



UMMEED

HOUSING FINANCE

We bring your dreams to life



Mission



30000 CR

**UMMEED
KA SAFAR**

22nd Edition





Founder's Note

We have ended the year 31st March 24 with an AUM of Rs 1750 Cr, which is marginally behind the targeted AUM of Rs 1800 Cr. Gross Disbursal in the 4Q 23/24 peaked at Rs 284 Cr which is 45% over the amount disbursed in the same period last year. As of the financial year end, Ummeed has over 100 hubs across 7 states in India.

In the 4th quarter, we successfully raised a large equity round of Rs 580 Cr, with Rs. 300 Cr as primary and a residual Rs 280 Cr as secondary, providing a partial exit to Lightrock who have been partners with us for over 6 years. This equity round was led by two new investors A91 and Mirae with significant participation from Norwest one of our existing investors. This equity raise of Rs 580 cr (primary plus secondary) took place at an extremely attractive valuation of Rs 360 per share (against a last round raise at Rs 224 per share)

We are delighted to share that we have received the following awards in the Quarter gone by

- **Great place to work**

It is a wonderful achievement to be recognized as a Great Place to Work by an external international organization. This certification is a big recognition of the open, respectful, performance oriented, and inclusive culture that we have been able to build and sustain. I want to take this opportunity to thank each one of you for making this possible in the very first year of our participation. Let us ensure that we maintain our High-Performance High Trust culture while keeping a strong focus on our core values of C-SUIT ie Customer First, Speed of Execution, Strong Underwriting, High Integrity, and Technology Orientation.

- **ET -BFSI – Best Brands**

Ummeed has been recognized as one of the winners of ET BFSI Best Brand 2024. The ET EDGE Best BFSI Brands highlights the success stories of brands that have been successful in creating safe, efficient, and equitable systems for their customers while maintaining their growth rate in a competitive landscape. The Brand should have played a pivotal role in the development and enhancement of its reputation in the industry, by providing holistic products and/or exceptional customer service.

The ISO-IT recertification exercise is underway in the new FY. The year will see a revamp in our systems with enhanced user friendliness and high ended digital experience”.

As we look ahead to FY 24/25, we are focused on expanding our distribution from 100 to over 130 hubs, including establishing a presence in AP/ Telangana and deepening our footprint in MP. We are focused on targeting a 60% growth in AUM to Rs 2800 by March 2025. The re organization across the disbursal officer role is being rolled out on April 24 and the new enhanced LOS will be rolled out effective May 24. We are hoping these two initiatives will be key to help us improve disbursal TAT, and enhance audit quality while fostering better productivity. I look forward to your partnership and support as we drive forward to meet our ambitious goals in 2024/25.



Mr. Ashutosh Sharma
Founder & MD





ED & CBO's View

We are thrilled to announce our entry into the prestigious 100 CR AUM club, marking a significant milestone in our journey. This achievement reflects our commitment to excellence and the trust placed in us by our customers.

In addition, we are proud to maintain a best-in-class portfolio with less than 0.6% NPA and a portfolio efficiency of 97.5%. These numbers reflect our firm dedication to maintaining the highest standards of quality and performance.

As we step into the new fiscal year, we are poised for even greater success. With a remarkable 60% growth in AUM, totalling 2800 CR, and the establishment of 140 hubs, we are deepening our presence in Madhya Pradesh while expanding into new territories like Andhra Pradesh and Tamil Nadu in the South. Our innovative RRO concept will further enhance our operational efficiency and client satisfaction.

Our focus areas for the upcoming year include:

- » Ensuring 100% RM adequacy,
- » Achieving RM productivity of 2.5 units,
- » Keeping RM attrition below 50%,
- » Maintaining early delinquency below 0.2%, and
- » Ensuring timely roll-out of hubs.

We are also committed to maximizing FTR logins, optimizing fee structures (like IMD, Processing Fee, and Insurance Fee), minimizing cancellations to single digits, and leveraging marketing and distribution channels like Power Partner, Saarthi, and Customer Referral effectively.

Moreover, we are exploring alternate avenues of sourcing, enhancing customer retention strategies, and introducing new LOS & GO FTR initiatives to drive growth and profitability.

Together, let's continue to strive for excellence and achieve new heights of success in the coming year.

Sachin Grover



Mr. Sachin Grover
Executive Director & CBO





COO's View

Having spent three months at Ummeed, I am enthralled by the energy & focus of the organization. Q4 has been an extremely thrilling quarter for us with numbers coming our way, strengthening our book progressively. Our distribution hit a century as our plans to scale get fast tracked.

With our aspirations *to have sustainable growth in size & scale* it has become imperative that we put in place the right framework of people, processes & technology to catalyze and enable the '*ease of doing businesses*' to see the growth that we all wish to attain.

At the heart of our strategy will be the following themes that will take the center stage in the forthcoming year.

- **Re Organizing Credit & Ops**

With new operating model of Credit & Operations and Introduction of Disbursal Manager & Cluster Ops Manager as concepts we aim to have sharp focus on daily disbursal numbers, remove ambiguity in responsibilities at Hubs and focus on qualitative processing and enhance customer experience. Centralization of login is another initiative in this direction.

- **Demystifying Technology**

The year will see a very intricate & immersive approach towards tech developments in all three – front office, mid-office and back office journeys. Will like to state that the approach is to implement *Solutions that work for us & not ones that have us working for them*. Having said that we already have gone live with sales CRM training app for our business folks.

Single system from Lead to Disbursal - new LOS, a new Disbursal System, digitization of documents are just a few, Hunter system for FCU, various micro services for ops back end -like penny drop services, more repayment modes, setting the omni channel servicing platform starting with IVR , strengthening the service to sell architecture, introduction of payment gateway will be some of the key initiatives that will mark this year for us.

- **Efficiencies - Process Quality**

With tech & people restructuring as enablers we aim to rejig and refine our End-to-End processes so as to aid in generating what matters most in our business, revenue- both as a factor of customer experience as well as income. We look forward to higher productivity, better quality, reduced redundancies, first time rights, better TAT's and so on.

Will request all of you to be a part of this success story by contributing whatever little you can in your spaces. Wish everyone all the best for the new financial year 24-25!!

Sometimes the hardest part is just the beginning and thereafter we move at a warp speed!!



Ms. Aditi Paliwal
COO





Mancom View

The past quarter has been brimming with energy and anticipation as numerous exciting projects have been conceptualized and mapped out for implementation in the forthcoming months. Among these initiatives, notable mentions include the development of an enhanced Disbursal Module in our LOS system, the introduction of digital options for Loan kit signing and NACH registration, and the integration of a cutting-edge tech platform called "Hunter" to digitally detect frauds throughout the loan approval process.

