



The Power of Distribution

MAS FINANCIAL SERVICES LIMITED

February 01, 2023

MFSL/SEC/EQ/2023/09

To,
The Manager,
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400001

To,
General Manager
National Stock Exchange of India Limited
Exchange Plaza
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (East)
Mumbai – 400051

Scrip Code: **540749, 947381**

Trading Symbol: **MASFIN**

Dear Sir,

Sub.: Investor Presentation for the third quarter ended on December 31, 2022

Please find enclosed herewith Investor Presentation for the third quarter ended on December 31, 2022.

Thanking you,

Yours faithfully,
For, **MAS Financial Services Limited**

Riddhi

Riddhi Bhaveshbhai Bhayani
Company Secretary and Compliance Officer
ACS No.: 41206



Encl.: As above

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JAN 2023 – JAN 2024

INDIA

25 Years Of ENDEAVOURS



The Power of Distribution

INVESTOR PRESENTATION – Q3 FY23



1995-96

2021-22

**EVERY TIME WE REACH
A MILESTONE,
WE BELIEVE
WE HAVE
JUST BEGUN...**

Disclaimer



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25+ Years of Endeavours

₹ 76,060 Mn.
AUM

7
States and NCR
of Delhi

149
Branches

7900+
Customer locations

7,55,200+
Active loan accounts

Diversified Product Portfolio



Micro-Enterprise
Loans (MEL)



SME Loans



2-Wheeler Loans

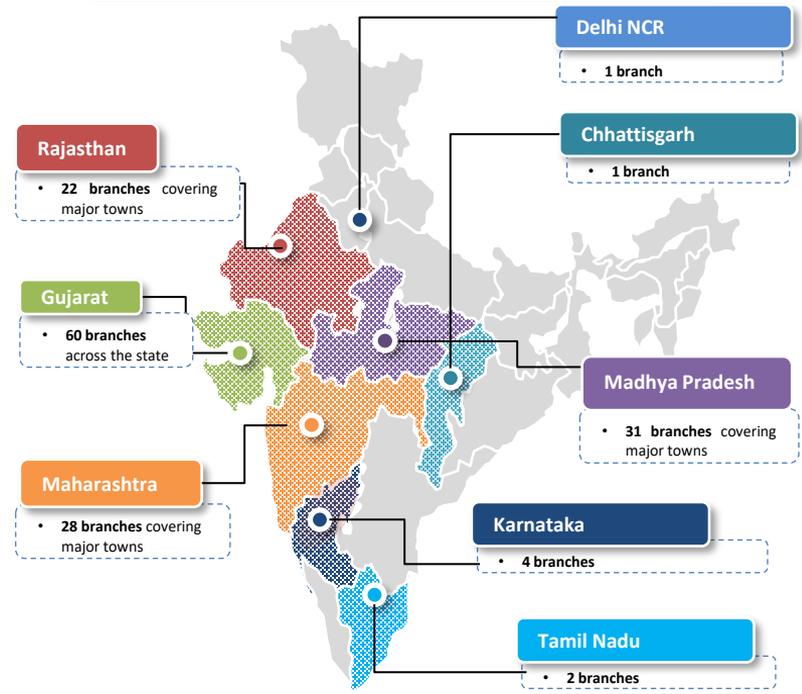


Commercial Vehicle
Loans



Salaried Personal
Loans

Strong Retail Presence & Distribution Network



Sourcing Intermediaries:

311


257


143 NBFCs


GROWTH

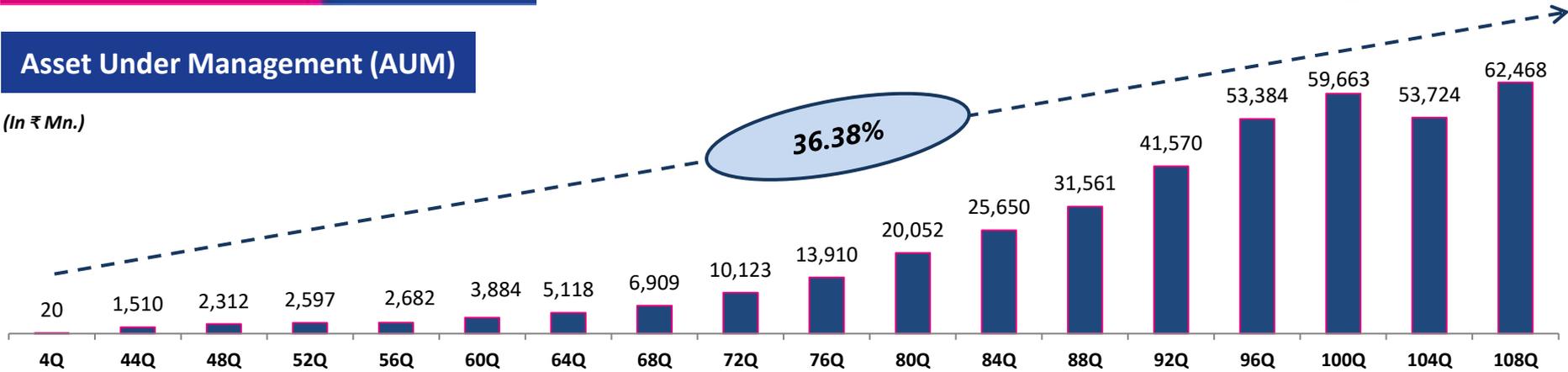
Belief & Philosophy

**CONSISTENTLY AND
STEADILY**
**IS THE FASTEST WAY TO
REACH WHERE YOU WANT TO**

Journey of 108 Quarters

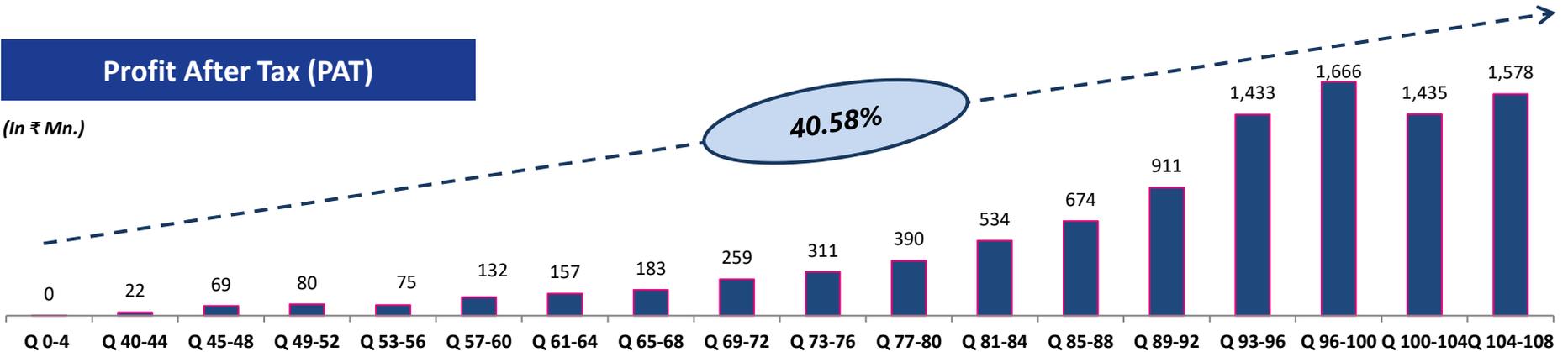
Asset Under Management (AUM)

(In ₹ Mn.)



Profit After Tax (PAT)

(In ₹ Mn.)

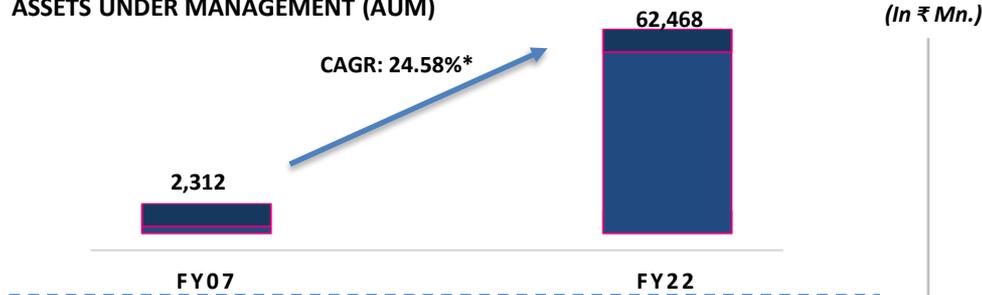


Figures up to March 17 is as per I-GAAP and from thereon it is IND-AS

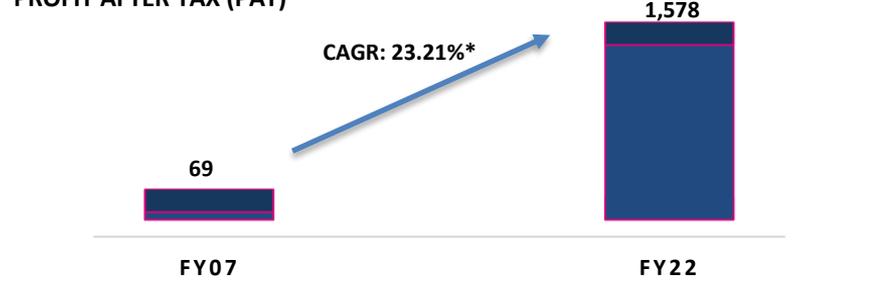
Growing consistently and steadily-

Our growth journey of LAST 15 YEARS SINCE OUR FIRST CAPITAL RAISE...

