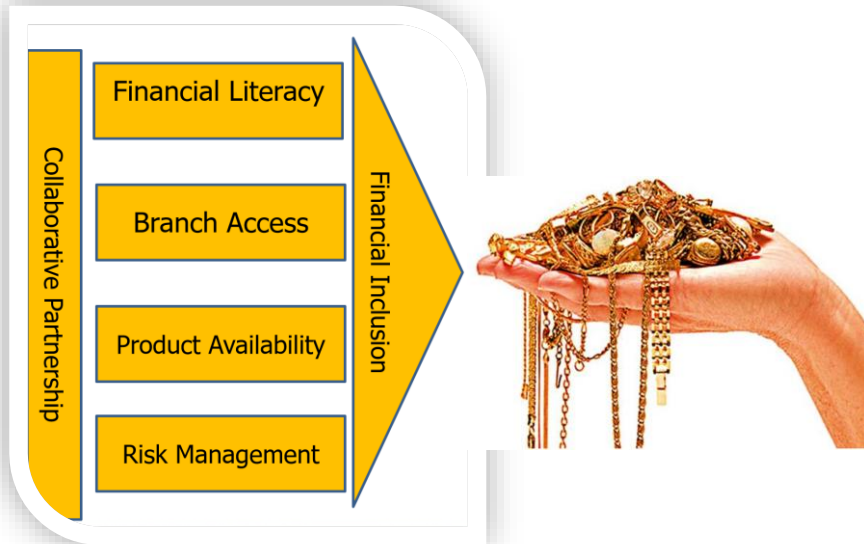


2015-2016

# Achiivers Quick Gold Loan

Information Memorandum



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The information contained in this document may include forward looking statements and the results of analysis from a quantitative model which represent potential future events that may or may not be realized, and is not a complete analysis of every material fact representing any product, service or circumstance. Any estimates included herein constitute a judgment and view as of the date hereof and are subject to change without any notice.





## Contributing to the the sustainability & livelihood of Rural India

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

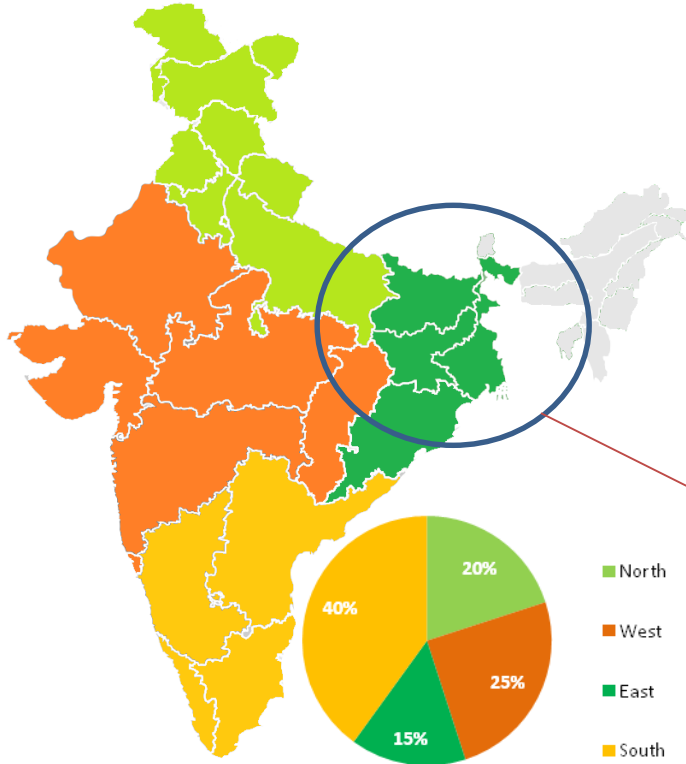
### **Mission:**

“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 in both letter and spirit”



- India possesses over ~20,000 metric tonnes of gold, worth more than USD 800 bn. Organized gold loan sector penetration is at a low 3% approx, 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 the total gold stock. For Rural India **Gold** is the virtually the 'bank account' for the people - historically gold has been a good hedge against inflation & gold's attributes 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.****



- 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 needs for financial inclusion of the poorest poor in India & 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 society, Achiivers Group forayed into Loans against Gold in July 2013.