Furthermore, we are thrilled to announce the imminent launch of our new LOS application, scheduled to commence its rollout on April 21st in select hubs before being gradually implemented across all hubs. This innovative LOS application will harness the strength of a third-party Business Rule engine to ensure a more rigorous assessment and approval mechanism based on Credit Policy parameters.

In line with our commitment to excellence, system-based reporting has been a central area of focus, with the automation of numerous reports to enhance efficiency and accuracy. Additionally, our unwavering commitment to robust organizational security has led us to conduct a Mock Cyber Drill, along with a Cyber Crisis Drill and BCP/DR exercise, aimed at identifying weaknesses and enhancing our overall security arrangements.



Madan Singh
Head - IT

As we embark on this journey into the new financial year, it is time to look at the year gone by – we ended the year on a high with 100cr disbursements and everyone needs to pat themselves for the job well done. This also becomes a base and a springboard for us for the new FY. Ummeed also got awarded the ET BFSI Best Brand 2024 which is a testament to the fact that we are on the right track. The next year's goals for Marketing & Distribution are clearly cut out. The focus will be on increasing our Brand presence in the market reaching out to a larger set of customers, using technology and AI in our Digital and Telesales processes to improve productivity and further drive customer acquisition through new initiatives. The focus areas will be to increase Customer Referrals and securing and developing business via available government schemes. Initiatives like APF and Project Nirmaan will help us increase P+C contribution to the business. Driving Distribution via the Saarthi channel and working on the right mix of Power Partners will continue to remain key deliverables. Three things will be critical to achieve these goals – Innovation, Creativity, and Adaptability for Quick Execution. The idea is to make this new financial year our best one yet! ONE TEAM ONE GOAL – 3000CR.



Suneel Yadav
Head - Marketing & Distribution



Key Milestones

1

Loan Book crossed Rs.1749 crores and grew at 53% Y-o-Y. by building a strong customer base with 25,270+ active customers.



2

Cumulative gross disbursal in FY 24 is Rs.943 crores with a growth of 47% Y-o-Y. Monthly disbursements peaked at Rs.100 crores in Mar-24.



3

Portfolio collection efficiency in Mar'24 at 97.42% and Gross NPA stood at 0.54%. Collection efficiency is in the top 10 percentile in the industry.



4

30 branches have been opened in FY-24, taking total branches to 100 and we have entered MP as new state in this year.



5

Strong Liquidity Position - with Rs.350.6 Crores of funds including CC lines and undrawn sanction lines of Rs.405 crores.



6

We have closed \$70 million round led by A91 Partners at \$300 million valuation, out of the total fundraise A91 is learnt to have put in \$45 million, while the rest came in from existing investors.



7

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



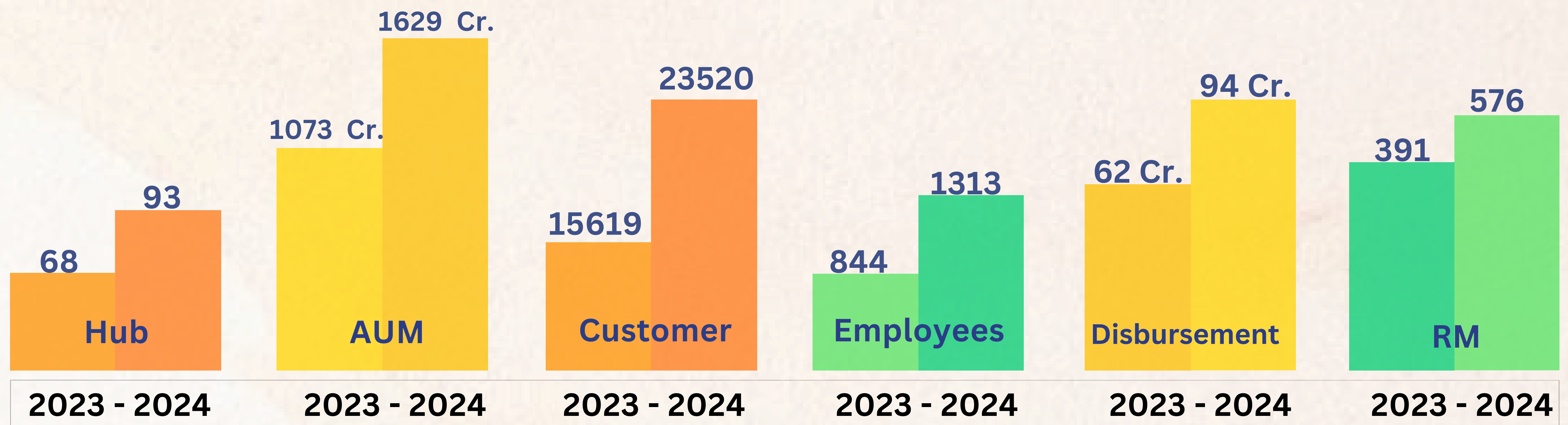
8

We have a wide wagon wheel of liabilities with National Housing Bank, 8 Large Public Sector Banks, 14 Private Banks, 3 DFIs and 4 FIs.