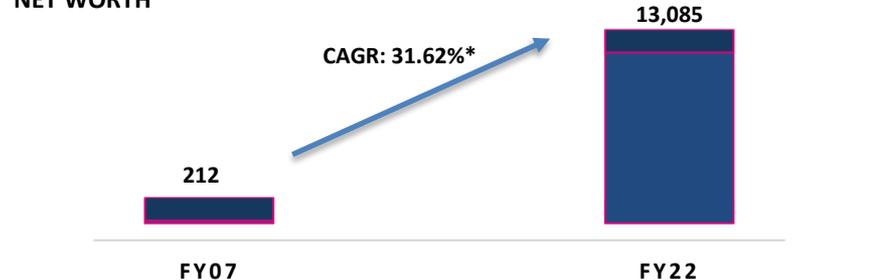
ASSETS UNDER MANAGEMENT (AUM)



PROFIT AFTER TAX (PAT)



NET WORTH



✓ Despite various micro and macro headwinds including demonetization, GST, NBFC liquidity crisis, and COVID, **HAS** has displayed resilience and has delivered robust and sustainable growth

✓ Track record of high-quality portfolio with Net Stage 3 Assets below 2.00% over the period

✓ Maintained healthy return on assets and equity of around:

- ROA: Range -2.75% - 3.00%
- ROE: Range - 15.00% - 18.00%

Growth journey was fuelled predominantly from internal accruals

Going forward...

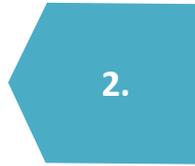
To continue consistent and steady growth momentum in the range of 20%-25%, resulting in a very strong compounding growth as demonstrated over the years

STRONG FUNDAMENTALS

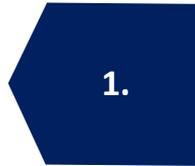
Enablers for Consistent Growth

HIGHLY CAPITALISED

- Highly capitalised for future growth. Sufficient capital to continue the growth momentum.
- Capital Adequacy of 24.47% ,Tier I Capital Adequacy of 21.21% & Tier II Capital Adequacy of 3.26%



Consistent
Performer



SUCCESSFUL TRACK RECORD

- Successfully withstood multiple headwinds over the years.
- Proven track record of more than 25 years with AUM CAGR of 36.38% and PAT CAGR of 40.58%.

STRONG PROVISION BUFFER & PORTFOLIO QUALITY

- Consistent track record of high-quality portfolio with Net Stage 3 Assets of 1.60% as on 31st December 2022.
- High provision buffer related to Covid-19 which is 0.34% of the on book Assets.

ROBUST LIQUIDITY POSITION

- Cash and cash equivalent of ~ ₹ 9,551 Mn. as on 31st December 2022.
- Sufficient liquidity to cover opex and debt liabilities for at least next 12 months.
- Positive across all cumulative ALM buckets.

Leveraging Technology Across Spectrum

1. Origination

- Centralized Onboarding System to capture new leads data digitally
- Captured Leads authenticated via mobile OTP
- Efficient & seamless Application Management (*Applicant, Co-Applicant & Guarantor*)
- Customized Document Upload with pre-defined check list & input validation
- Preliminary eligibility check (*positive/negative*) for further credit underwriting

4. Disbursement & Collection

- 100% Cashless / E-disbursement of loan amount
- eNACH permits paperless repayment setup
- Easy e-repayment facility via Paytm, BillDesk, and BharatPe for convenient and timely EMI payment



2. Decisioning

Assess Credit worthiness through pre-set Business Rules Engine (BRE) & APIs plugins

- eKYC – Enables paperless verification of customer's Identity, Address, DOB etc. (*PAN/Aadhar/ DL/ EC*)
- Credit Bureau Check – Integrated API services to check customer past behavior, fraud detection/prevention, & trigger bureau score
- Seamless process to fetch Corporate data such as financials, charges, shareholding, associates, litigation/defaults etc. (*Corporatory Platform*)
- Income Analyzer Tool – Customer Bank Statement / GSTR are automatically assessed to ensure current income and obligations

3. Operations

- Remote Digital Signatures – eSign permits paperless documentation wherein loan agreement is shared digitally with customer for review and e-signing (*eSign / eStamp APIs*)
- C-KYC management system for fast and accurate compliance
- Customer Engagement – Regular and timely updates to customers via WhatsApp, SMS & Email Services APIs