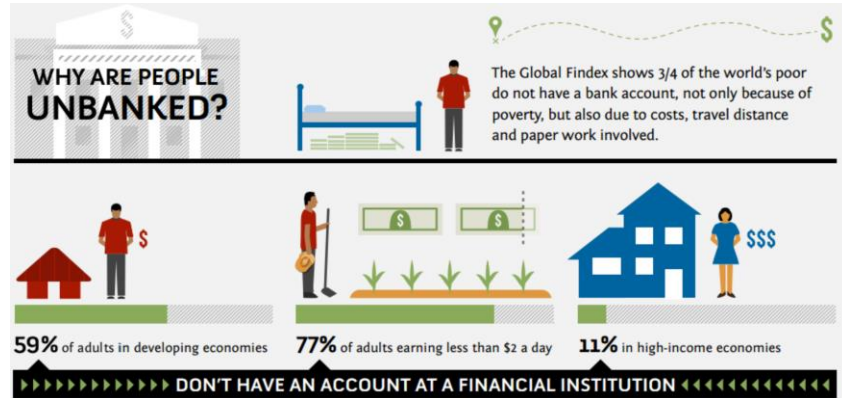
- Driven by innovation, service and effective wider outreach, Achiivers has successfully acquired over 1700 customers in a short span of time.

- Achiivers forayed into the Gold Loan Business from its Thakurpukur Branch ( a semi urban area near to the HO in Behala) & in 3 years of operation, the business boasts of 4 successful branches around Kolkata.

- Total disbursements stands at Rs. 15.3Cr.(USD 2.5 Mn) as on Mar '16.



- 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.



- The business operates out of 4 standalone branches in and around Kolkata .
- 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)



**Baruipur Branch**



**Kakdwip Branch**



**Thakurpukur Branch**

- During the first 3 yrs. (approx) of operations, the Company has disbursed Gold Loans of Rs. 15.38Cr. (USD 2.5 Mn) with Asset Under Management (AUM) Rs.5.51 Cr. as on Mar, 2016 i.e. total outstanding Gold Loan.
- Collateral value of Gold is approx 8.75 Crore (approx 30 Kg) as of 31st Mar 2016 against outstanding Gold Loan of Rs.5.51 Crore (USD 9,18,000 )which is 62% of the pledged Gold
- The Company plans to expand (4 times) its existing branch network in 2016-2017, expanding in untapped territory in rural and semi-urban areas.



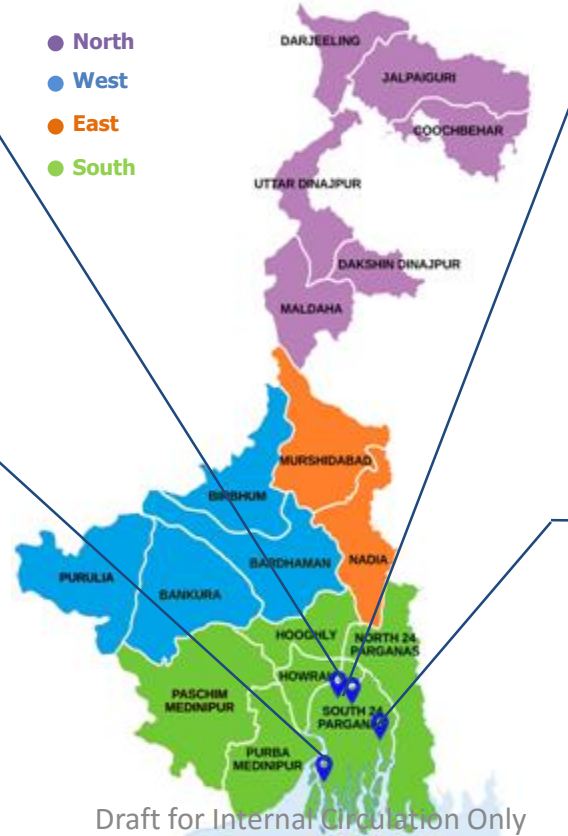
## Thakurpukur

- Pilot branch in Behala catering to a population of close to 2,00,000 people.
- The Projected Outstanding Loan business (FY 16-17) is Rs. 1.53 Crs with new client acquisition of around 340.

## Kakdwip

- Untapped & unbanked market where main business is Fisheries & Beetle leaf plantation.
- This area is full of small businessmen with monthly businesses of Rs 5 Lks circa, & has good reserve of inherited gold.
- The Projected Outstanding Loan business (FY 16-17) is Rs. 2.3 Crs with new client acquisition of around 680.

- 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 Outstanding Loan business (FY 16-17) would be around Rs. 55Lk with new client acquisition of 210.

## 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 Outstanding Loan business (FY 16-17) would be around Rs. 1.2Cr with new client acquisition of around 310.



**Street corner**



**Leaflet distribution**



**Poster Activity**



**Canopy**

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

**Some of these activities are as below-**

- Street Corner:- We collected 375 client data through this.
- Referrals from existing clients:- We got 156 referrals last FY.
- Sit & Draw:- Sourced approx 180 Guardian details for calling
- Canopy:- The main focus is on visibility in important junction
- No Parking :-This also creates branding at local level.