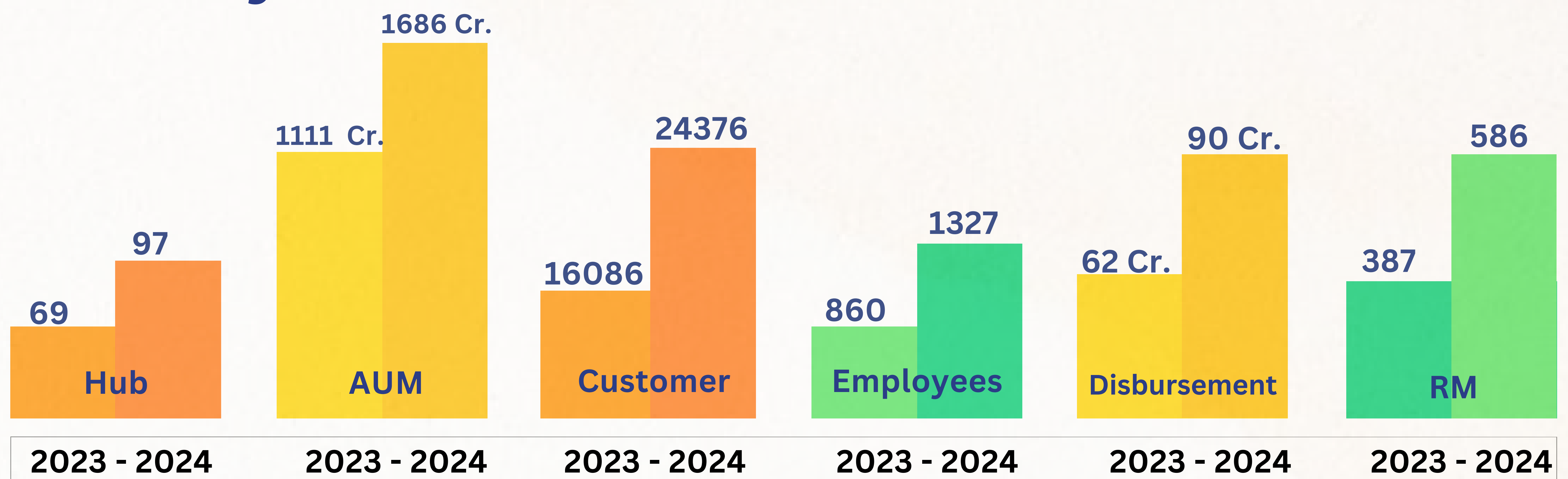


Our Journey

January



February



March



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



GPTW Certified

We Are Now A Great Place To Work Certified



This is to certify that Ummeed Housing Finance Private Limited has successfully completed the assessment conducted by Great Place To Work®, India, and is certified as a great workplace.

This certificate is valid from February 2024 to February 2025.

**Yeshasvini Ramaswamy
Chief Executive Officer
Great Place To Work®, India**

Note: The certificate is valid subject to the terms and conditions agreed to by the Organization.