Enhancing Distribution Strength

Co – Lending Partnership

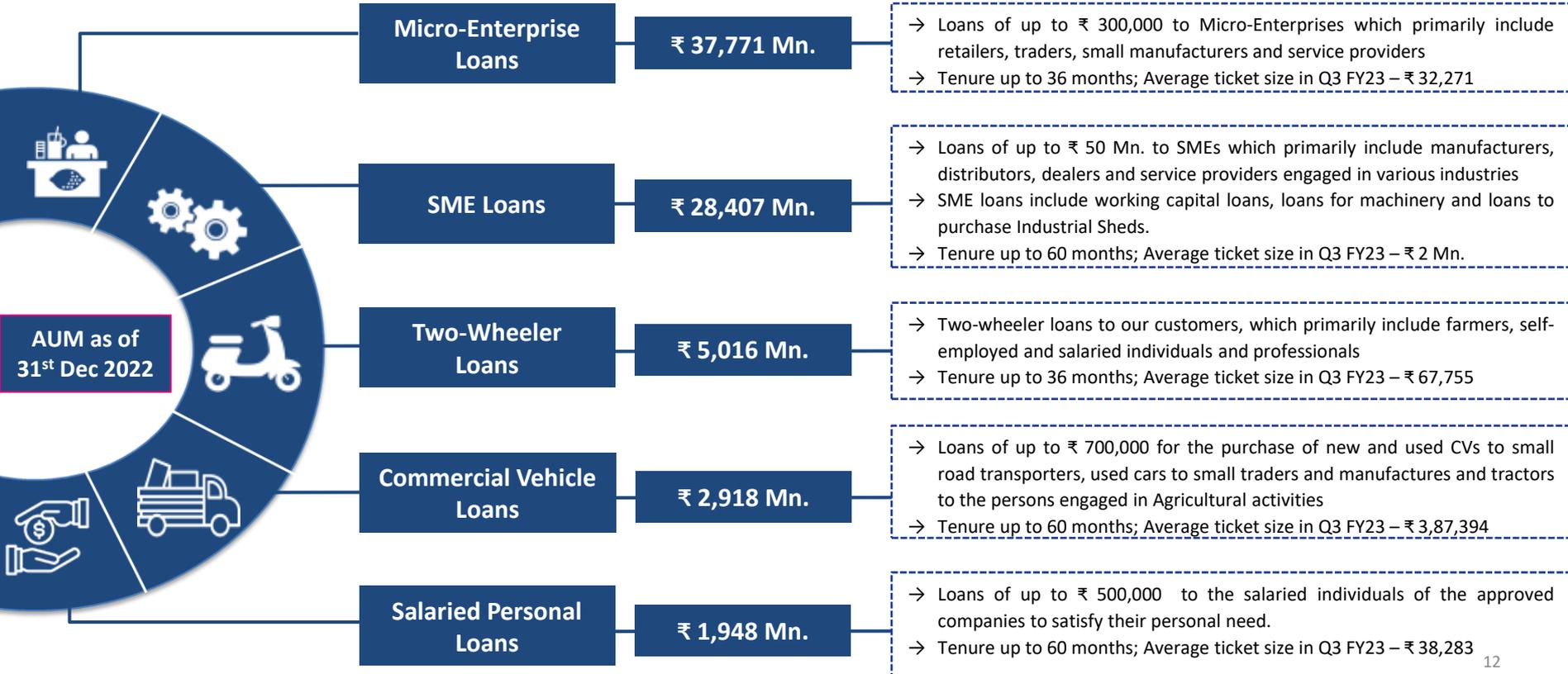


FinTech Collaboration



Diversified Product Offerings Presenting Significant Growth Opportunities

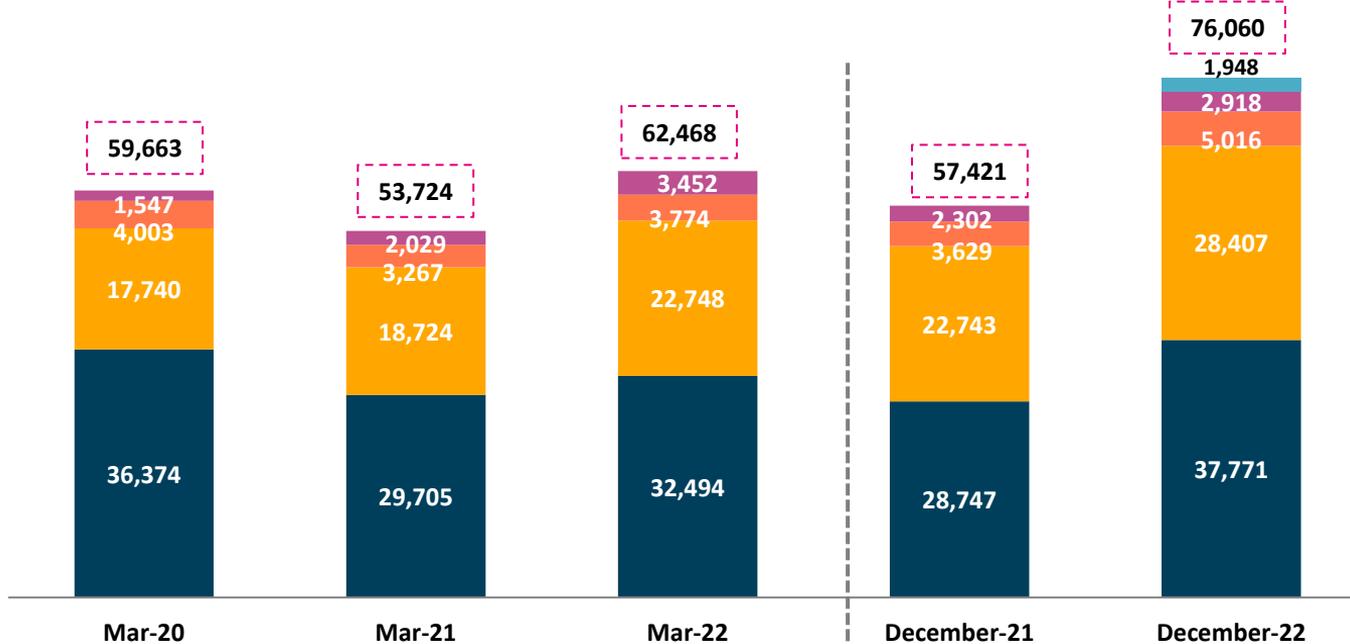
HAS FOCUSES ON SERVING THE UNDERSERVED CREDIT NEEDS OF MID AND LOW INCOME GROUP SEGMENTS



AUM by Product Category

AUM by Product Category (₹ Mn.)

■ Micro-Enterprise loans(MEL) ■ SME loans ■ 2-Wheeler loans ■ Commercial Vehicle loans ■ Salaried Personal Loans



Segment Performance

Dec -22 vs. Dec-21

Micro-Enterprise Loans

▲ 31.39%

SME Loans

▲ 24.90%

2-Wheeler Loans

▲ 38.22%

Commercial Vehicle Loans

▲ 26.76%

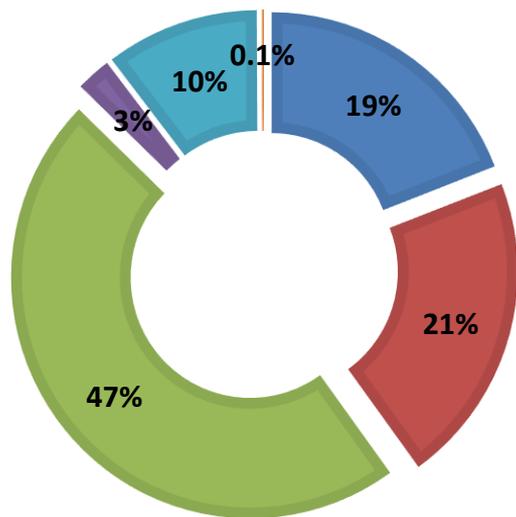
32.46%

Adopted a cautious approach towards fresh disbursement during the COVID pandemic period, in line with our dictum of extending credit where it is due and high collection efficiency.



New Product Segment
Salaried Personal Loans

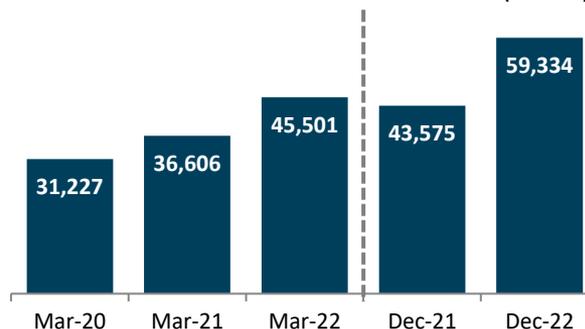
SOURCES OF FUND as on December 31, 2022



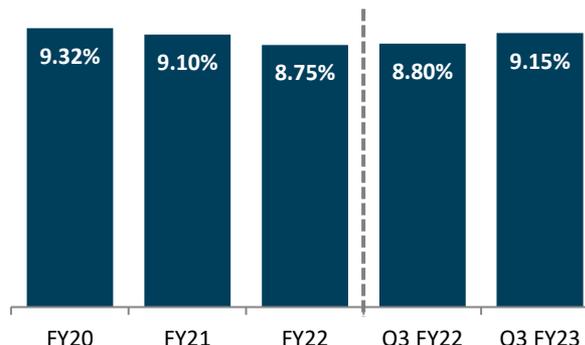
- DIRECT ASSIGNMENT (Incl. Co-lending)
- CASH CREDIT
- TERM LOAN
- SUB DEBT
- NON-CONVERTIBLE DEBENTURES
- SECURITISATION

BORROWING

(In ₹ Mn.)



COST OF BORROWING (COB)*^



*Quarterly figures have been annualized.

^ Cost of borrowing for 9MFY23 is 8.92%.

- 1 The composition of our liability mix ensures healthy ALM and well diversified resource mix.
- 2 The Company withstood the litmus test very successfully during this most challenging period.
– A testimony to its very efficient liability management.
- 3 **Capital adequacy ratio**, as on 31st December 2022 is **24.47%** against regulatory norms of 15%. **Tier I capital** is **21.21%** as against requirement of 10%. **Tier II capital** is just **3.26%** which will increase from time to time depending on the requirement and also as a source of structural liquidity to strengthen ALM.
- 4 **Around 85% of the portfolio is MSME loans** which qualifies as Priority Sector Lending. The company aims to maintain **around 20%-25% of AUM as off book through Direct assignment and Co-lending transactions**. It is with matching door to door maturity and without recourse to the company. This further strengthens the liability management. The Direct Assignment and co-lending sanction on hand is more than ₹ 8,500 Mn.
- 5 The **total Cash credit limit** available to the company is ₹ **18.25 Bn.** spread across 14 banks. The **utilization level** is maintained at **65% - 70%** of the total Cash Credit Facility, ensuring sufficient liquidity on hand.
- 6 **Leverage Ratio** on balance sheet works out to be **4.16 times** and going forward plan is to maintain the leverage at optimum level.

WAY FORWARD

ASSET CREATION

- ✓ To anchor to our belief that, growth along with quality is the key to enhance the shareholders' value
- ✓ Continue to serve the informal LIG and MIG class of customers spread over rural, semi urban and urban areas leveraging on our more than two decades of experience
- ✓ Adequate focus on SME and Housing Finance which offers huge potential – Expected to be key growth drivers
- ✓ Strengthening and enhancement of current distribution network and also explore the potentiality of entering new geographies
- ✓ Anticipated growth for the next five years to be in the range of 20% - 25% with prioritising asset quality and maintaining healthy ROA and ROCE

LIABILITY MANAGEMENT

- ✓ Ideal debt resource mix, ensuring continuous flow of funds while maintaining optimum utilization of capital.
- ✓ The assets created by the company is expected to generate good securitization/assignment/Co-Lending demand thereby enabling the company to de-risk and maintain the off book portfolio.

OPERATIONAL EXCELLENCE

- ✓ Learning and Unlearning is a constant endeavour at HAS
- ✓ Strive to improve the efficiency in all the areas of operation
- ✓ Technology adaption to minimize operational costs

STANDALONE FINANCIAL **REVIEW**

Key Highlights – Q3 FY23

ASSET UNDER MANAGEMENT (AUM)

₹76,060 Mn.  **32.46%**
(December-21: ₹ 57,421 Mn.)

PROFIT AFTER TAX (PAT)

₹513 Mn.  **27.80%**
(Q3 FY22: ₹ 401 Mn.)

RETURN ON AVG. NET
WORTH*
15.69%

RETURN ON AVG.
BALANCE SHEET ASSETS*
2.72%

RETURN ON AVG. AUM*
2.78%

NET INTEREST INCOME (NII)

₹1,248 Mn.  **40.75%**
(Q3 FY22: ₹ 887 Mn.)