**Sit and Draw Competition**



**Scratch Card/ Referral**

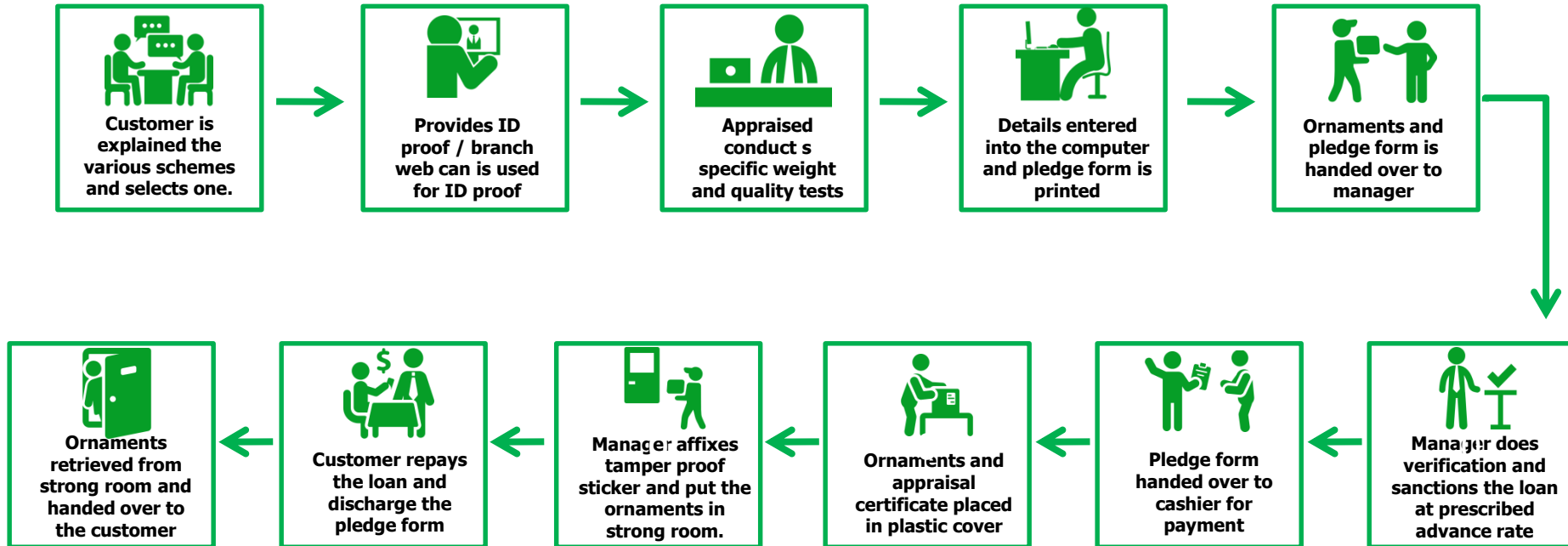


**News paper insertion**



**Electronic Media**

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



**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



Draft for Internal Circulation On

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

## 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.

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.



# Types of Risk

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.

	3 Months	6 Months	9 Months	12 Months
Gold Value	100	100	100	100
LTV	75%	70%	65%	60%
Gold Loan	75	70	65	60
Interest Rate	24%	23%	21%	21%
Interest Cost	4.50	8.00	10.00	13
Interest Cost + Principle	79.50	78	75	73
<b>Margin of Safety(%)</b>	<b>20.50</b>	<b>22</b>	<b>25</b>	<b>27</b>

☐ With low cost we are having adequate Margin of safety even for shorter duration loan(Say 3 to 6 months)

**Note:- Data Sources from audited financials, information published in the websites 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**



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.

- Step 1 • Overdue Accounts beyond 365 days shall be put for auction provided sufficient notices, personal visits, phone calls and SMSs are sent
- 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 Published in newspapers at least 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 proceedings are undertaken to recover deficiency



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.

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 Customers information is checked and matched manually. We are in collaboration with CIBIL to integrate it with our software **Dimensions** so to make customer's credit history easily available.

- 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, 2016, 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.

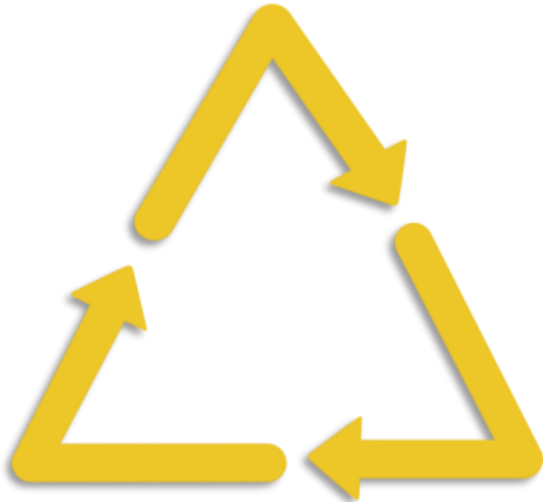
An inability to mobilize necessary funds to meet operational and debt servicing requirements could lead to sluggish expansion.