Best Brand Award

ET BFSI Best Brand Award

Bb

BEST BRANDS

2024

An Initiative by

ET NOW

BEST BRANDS CONCLAVE

UMMEED
HOUSING FINANCE
We bring your dreams to life





Celebration

Women's Day Celebration



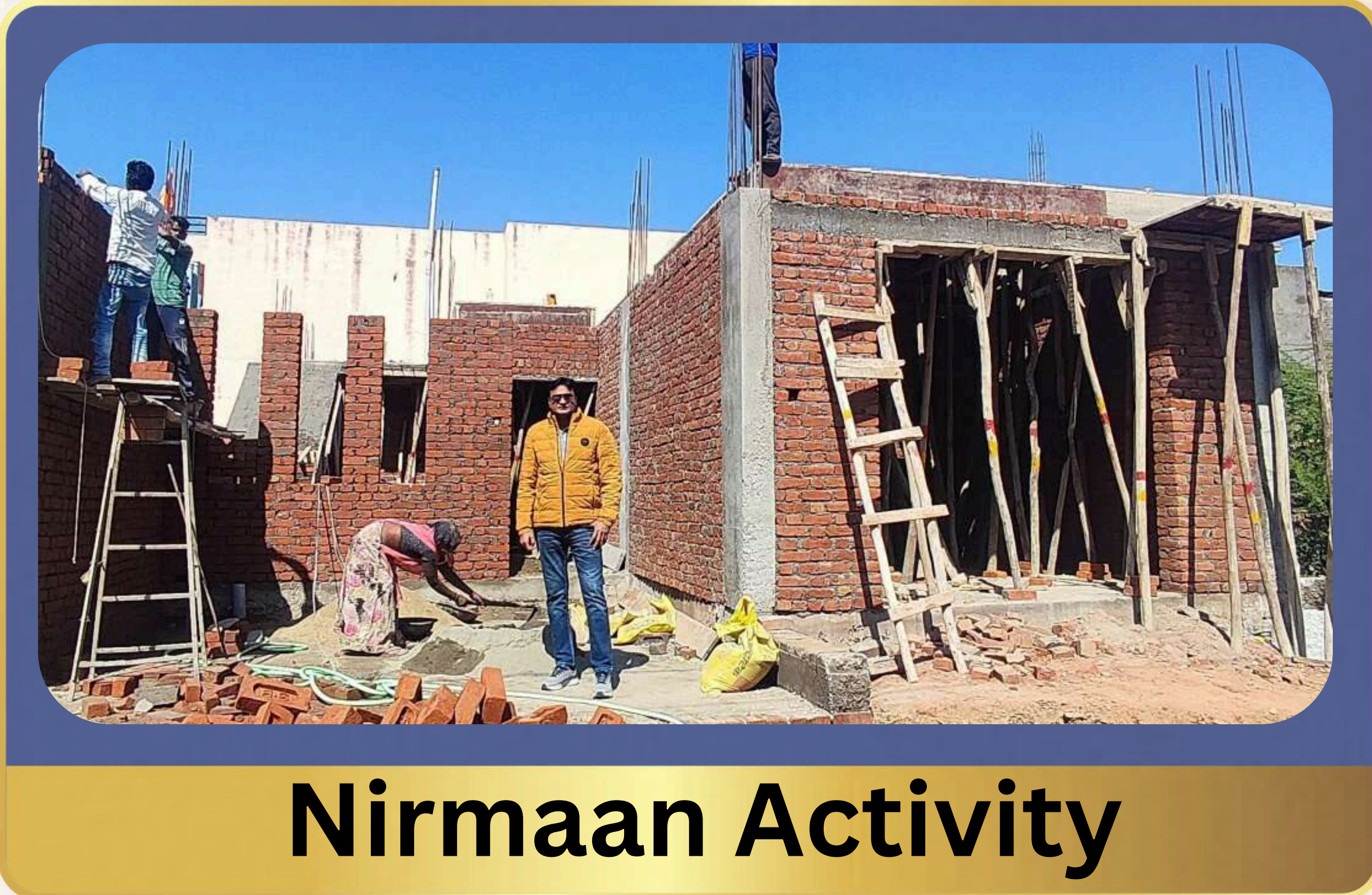