COST OF BORROWING* (COB)

9.15%  **35bps**
(Q3 FY22: 8.80%)

OPERATING EXPENSE RATIO (OER) *

2.28%  **29bps^**
(Q3 FY22: 1.99%)

CAPITALIZATION



TOTAL CRAR: 24.47%
TIER I CRAR : 21.21%
TIER II CRAR : 3.26%

ASSIGNED TO BANKS/FIS



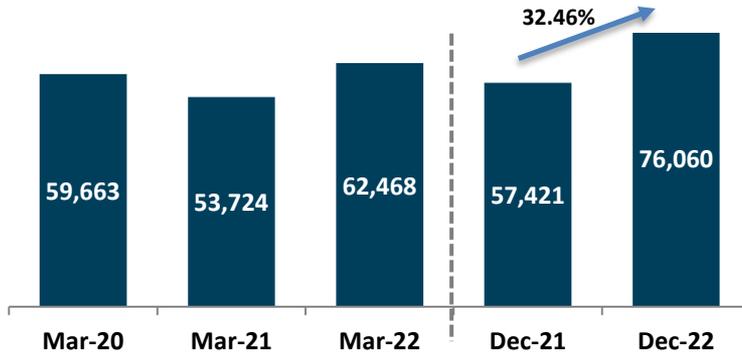
17.14%
of AUM

^ Due to expense incurred on strengthening and expansion of branches, centers, employees and partnership including Fintech. Also, due to Normalization of business from Q3 FY22.

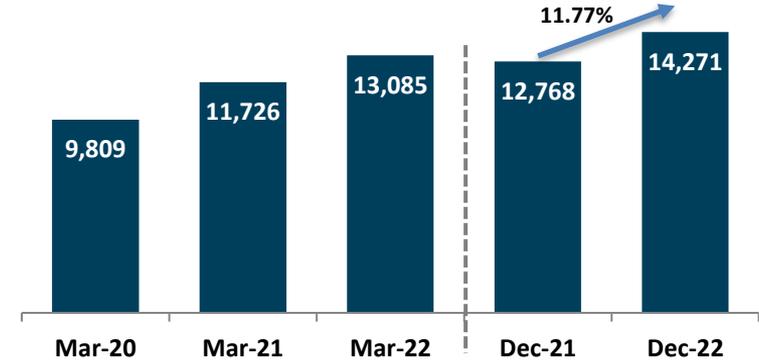
Financial Performance – Q3 FY23

(In ₹ Mn.)

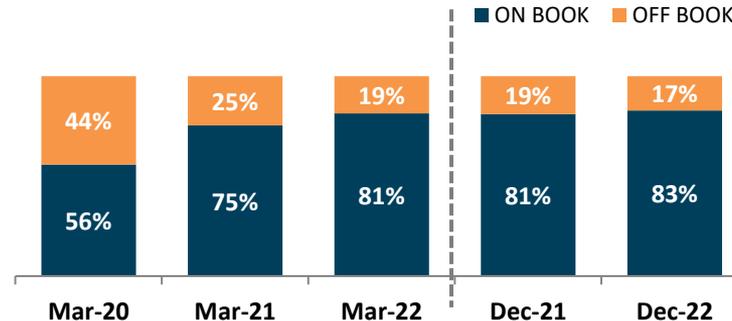
ASSETS UNDER MANAGEMENT (AUM)



NET WORTH

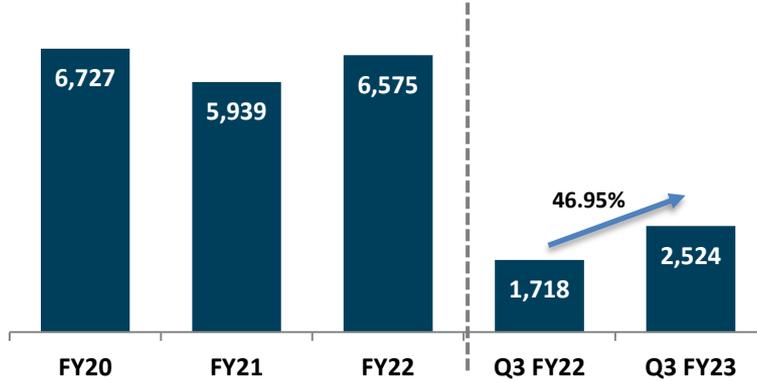


ON & OFF BOOK AUM



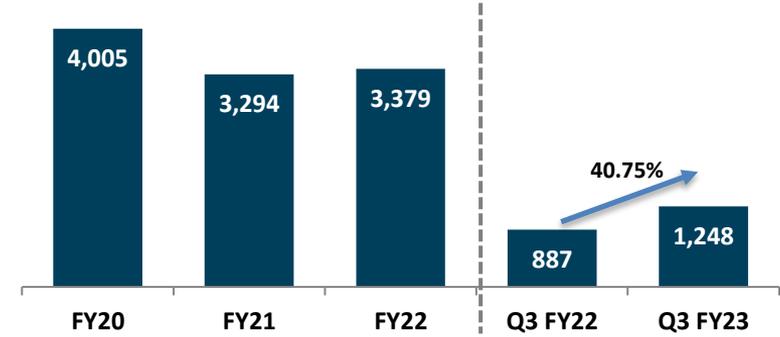
Financial Performance – Q3 FY23

REVENUE

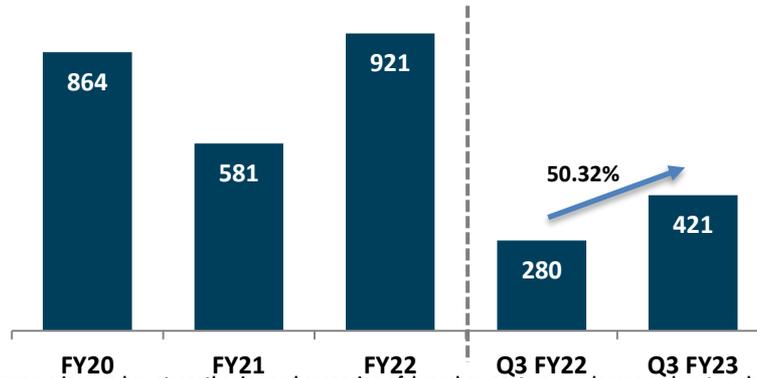


NET INTEREST INCOME (NII)

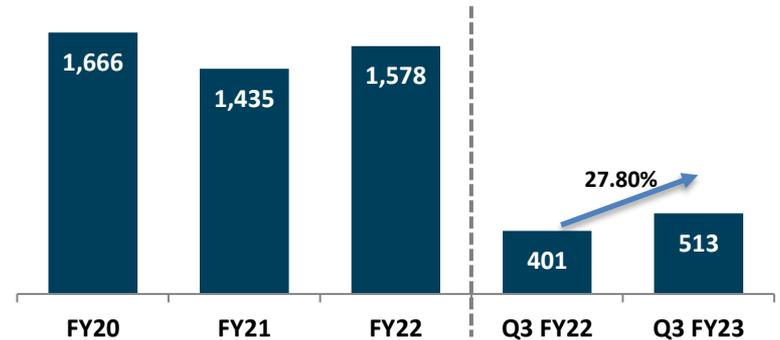
(In ₹ Mn.)



OPERATING EXPENSE#



PROFIT AFTER TAX (PAT)



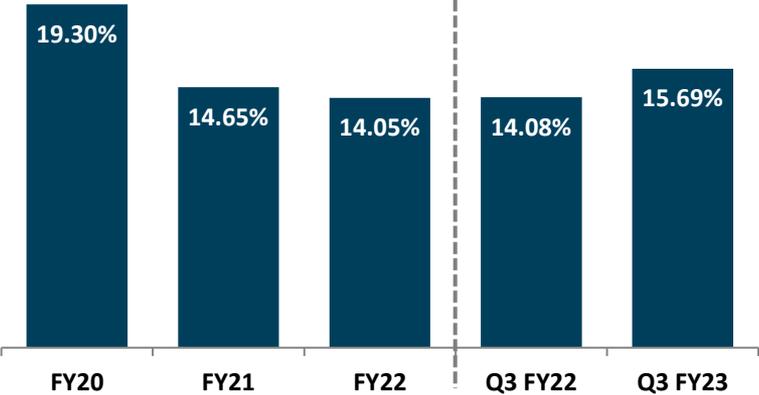
Due to expense incurred on strengthening and expansion of branches, centers, employees and partnership including Fintech. Also, due to Normalization of business from Q3 FY22.