### 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.
- ❑ Develop and implement 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.

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

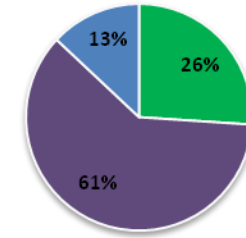


### Cont. .

- Geographic spread of branches mitigates cyclical pressures in different regions.
- The proprietary tool of Achiivers 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 - 2015-16

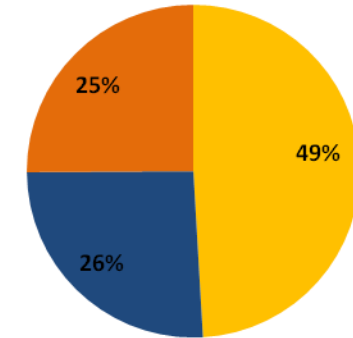
Branch	No of Customer During the Year	AUM (Rs.)	Loan Disbursed (Rs.)	Average Loan Per Person (Rs.)
Thakurpukur *	444	2,21,50,049	5,72,24,430	49,888
Kakdwip #	1039	2,72,60,929	8,37,68,207	26,238
Baruipur@	222	56,62,123	1,28,95,066	25,505
Total	1705	5,50,73,101	15,38,87,703	31,301



**No. of Customer**

- Thakurpukur
- Kakdwip
- Baruipur

- 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.

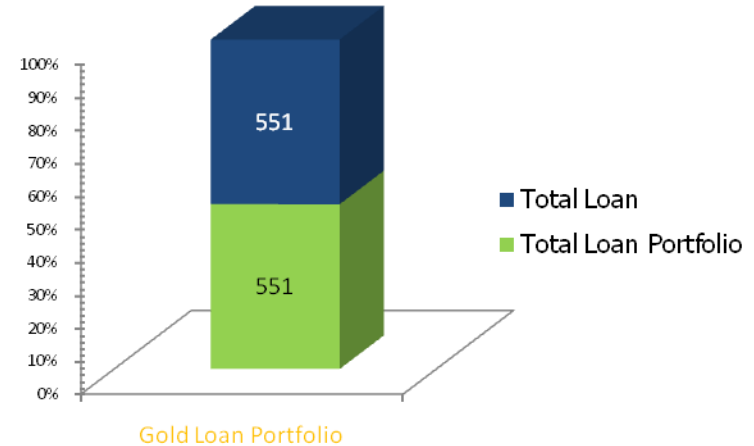


**Av. Loan / Person (%)**

- Thakurpukur
- Kakdwip
- Baruipur



Particulars	Amount (Rs. in Lacks)
Total Gold loan portfolio	551
Total Loan	551
<b>Gold loan portfolio as a %age of Total Loan</b>	<b>100%</b>



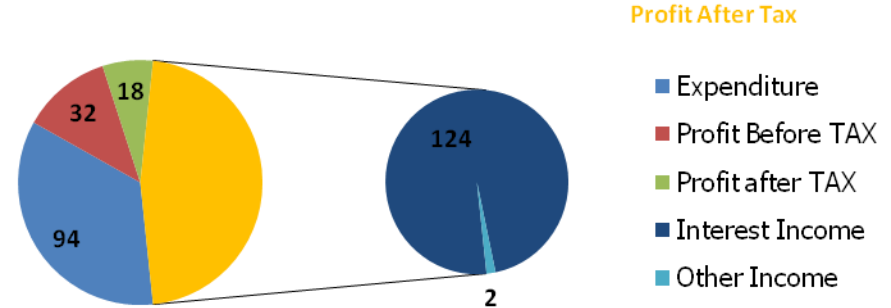
☐ Our Gold Loan represent 100% of total loan advanced

## Profit After TAX

PARTICULARS	AMOUNT (Rs. in Lacks)
Total Revenue	126
Expenditure	94
Profit before Tax	32
Profit after Tax	<b>18</b>

## Break Up Of Gross Income

PARTICULARS	AMOUNT (Rs. in Lacks)
Interest Income	124
Other Income	2
Total Income	126



- In first 3 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.