Women's Day Celebration





Activities

Marketing Activities



Nirmaan Activity



E-Rickshaw Activity



Wall Painting



Water Tank Painting



Field Marketing



Saarthi Recruitment

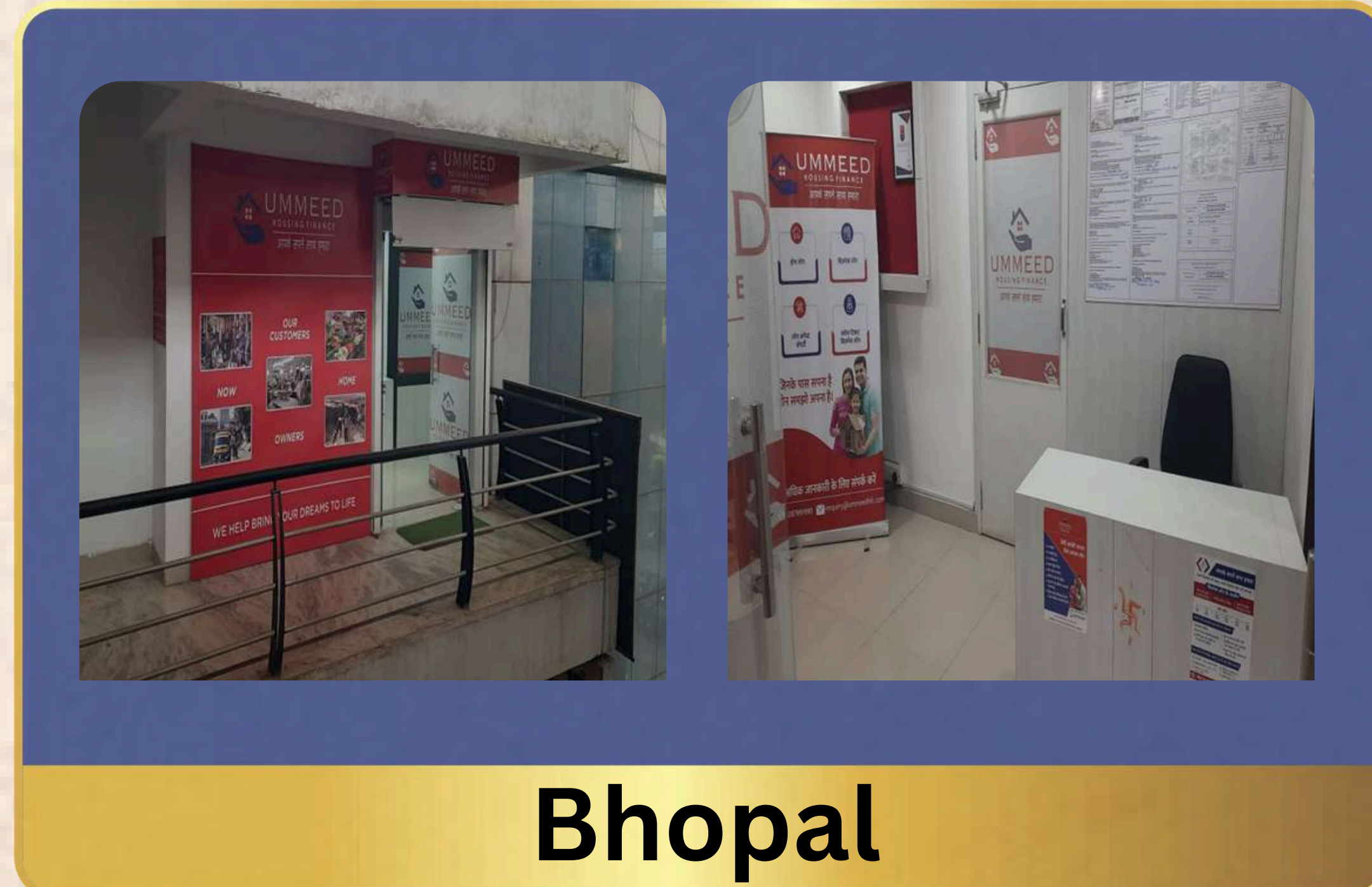