FY 20 and FY 21 was severely affected by COVID pandemic

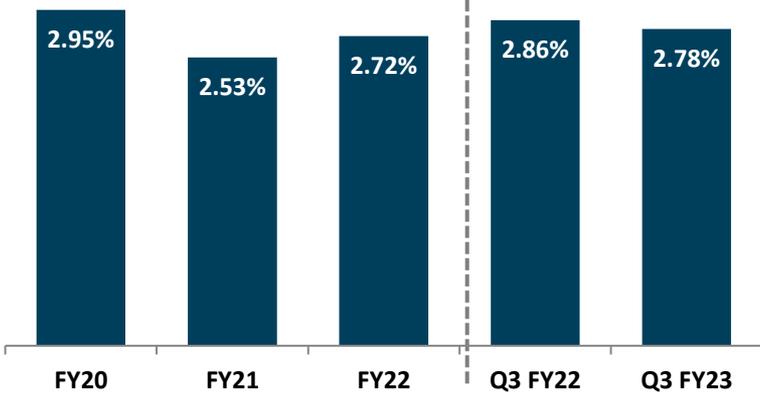
Financial Performance – Q3 FY23



RETURN ON AVG. NET WORTH (RONW)**



RETURN ON AVG. AUM (ROAUM)*



** Network considered without OCI

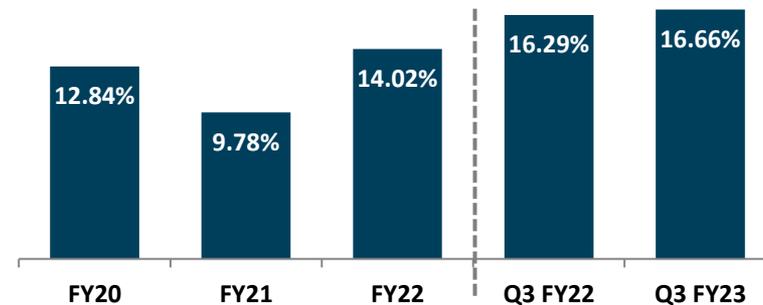
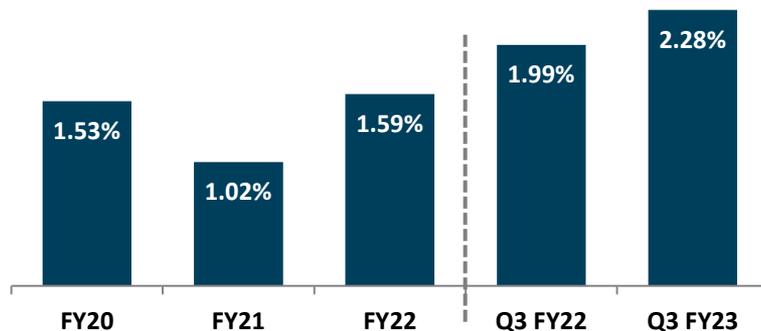
* Quarterly figures have been annualized.

Financial Performance – Q3 FY23

Optimized cost structure

OPERATING EXPENSE RATIO (OE RATIO)^*

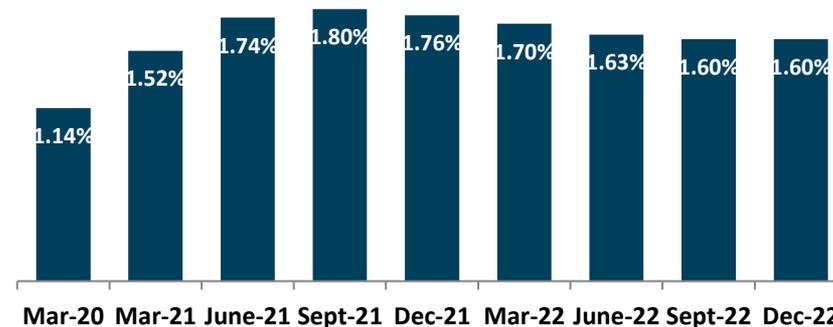
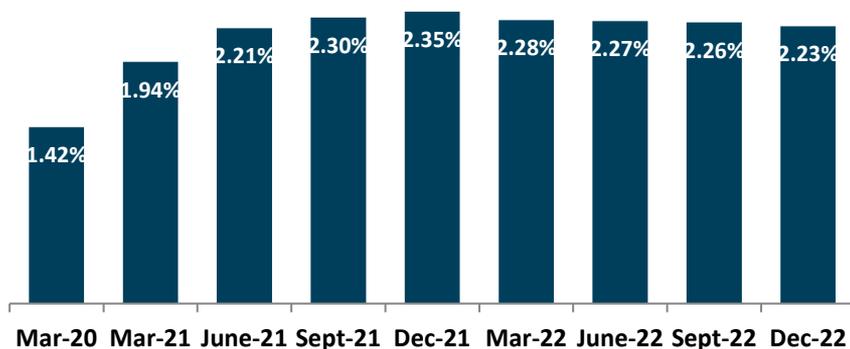
OPERATING EXPENSE AS % OF INCOME^*



Efficiently maintaining the quality of assets

GROSS STAGE 3 ASSETS #

NET STAGE 3 ASSETS #



Lag effect of COVID 2nd Wave and in line with RBI circular dated November 12,2021

*Quarterly figures have been annualized.

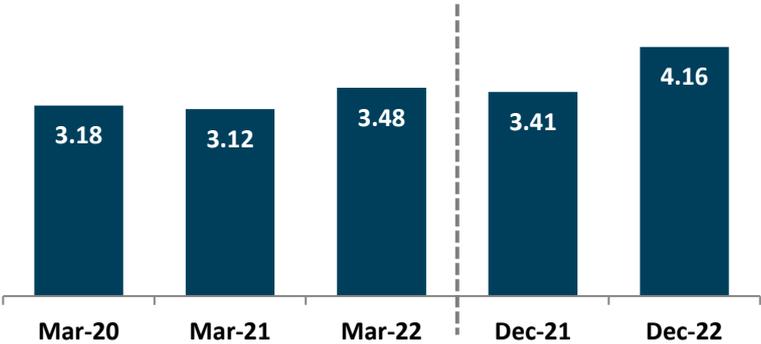
^ Due to expense incurred on strengthening and expansion of branches, centers, employees and partnership including Fintech. Also, due to Normalization of business from Q3 FY22.

Financial Performance – Q3 FY23

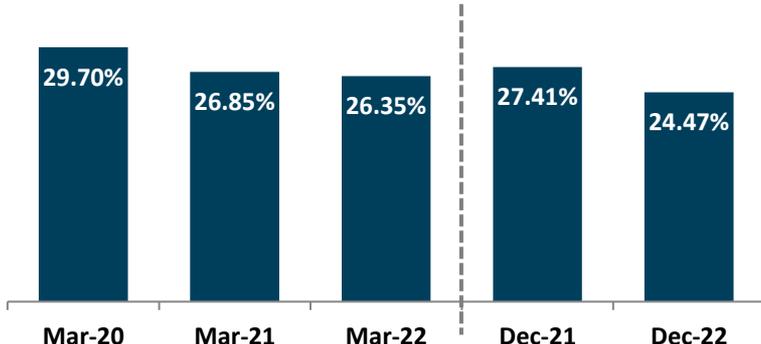


Strongly Capitalized

DEBT – EQUITY RATIO (DER)

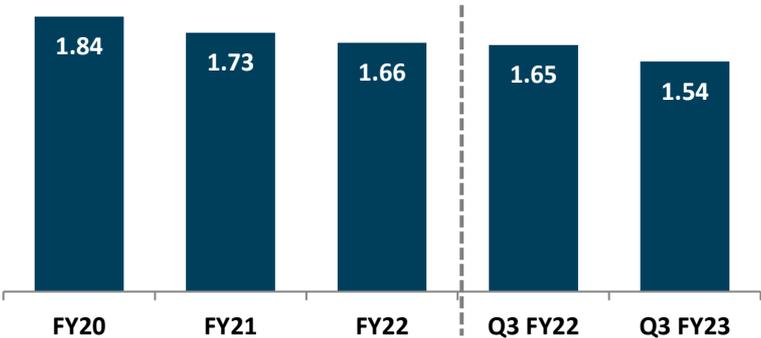


CAPITAL ADEQUACY RATIO *(CAR)



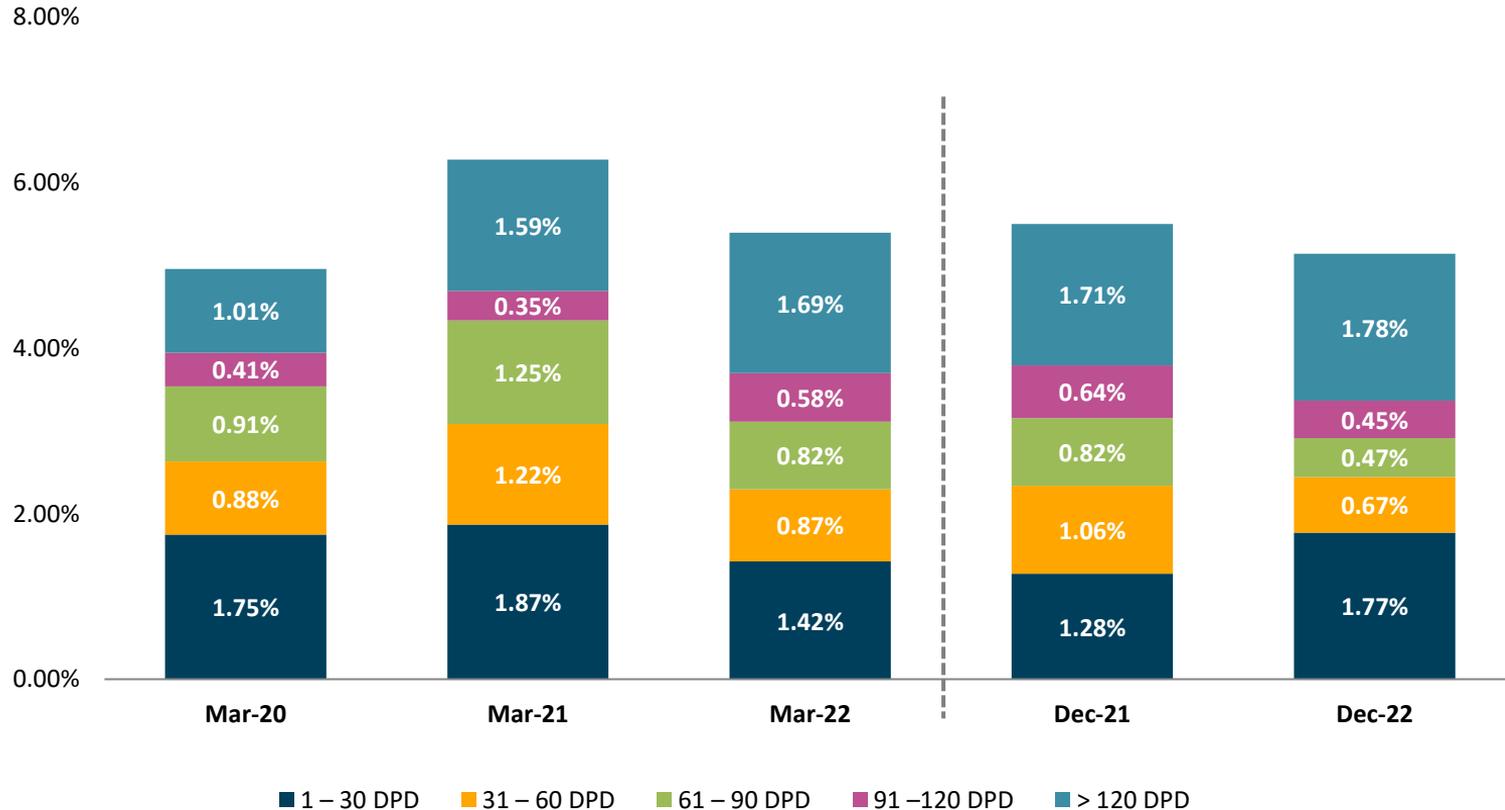
INTEREST COVERAGE RATIO (ICR)

