharathi (AVP-HR) and Moorthy Govindarajan (Head-Risk) participated in the activity.

Editorial Committee:

Bikram Mishra - Team HR, Muthu Bharathi - Team HR, NRK Rajasekaran - Team MIS
Ganesh K- Team Operations, Prabakaran P - Team IT, Nikhilesh Kumar - Team Finance