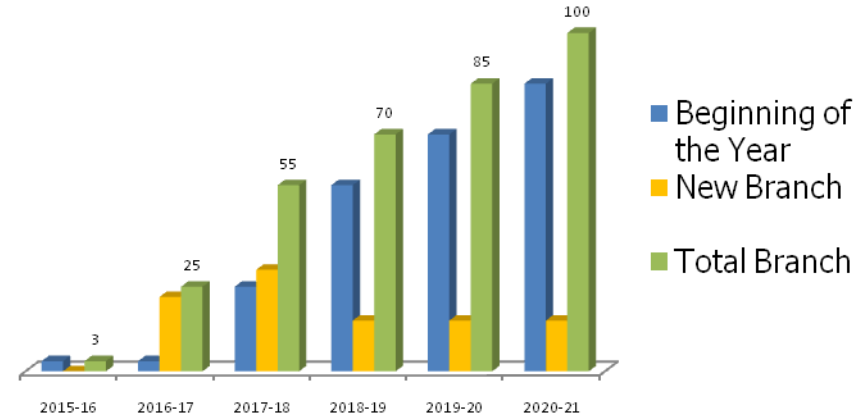
# **Business Plan - 2016-17**

Particulars	31-Mar-16 (Rs. in Lacks) (Unaudited)	31-Mar-17 (Rs. in Lacks)	31-Mar-18 (Rs. in Lacks)	31-Mar-19 (Rs. in Lacks)	31-Mar-20 (Rs. in Lacks)	31-Mar-21 (Rs. in Lacks)
<b>I. Revenue from operations</b>						
Sales of Investment						
Interest on Gold loans	124	595	1,943	3,053	3,934	4,731
Interest on Surplus Fund	1	179	128	-	-	-
<b>II. Other Income</b>						
Other Non Operative Income	1	1	1	2	2	2
<b>III. Total Revenue (I + II)</b>	<b>126</b>	<b>775</b>	<b>2,072</b>	<b>3,055</b>	<b>3,936</b>	<b>4,733</b>
<b>IV. Expenses:</b>						
Finance charges	34	-	-	251	666	919
Depreciation	4	28	75	187	170	158
Audit & Inspection Cost	0	4	9	14	17	25
Other expenses	56	350	793	1,036	1,341	1,637
<b>Total Expenses</b>	<b>94</b>	<b>382</b>	<b>878</b>	<b>1,488</b>	<b>2,194</b>	<b>2,739</b>
<b>IV. Profit before tax</b>	<b>32</b>	<b>393</b>	<b>1,194</b>	<b>1,567</b>	<b>1,742</b>	<b>1,994</b>
Provision for Income Tax	10	119	362	475	528	605
Dividend	3	41	125	164	182	208
Provision for Dividend Tax	1	7	21	28	31	35
<b>VI. Profit/(Loss) for the period</b>	<b>18</b>	<b>226</b>	<b>686</b>	<b>900</b>	<b>1,001</b>	<b>1,145</b>

Particulars	31-Mar-16 (Rs. in Lacks) (Unaudited)	31-Mar-17 (Rs. in Lacks)	31-Mar-18 (Rs. in Lacks)	31-Mar-19 (Rs. in Lacks)	31-Mar-20 (Rs. in Lacks)	31-Mar-21 (Rs. in Lacks)
<b>I. EQUITY AND LIABILITIES</b>						
Share Capital & Reserve and Surplus	257	5,484	11,170	12,070	13,071	14,216
<b>Current Liabilities &amp; Provisions</b>						
(a) Short Term Borrowings	281	-	-	3,780	5,500	8,665
(b) Short-Term Provisions & Other Current Liabilities	13	167	508	667	741	849
<b>Total (Liabilities)</b>	<b>551</b>	<b>5,651</b>	<b>11,678</b>	<b>16,517</b>	<b>19,312</b>	<b>23,730</b>
<b>II.ASSETS</b>						
<b>(1) Non-Current Assets</b>						
(a) Fixed Asset	14	175	658	600	560	531
<b>(2) Current Assets, Loans &amp; Advances</b>						
(a) Cash and Cash Equivalent	13	121	275	372	453	439
(b) Short-Term Loans and Advances	524	5,355	10,745	15,545	18,299	22,760
<b>Total (Assets)</b>	<b>551</b>	<b>5,651</b>	<b>11,678</b>	<b>16,517</b>	<b>19,312</b>	<b>23,730</b>

## PROPOSED NUMBER OF BRANCHES TO BE OPEN IN NEXT 5 YEARS

FY	2015~16	2016~17	2017~18	2018~19	2019~20	2020~21
Branch-Beginning of the Year	3	3	25	55	70	85
New Branch	-	22	30	15	15	15
<b>Total Branch</b>	<b>3</b>	<b>25</b>	<b>55</b>	<b>70</b>	<b>85</b>	<b>100</b>