Healthy Coverage



Asset Under Management - Credit Quality

ASSET UNDER MANAGEMENT- DPD



(In ₹ Mn.)

Particulars	Dec-22		Dec-21	
	AUM	Provision	AUM	Provision
Stage 1	60,974.71	218.64	44,679.57	146.65
Stage 2	668.44	70.06	857.86	96.85
Stage 3	1,379.79	479.09	1,005.28	338.41
TOTAL ON BOOK	63,022.94	767.79	46,542.72	581.91
Assigned Portfolio	13,037.44	N/A	10,878.06	N/A
TOTAL AUM	76,060.38		57,420.77	

Particulars	Dec-22	Dec-21
Gross Stage 1 And Stage 2 Assets As % Of On Book Assets	97.81%	97.84%
Stage 1 & Stage 2 Assets (Standard Assets) Provisioning	0.47%	0.53%
Gross Stage 3 Assets As % Of On Book Assets	2.19%	2.16%
Stage 3 Assets Provisioning	34.72%	33.66%
Net Stage 3 Assets As % Of On Book Assets	1.43%	1.43%
Gross Stage 3 As % Of AUM	2.23%	2.35%
Net Stage 3 As % Of AUM	1.60%	1.76%

Notes:

(1) Stage 3 (>90 DPD Assets) on Assigned portfolio is ₹ 314.72 Mn. on 31st December 2022 and ₹ 342.00 Mn. on 31st December 2021 which has been taken into consideration while calculating Stage 3 As % Of AUM.

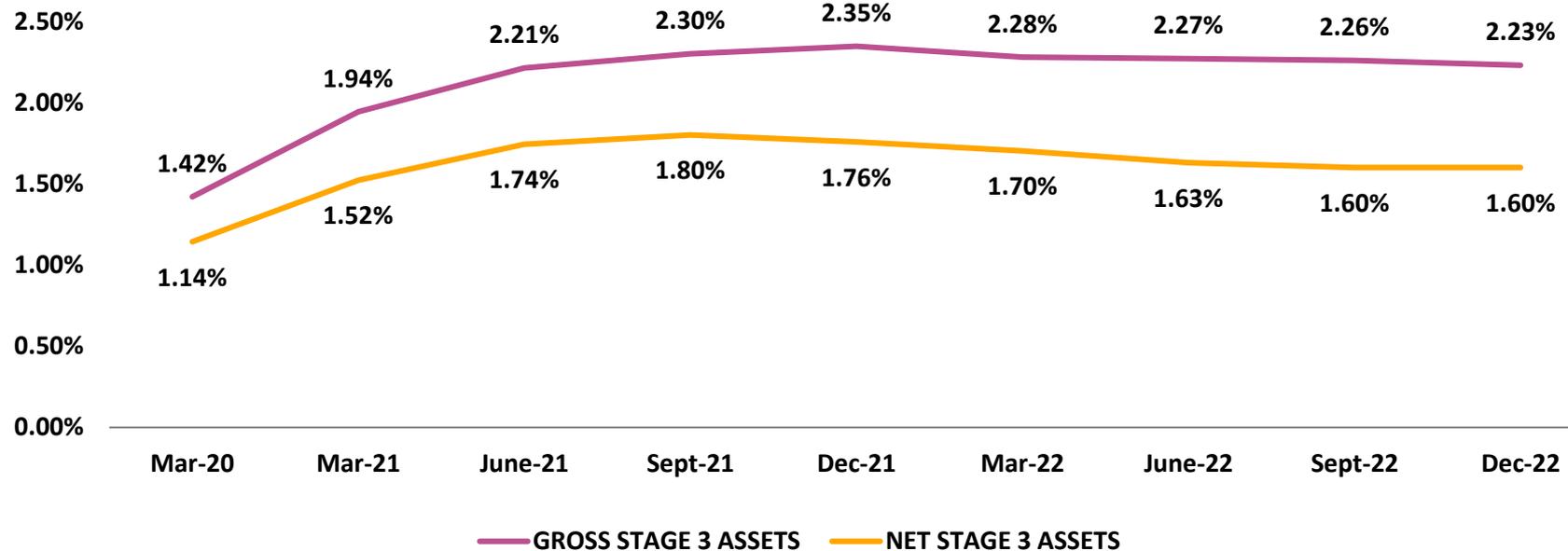
(2) The provision buffer (COVID provision) as on 31st December 2022 is ₹ 216.88 Mn. (Not netted off with gross assets in various stages) with which total provision amounts to around ₹ 984.67 Mn.

(3) The restructured book outstanding as on 31st December 2022 was ₹ 164.48 Mn. which is 0.22% of the AUM.

Constantly Maintaining Quality Portfolio

Catalyst in growth of Entrepreneurs, not creating just borrowers

STAGE 3 ASSETS



Financial Statement: FY20 – 9M FY2022-23



(In ₹ Mn.)

PROFIT & LOSS STATEMENT

Particulars	FY 2020	FY 2021	FY 2022	9M FY2023
Total Revenue	6,727	5,939	6,575	6,808
Expenses	4,446	4,010	4,458	4,846
Finance costs	2,722	2,645	3,195	3,313
Operating expense	864	581	921	1,185
Provisions and loan losses	859	784	341	348
Profit Before Tax	2,282	1,929	2,117	1,962
Profit After Tax	1,666	1,435	1,578	1,468
Other comprehensive income	47	75	(76)	(161)
Total Comprehensive Income	1,713	1,510	1,503	1,308

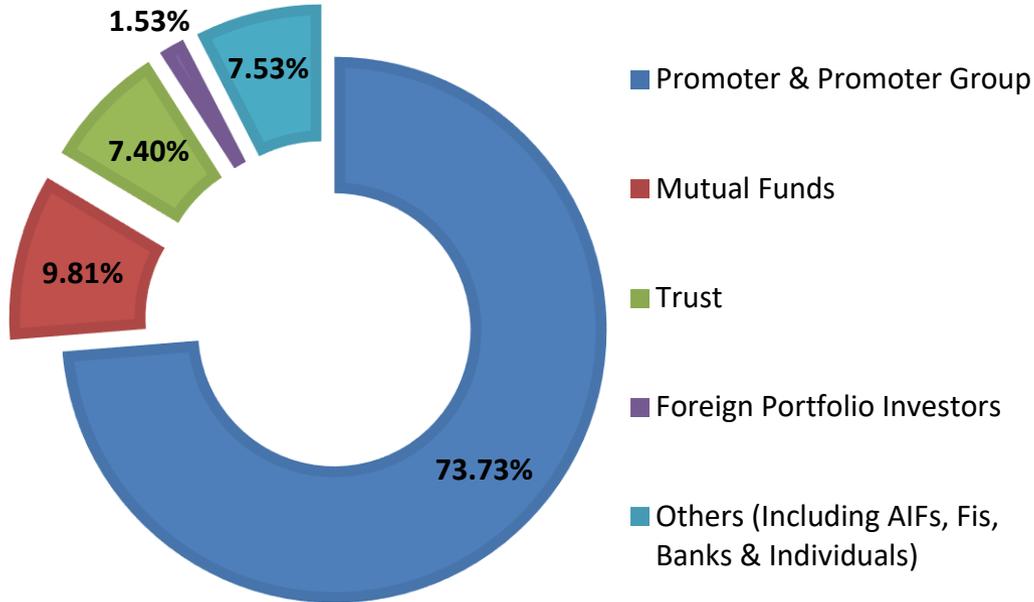
BALANCESHEET STATEMENT

Particulars	Mar-20	Mar-21	Mar-22	Dec-22
ASSETS				
Financial assets	44,906	50,869	59,763	74,906
Loans	33,485	38,051	45,538	57,125
Other financial assets	11,422	12,818	14,225	17,781
Non-financial assets	811	907	987	1,145
Total Assets	45,718	51,776	60,750	76,051
LIABILITIES				
Financial liabilities	34,946	39,339	47,052	61,127
Debt securities (incl. Subordinate Debt)	599	3,741	4,992	8,534
Borrowings (excl. Debt Securities)	25,202	29,198	37,327	46,353
Other financial liabilities	9,145	6,401	4,733	6,240
Non-financial liabilities	963	711	613	654
Total Liabilities	35,909	40,050	47,666	61,780
EQUITY				
Equity share capital	547	547	547	547
Other equity	9,262	11,179	12,538	13,724
Total equity	9,809	11,726	13,085	14,271
Total Liabilities and Equity	45,718	51,776	60,750	76,051