New Branches



Khandwa



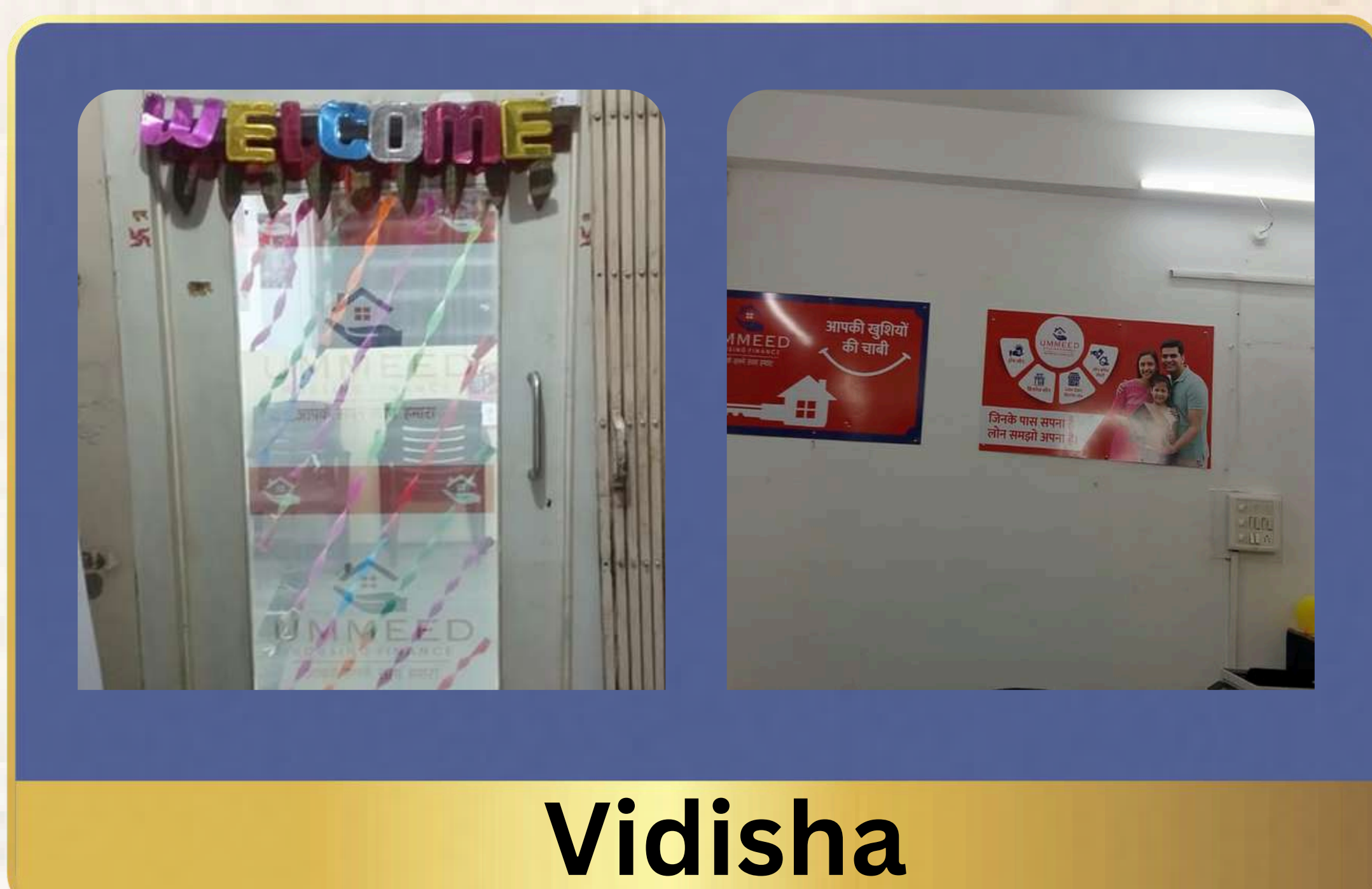
Bhopal



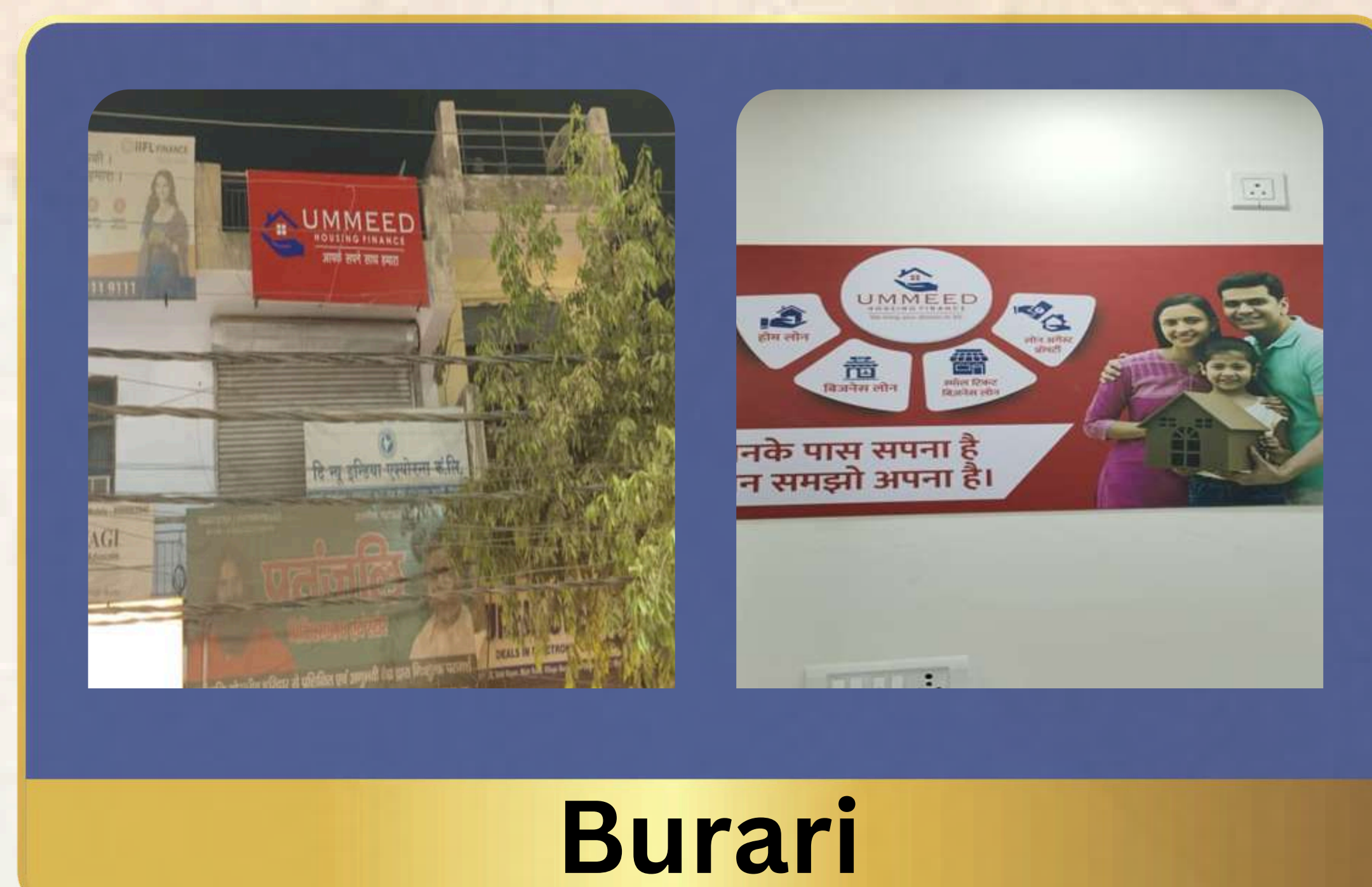
Biaora



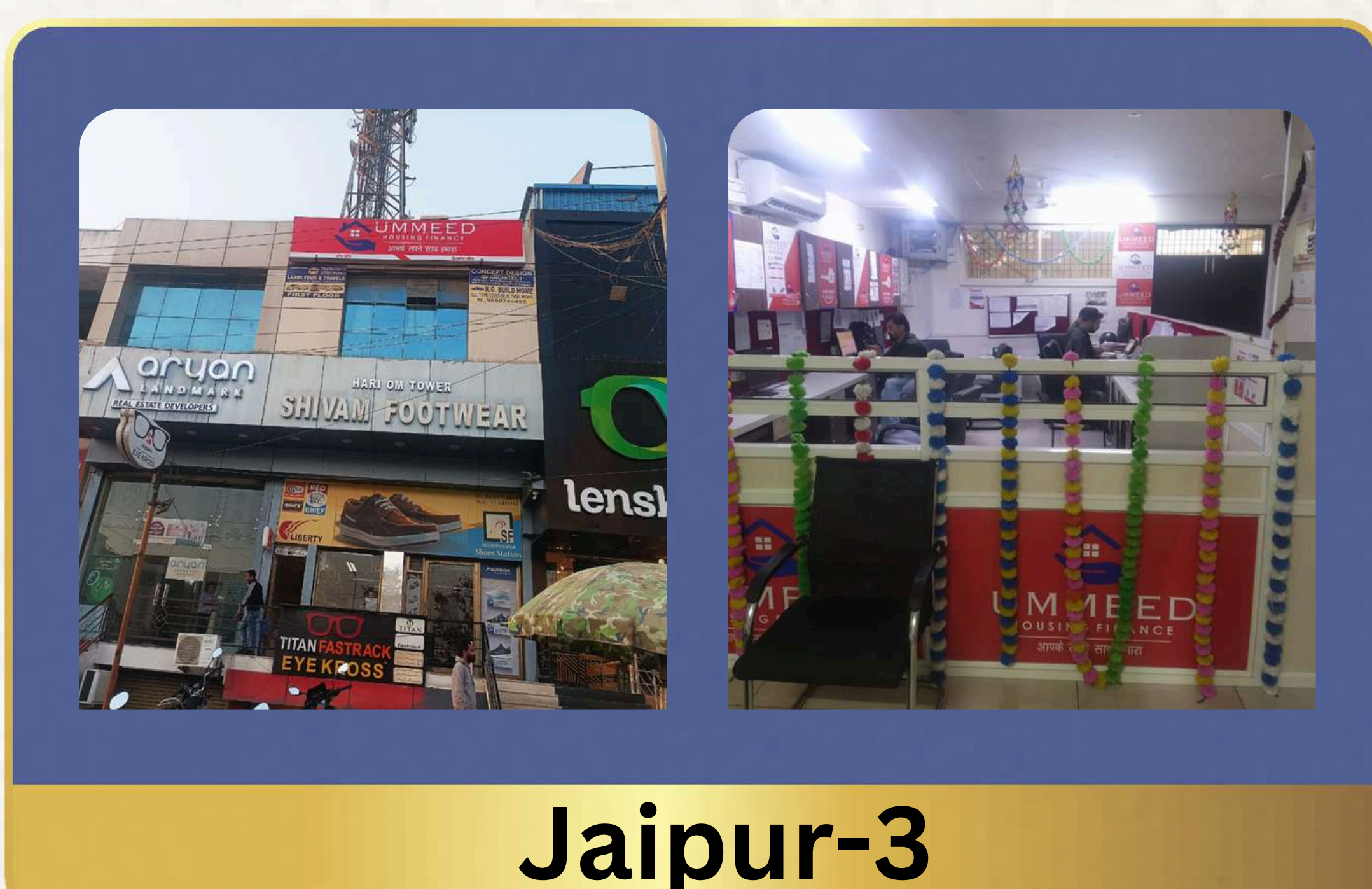
Hoshangabad



Vidisha



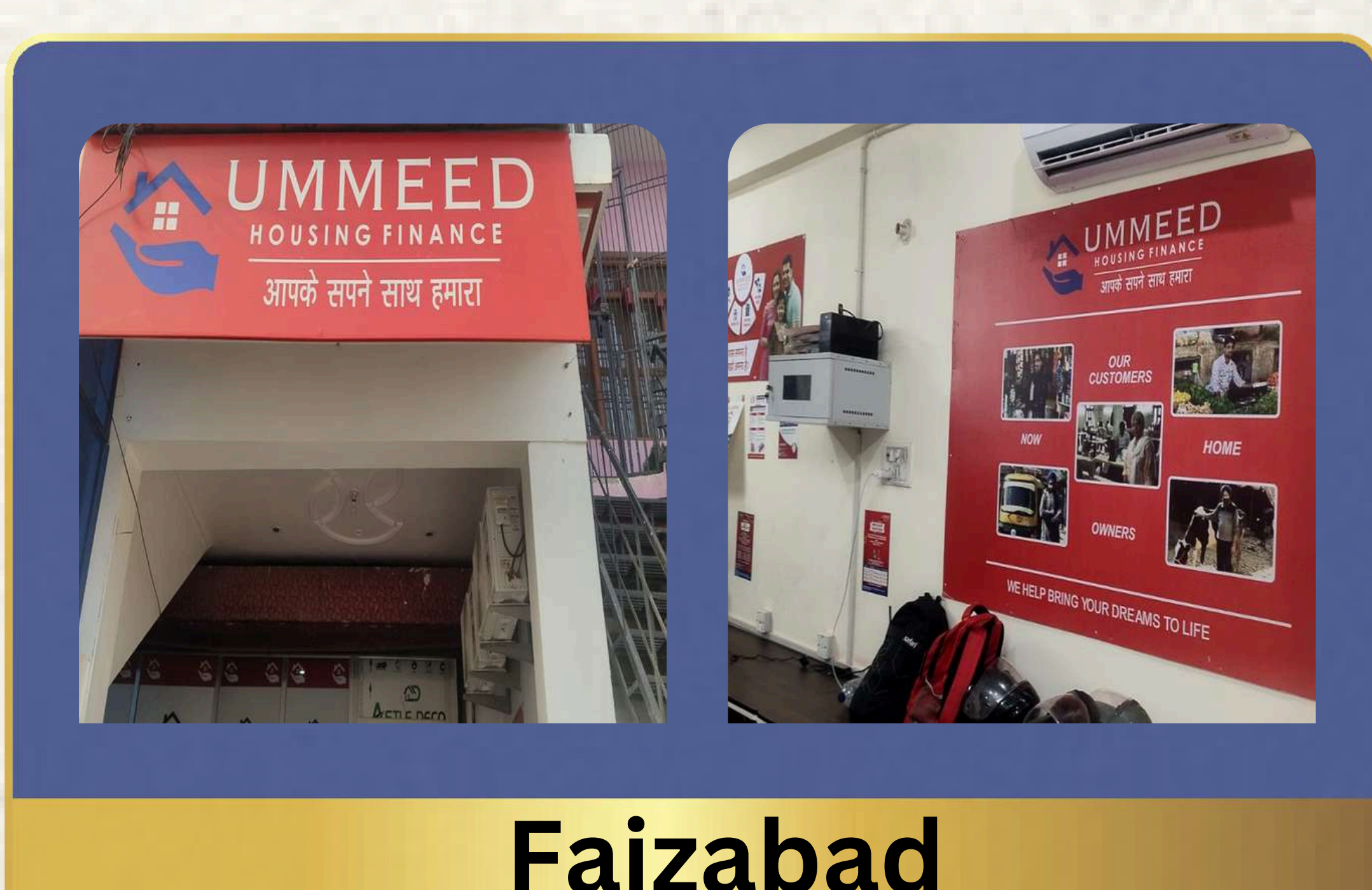
Burari