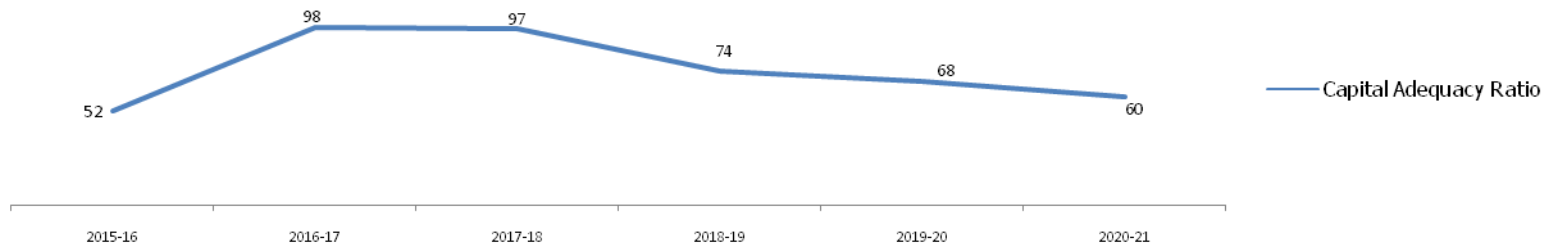
❑ In 2016-17, we have proposed to open 22 branches and in 2017-18 we have proposed to open 30 branches and in 2018-19 to 2020-21 we have proposed to open 15 branches in each year.

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

❑ Our expansion will be slow, steady and inclusive.

# Capital Adequacy Ratio

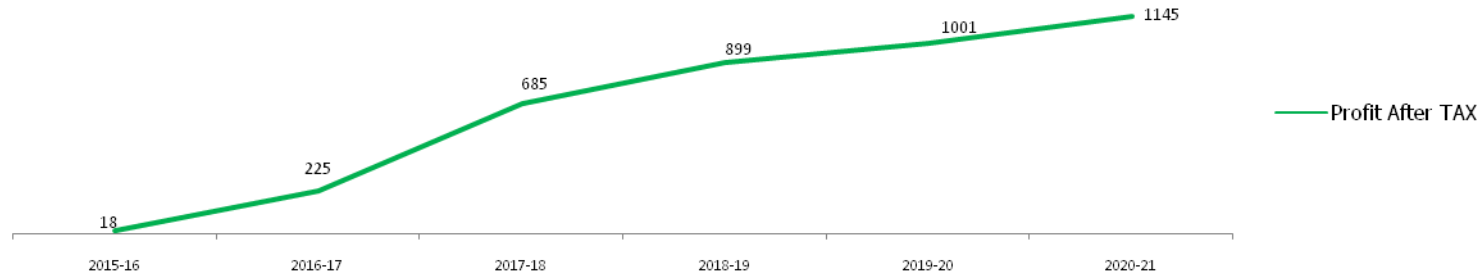
FY	2015~2016 (Rs. in Lacks) (Unaudited)	2016~2017 (Rs. in Lacks)	2017~2018 (Rs. in Lacks)	2018~2019 (Rs. in Lacks)	2019~2020 (Rs. in Lacks)	2020~2021 (Rs. in Lacks)
Share Capital	294	5483	11168	12067	13068	14213
Borrowings	281	-	-	3780	5500	8665
AUM	551	5940	12677	18587	22224	27481
<b>Capital Adequacy Ratio**</b>	<b>52</b>	<b>98</b>	<b>97</b>	<b>74</b>	<b>68</b>	<b>60</b>



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

Note:-\*\* Risk based asset includes all assets except cash & bank

FY	2015~2016 (Rs. in Lacks) (Unaudited)	Projected Growth (%)	2016~2017 (Rs. in Lacks)	Projected Growth (%)	2017~2018 (Rs. in Lacks)	Projected Growth (%)	2018~2019 (Rs. in Lacks)	Projected Growth (%)	2019~2020 (Rs. in Lacks)	Projected Growth (%)	2020~2021 (Rs. in Lacks)	Projected Growth (%)
Total Revenue	126	133	774	516	2,071	168	3,053	47	3,936	29	4,733	20
Expenditure	94	17	382	306	878	130	1,488	70	2,194	47	2,739	25
Profit Before Tax	2	555	392	1138	1,193	204	1,565	31	1,742	11	1,994	14
Profit After Tax	18	606	225	1133	685	204	899	31	1,001	11	1,145	14

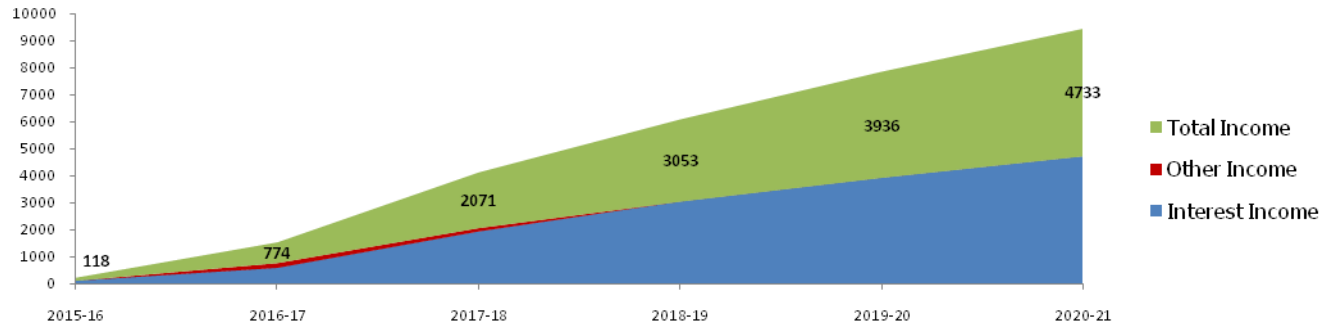


☐ Revenue has grown @ 300% and in future we expect it to grow @ 300% for the next 5 years.