SHAREHOLDING PROFILE

Marquee FIIs and DIIs Shareholders

Shareholding as on 31st December 2022



Marquee Investors

Motilal Oswal Private Equity

Axis Mutual Fund

IDFC Mutual Fund

PGIM India Mutual Fund

TATA AIA Life Insurance

Nippon India AIF

BlackRock

Schroders

Dimensional Fund Advisors

UniSuper Limited



RAAS Rural Housing & Mortgage Finance Limited (MRHMFL)

Subsidiary

₹₹₹ is targeting affordable housing finance segment through its subsidiary

- ₹₹₹ Rural Housing & Mortgage Finance Limited (“₹₹₹ Housing” or MRHMFL) is a non-deposit taking , NHB registered, housing finance institution. It was incorporated in 2008 and headquartered in Ahmedabad, Gujarat
- MRHMFL provides loans for purchase of new and old houses, construction of houses on owned plots, home improvement loans and loans for purchase and construction of commercial property. It also extend loans to developers for construction of affordable housing projects
- MRHMFL provides housing loans in rural and semi-urban areas of Gujarat, Maharashtra, Rajasthan and Madhya Pradesh
- With its continued focus on the rural and semi-urban segments, the company has 70 branches and have sourcing arrangements with 43 intermediaries – typically project developers and property agents

Housing Loans

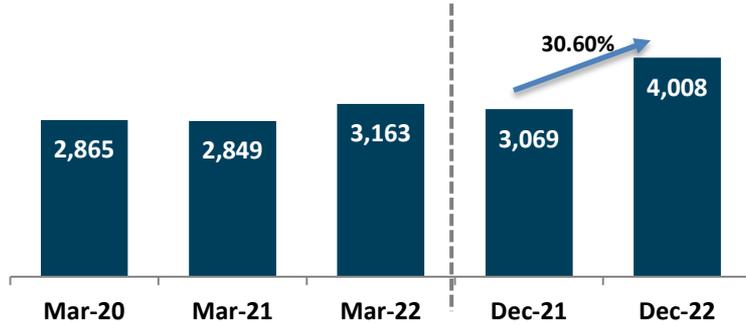


- Loans of up to ₹ 5 Mn. for residential and ₹ 10 Mn. for commercial
- Provides housing loans to customers, who are primarily salaried and self-employed individuals and loans to developers for construction of affordable housing project
- Tenure up to 300 months for residential and 144 months for commercial
- Average Ticket size in Q3 FY23– ₹ **7,59,628**
- AUM as of 31st December 2022– ₹ **4,008 Mn.**

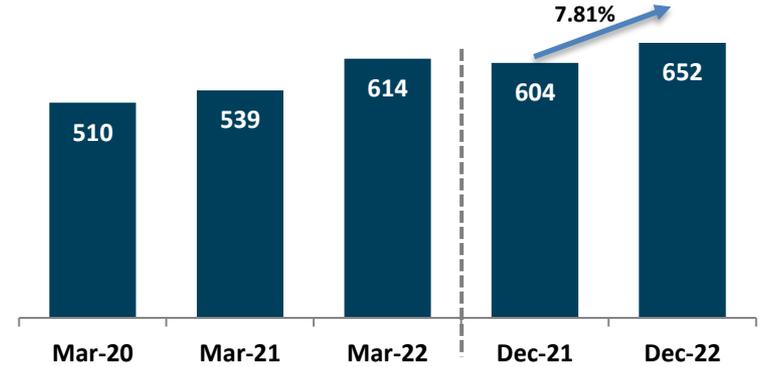
Financial Performance – Q3 FY23



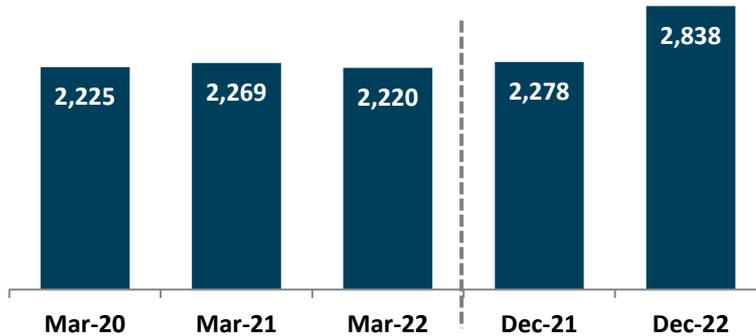
ASSETS UNDER MANAGEMENT (AUM)



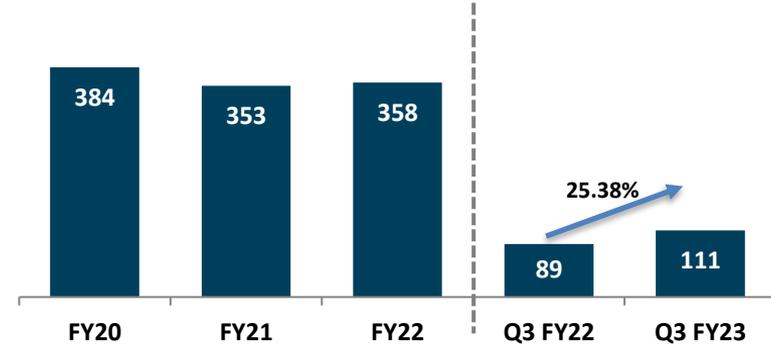
NET WORTH



BORROWING



REVENUE*

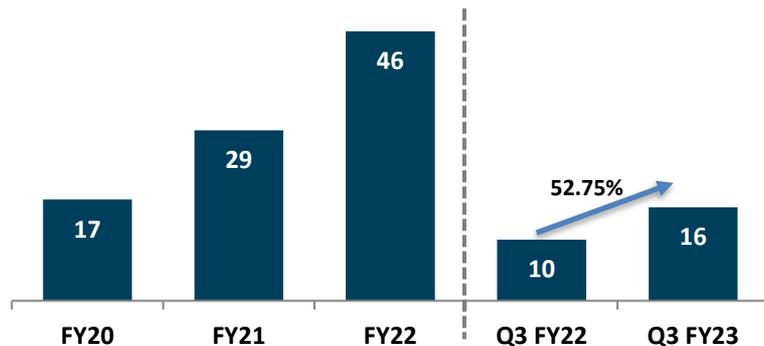


*-Due to increase in assigned portfolio whereby the revenue from assigned portfolio has been netted off from assignment expenses

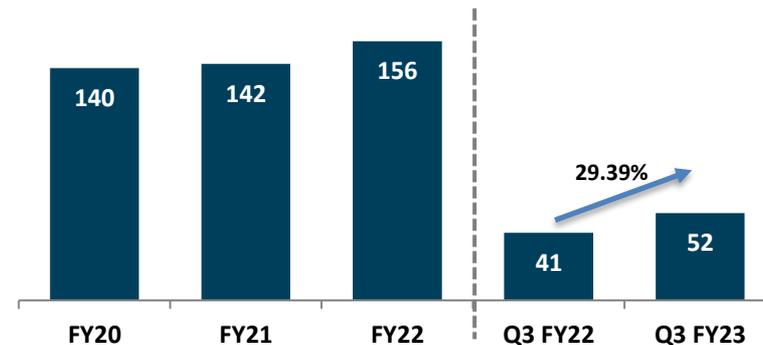
Financial Performance – Q3 FY23



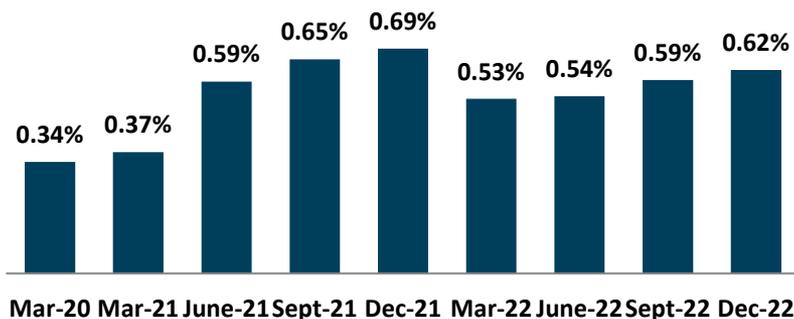
PROFIT AFTER TAX (PAT)