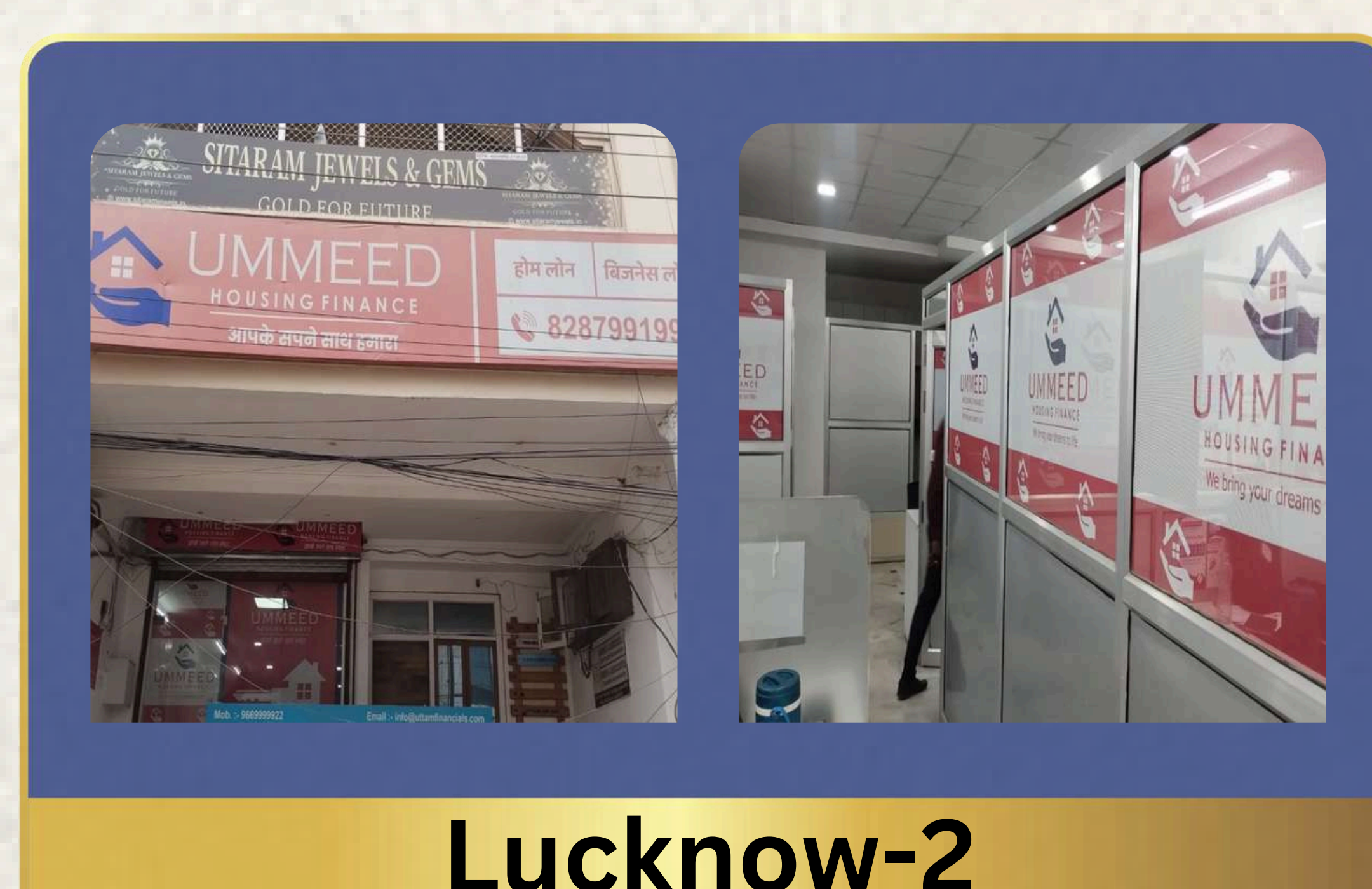
Jaipur-3



Vikas Nagar



Faizabad



Lucknow-2





Welcome to Ummeed



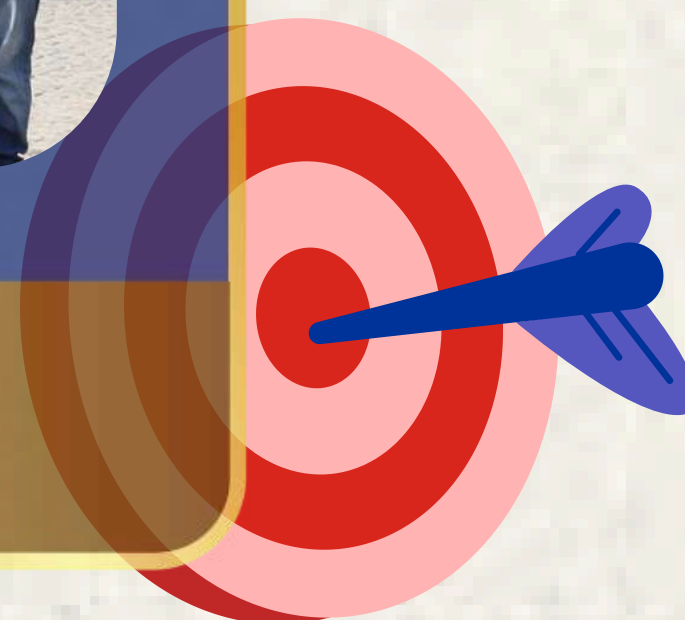
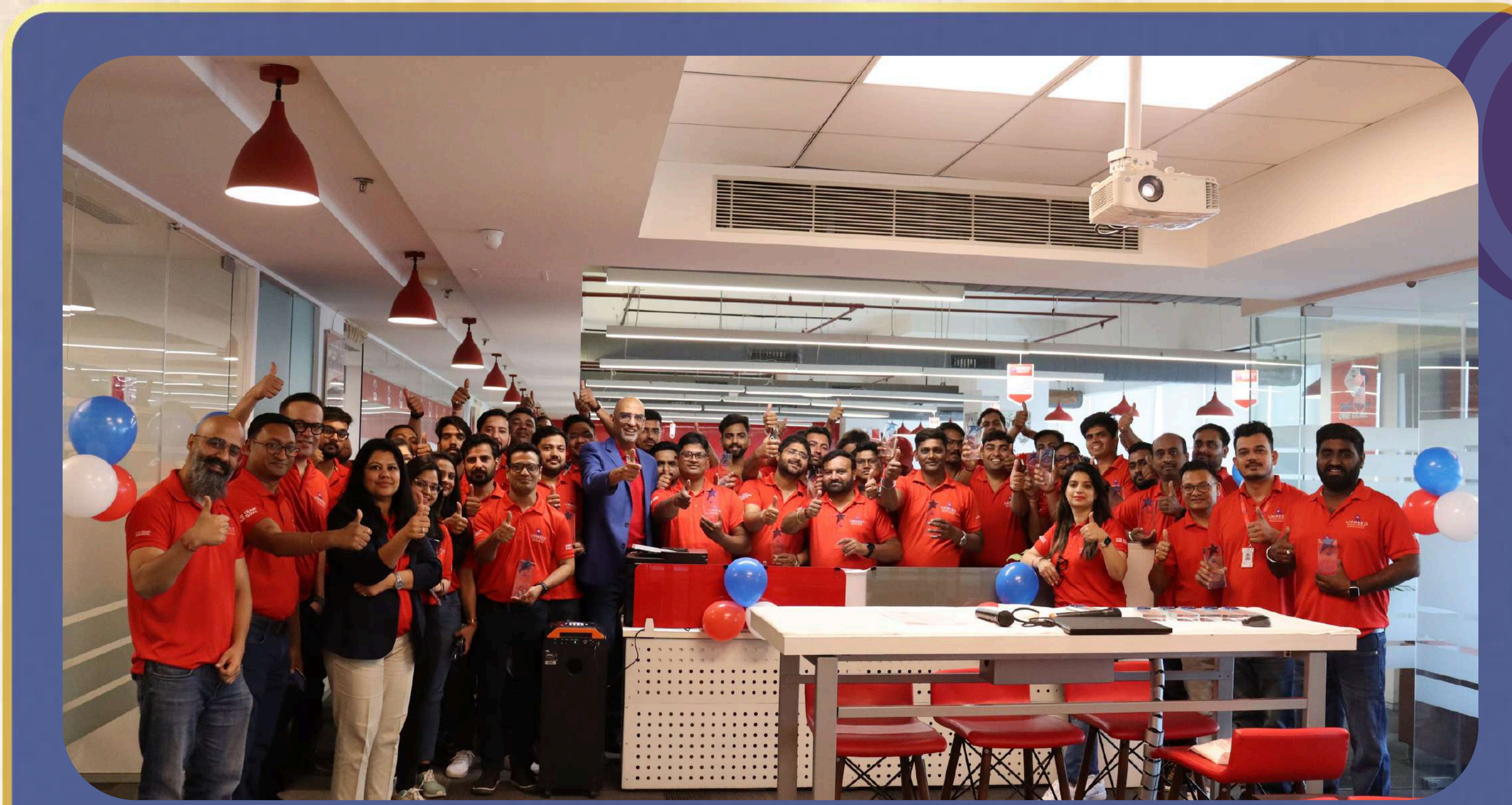
Heartiest Welcome to all New Joiners