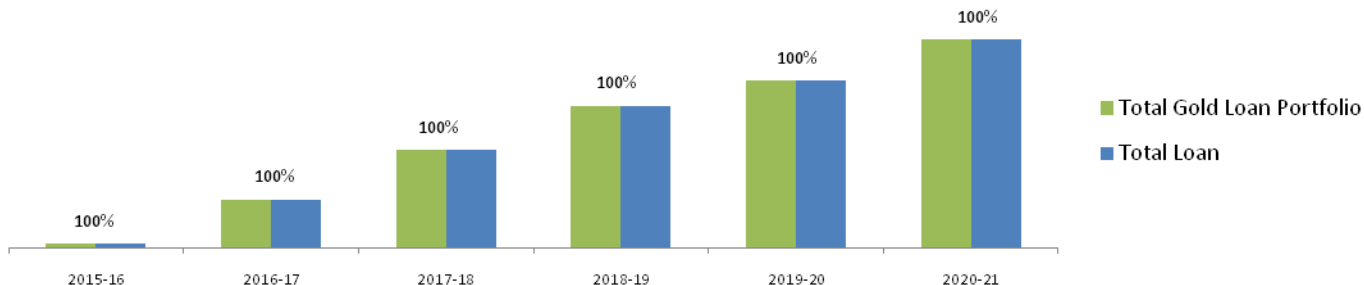
# Break Up Of Gross Income

FY	2015~2016 (Rs. in Lacks)	Projected Growth (%)	2016~2017 (Rs. in Lacks)	Projected Growth (%)	2017~2018 (Rs. in Lacks)	Projected Growth (%)	2018~2019 (Rs. in Lacks)	Projected Growth (%)	2019~2020 (Rs. in Lacks)	Projected Growth (%)	2020~2021 (Rs. in Lacks)	Projected Growth (%)
Interest Income	124	141	595	382	1,943	226	3,052	57	3,934	29	4,731	20
Other Income	2	-	179	8438	128	-28	1	-99	2	114	2	14
Total Income	126	132	774	516	2,071	168	3,053	47	3,936	29	4,733	20



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

FY	2015~2016 (Rs. in Lacks) (Unaudited)	Projected Growth (%)	2016~2017 (Rs. in Lacks)	Projected Growth (%)	2017~2018 (Rs. in Lacks)	Projected Growth (%)	2018~2019 (Rs. in Lacks)	Projected Growth (%)	2019~2020 (Rs. in Lacks)	Projected Growth (%)	2020~2021 (Rs. in Lacks)	Projected Growth (%)
Total Gold loan portfolio	551	131	5,345	1020	10,735	201	15,535	145	18,290	118	22,750	124
Total Loan	551	131	5,345	1020	10,735	201	15,535	145	18,290	118	22,750	124
Gold loan portfolio as a % age of total Loan	100%		100%		100%		100%		100%		100%	



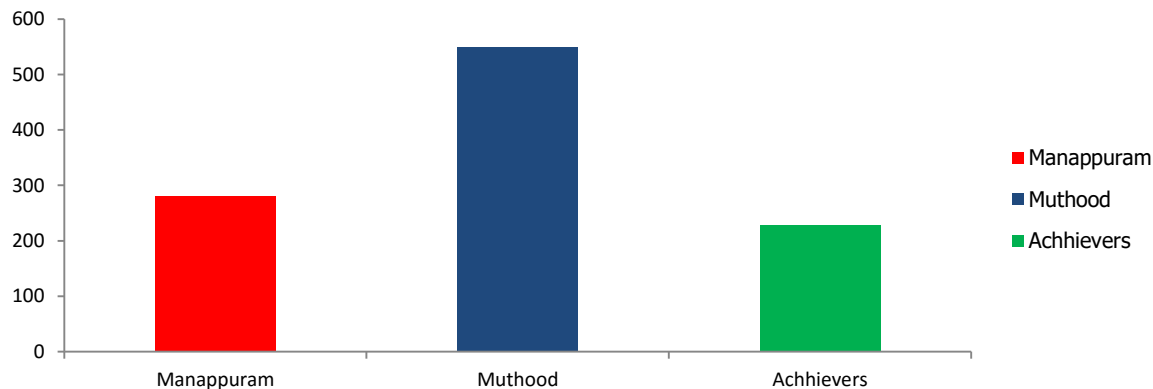
❑ We have specialized ourselves in extending gold loans.

❑ Outstanding Gold Loan(AUM) has grown at CAGR @ 184% and as per projected Business Plan we will grow @ approx 300%

❑ We will be keeping track of our Business Plan from time to time during next 5 years to make the projection into reality.

# Competition

	Manappuram Finance Ltd	Muthood Finance Ltd	Achiivers Quick Gold Loan	
			Current	Projected
Avg AUM per branch(Rs.in Crs)	281.31	550	184	228
Avg Gold Jewellery per branch (Kgs.)	20	30	10	



We are on the way to follow the giants of gold loan sector

**Note:- Data Sources from audited financials, information published in the websites respectively**

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- Achiivers Quick Gold Loan is a Bengali firm with Bengali promoters. There is a massive local touch & emotional bond with clients that is maintained which results in repeat business from the same client and accompanying referrals.
- In rural Bengal, the local community feel a bigger connect with a firm that has its soul in Bengal.
- Additionally, Achiivers has the advantage to introduce unique products very swiftly.

Particulars	e Loan with free locker service	Small Micro Loan	Jewellery Selling of Diamond Studed	*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 Achiivers Brand Equity built 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



- 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.



# The People Behind



To embark on a journey of success one needs the tool of preparedness, foresight and strategy. These lead to the path of growth and high quality operation.

Realizing the responsibility on the shoulders of each member of Achiivers Group, we endeavor to be one of the most competitive companies in the industry with emphasis on efficiency in operations, good process and reliability for customers.

Gearing up for the future, we have the key success factors necessary to withstand the winds of change.

Our well recognized market presence with a strong product portfolio & efficient capabilities, boosts of technical prowess, high quality services and cost effectiveness.

We have a well monitored marketing network, which is aimed at attaining brand equity among our wide-reaching customer base.

We are an organization that combines scientific, financial, managerial and operational skills and resources to provide best business values in every field which is dealt under Achiivers Group. Our research assets, business infrastructure and human capital integrate to flower a robust performance to provide a thrust to the sectors which is under the brand Achiivers Group.

The success and eminence of Achiivers Group began as the dream of one man extended to be transformed into the dream of many. We strive to accomplish our dreams and goals to bring greater effulgence in the future.

**Suman Chakraborty**  
**MD, CEO**



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

Ms. Sumana Roy is the Co-Founder & Executive Director since Inception of Instant Suppliers Pvt Ltd (Achiivers Quick Gold Loan) 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.



**DEBASIS BOSE:** Mr. Debasis Bose has joined Board of Achiivers in October 2011. He is a Chartered Engineer by profession with Business Management degree and has been heading Shipping Fleet & Technical department of a Oil company in UAE since 2007. He has vast international exposure and experience in Shipping Industry and has worked in INDIA, USA, UK, EU and UAE. Mr. Debasis Bose has been associated with various organizations in India and Overseas. He is currently honorary Chairman of Technical committee of UAE Shipping Association since 2009. He is permanent Technical Committee member of Det Norske Veritas, Norway for the UAE Chapter and member of Institute of Engineers, India and Institute of Marine Engineering, Science & Technology, London. He is a B.Sc from Lucknow

University, B Tech in Marine Engineering from Directorate of Marine Engineering Training Calcutta, Business Management from Indian Institute of Management, Calcutta and Ship Crew Resource Management from Newcastle, UK. Mr Debasis Bose's vision is to navigate Achiivers to next level where everyone involved with the company feels proud and happy to be associated with the organization.



**SHIVAJI ROY:** Mr. Roy joined Achiivers board in 2013 as Director-Sales & Marketing, after quitting his financial job in Axis Securities, Mumbai corporate office, even though he has been associated with Achiivers Equities right through it's inception. Mr.Roy is a results driven, self motivated professional with over 20 years of experience in Financial (Broking), Telecom & FMCG sectors, with reputed companies like Nestle, Airtel, ICICI Securities. Mr.Roy holds post graduate diploma in planning and business management (PGDPM). He has deep understanding of the market, culture and the mindset of the consumer. Mr.Roy is a persuasive communicator with exceptional relationship management skills. He has the ability to relate to people at any level of business and management, is adroit at analyzing the organization requirements, has tendency to thrive in dynamic and fluid environments while remaining pragmatic and focused.

He believes in transparency when dealing with client's hard earned money. Mr Roy has two daughters and his wife is a homemaker.

# Accolades

### Best Financial Service Provider



### The Bengal Entrepreneurship Award 2015



### Best SME of the Year



### Most Admired Brand for Financial Solutions in West Bengal

# Our Strength is Our Team



# Thank You