Top Kat Awards

Top Kat Award Ceremony & Lunch with MD



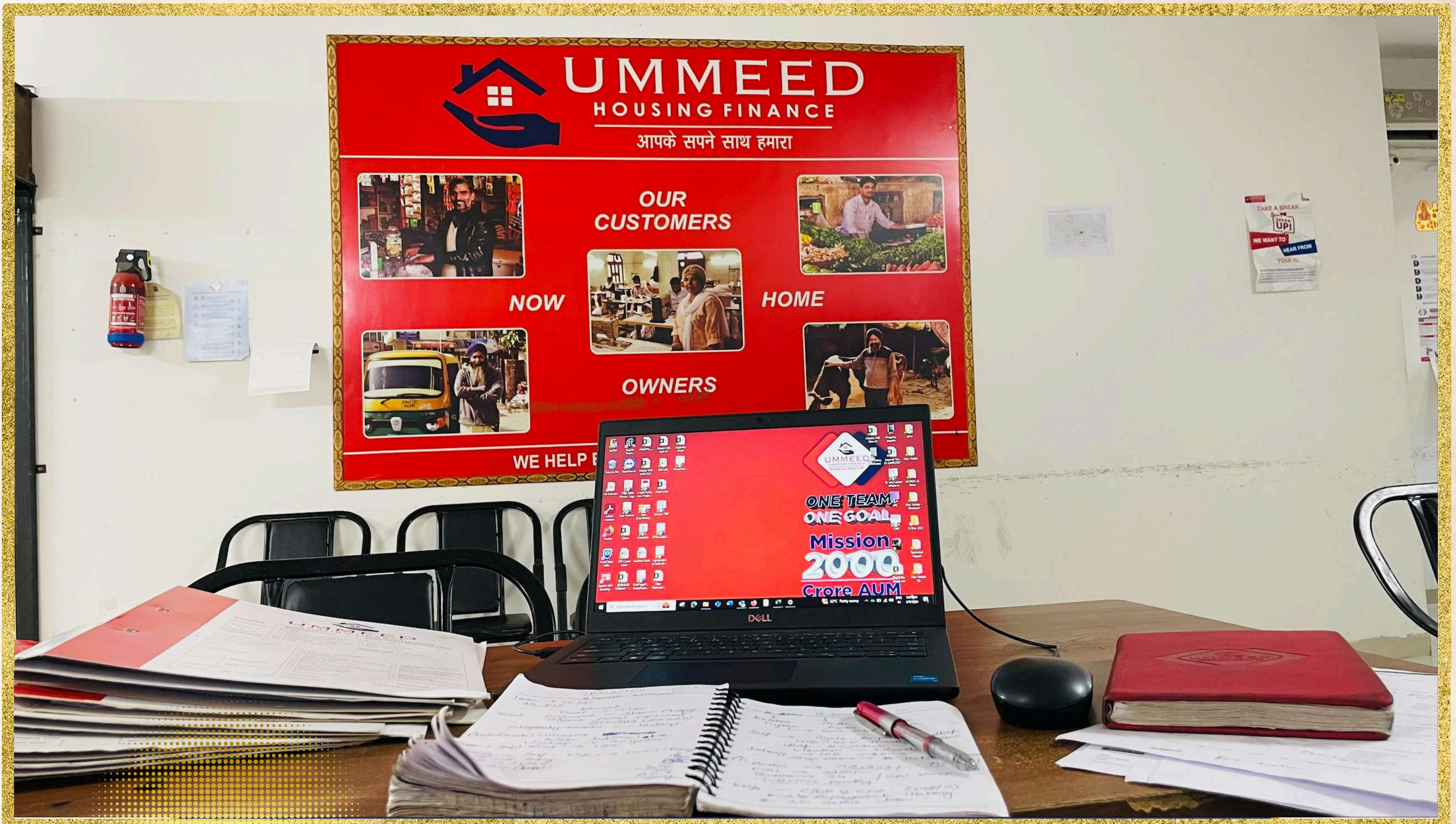
We felicitated the TopKats 2023-24 by getting them together at our HO for Award Ceremony followed by a Lunch with MD.

These are the top 51 colleagues from across departments who have performed top of the tops and have been recommended by their seniors.





In Spotlight



Photography Contest
Theme - Work Life
Nirmala Devi - Credit Manager

Congratulations to Nirmala Devi for winning the photography contest on the theme of "Work-Life"!

Her captivating image beautifully captures the essence of work in our daily lives.



Customer Testimonial



कुँवर प्रकाश

गाजियाबाद



मेरा नाम कुँवर प्रकाश है। मैं लोनी गाजियाबाद का रहने वाला हूँ। मेरा लकड़ी का कारोबार है। मुझे घर की मरम्मत करने के लिए लोन की जरूरत थी और मेरे पास पैसे कम थे। एक दिन मैं बाज़ार से निकला था। तभी वहां मैंने उम्मीद हाउसिंग फाइनेंस का लोन मेला लगा हुआ देखा फिर मैंने वहां जाकर उनसे जानकारी ली और मोबाइल नंबर दर्ज कराया। अगले दिन मुझे फोन आया कि मुझे लोन मिल जाएगा। अगले कुछ ही दिनों में मेरा लोन अप्प्रूव हो गया, और घर का काम शुरू कर दिया।





UMMEED

HOUSING FINANCE

We bring your dreams to life



Follow Us On 