NET INTEREST INCOME (NII)



GROSS STAGE 3 ASSETS

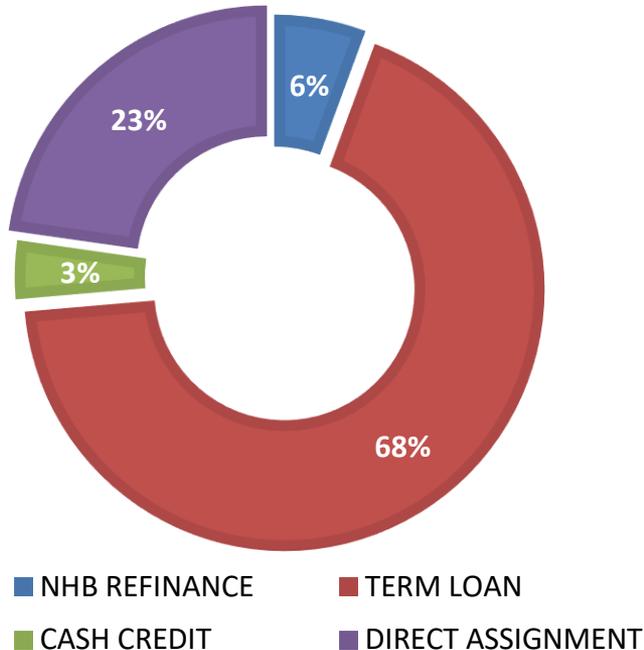


NET STAGE 3 ASSETS



Lag effect of COVID 2nd Wave and in line with RBI circular dated November 12, 2021

Sources of Fund as on 31st December 2022



- 1 The composition of our liability mix ensures healthy ALM and well diverse resource mix.
- 2 The Company continues to demonstrate its capability of efficient liability management.
- 3 **Capital adequacy ratio**, as on 31st December 2022 is **42.46%** against regulatory norms of 15%. **Tier I capital** is **31.02%**. **Tier II capital** is **11.44%**.
- 4 **Around 65% of the on book portfolio qualifies as priority sector lending for banks as on lending to HFCs.** We keep on raising term loans from banks for both priority sector and Non priority sector lending with a average maturity of 5 -7 years.
- 5 We keep on availing **refinance from NHB which is currently 5.65% of our total borrowing mix.** This help us to raise matching tenure loans at very competitive rates. The company is working very hard to enhance NHB refinance share in our total liability management.
- 6 The **total Cash credit limit** available to the company is **₹ 270 Mn..** The company utilizes the fund as per the requirement , ensuring sufficient liquidity on hand.
- 7 **Around 100% of the housing loan portfolio qualifies as priority sector lending for banks if the same is assigned to banks.** Increase in direct assignment of portfolio over a period of time will enable efficient ALM and will bring about capital efficiency.

(In ₹ Mn.)

Particulars	Dec-22		Dec-21	
	AUM	Provision	AUM	Provision
Stage 1	3,029.94	3.12	2,360.93	3.32
Stage 2	163.05	8.68	213.51	11.30
Stage 3	21.57	6.41	20.42	6.08
TOTAL ON BOOK	3,214.57	18.22	2,594.86	20.70
Assigned Portfolio	793.87	N/A	474.34	N/A
TOTAL AUM	4,008.44		3,069.21	

Particulars	Dec-22	Dec-21
Stage 1 And Stage 2 Assets As % Of On Book Assets	99.33%	99.21%
Stage 1 And Stage 2 Assets (Standard Assets) Provisioning	0.37%	0.57%
Stage 3 As % Of On Book Assets	0.67%	0.79%
Stage 3 Assets Provisioning	29.71%	29.79%
Net Stage 3 As % Of On Book Assets	0.47%	0.55%
Stage 3 As % Of AUM	0.62%	0.69%
Net Stage 3 As % Of AUM	0.47%	0.49%

Notes:

- (1) Stage 3 (>90 DPD Assets) on Assigned portfolio is ₹ 3.48 Mn. on 31st December 2022 and ₹ 0.61 Mn. on 31st December 2021 which has been taken into consideration while calculating Stage 3 As % Of AUM.
- (2) The provision buffer (COVID provision) as on 31st December 2022 is ₹ 29.98 Mn. (Not netted off with gross assets in various stages) with which total provision amounts to around ₹ 48.20 Mn.
- (3) The restructured book outstanding as on 31st December 2022 was ₹ 23.48 Mn. which is 0.59% of the AUM.

UNDERSTANDING MAS



VISION

To be one of the most efficient distributors of financial services and create value on a very large scale.



MISSION

To constantly endeavor, to attain excellence and create a very wide Financial distribution network and to be catalyst; in providing the most efficient financial services which we term as financial inclusion.



BELIEF

“We have miles to go & Promises to keep.....”
 “Together we can and we will”

LIABILITY MANAGEMENT

- ✓ Self Propelling Business Model – Capital requirement met predominantly from internal accruals
- ✓ Healthy ALM
- ✓ Right mix of resources
- ✓ Planning and maintaining Cost Efficiency

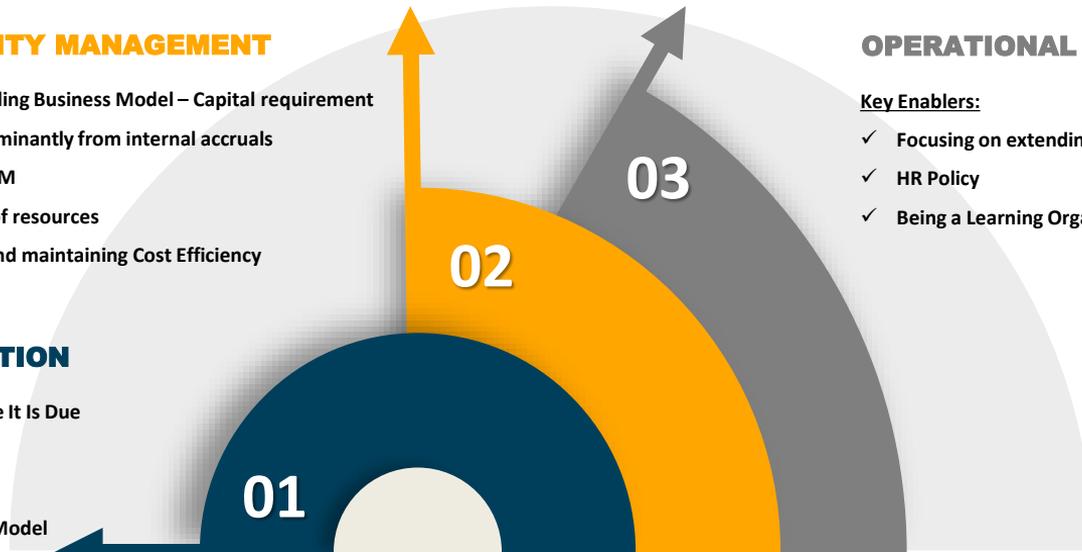
ASSET CREATION

- ✓ Dictum: Credit Where It Is Due
- ✓ Product Mix
- ✓ Adding Value
- ✓ Unique Distribution Model

OPERATIONAL EXCELLENCE

Key Enablers:

- ✓ Focusing on extending credit where it is due
- ✓ HR Policy
- ✓ Being a Learning Organization



Unique and Robust Distribution Network Through NBFC Partners (1/3)



AIM & OUR UNDERSTANDING

Efficient last mile delivery of credit across its product range namely MEL, SME, 2 Wheeler and Commercial Vehicle Loans

Value chain approach has proven to be the most potent one to solve informality because of proximity to the end borrowers

Better quality of intermediation with advantage of adequate capital base along with better understanding of the operations and demography

Revenue sharing model ensures scalability of the relationships where the operational cost and credit cost to be borne by the partner NBFCs is considered. The partnership is with full recourse to the partner

KEY CRITERIA FOR STARTING RELATIONSHIP

Promoters Evaluation

Product Alignment

Operational Excellence

Growth Strategy

Capital Base

Financial Performance

CREDIT ASSESSMENT

Pre-Engagement Due Diligence

- Promoters' Domain Expertise
- Strategic alignment
- Range of Products
- On site system and Operational Setup

Transaction Level Due Diligence

- Alignment of Credit screen for various products
- Creation of portfolio
- On site audit of the portfolio Hypothecated

Periodical Deep Diving

- Continuous engagement in order to improve their Systems & Operations to ensure the quality of portfolio and compliance

Unique and Robust Distribution Network Through NBFC Partners (2/3)

IMPACT

HAS

- Widens its network while maintaining a relatively lower risk profile
- Establishes knowledge partnerships and increase its local market knowledge

NBFCs

- Value addition in improving their systems and operations which helps in scalability and Sustainability of business
- Gets vital liability support due to our understanding of the retail products

Borrowers

- Creates an all-round enabling situation of extending credit where it is due by extending credit with deep penetration and understanding

Eco-System

- Catalyst in Efficient last mile delivery of credit

TRACK RECORD

Started with 1 NBFC in 2008, currently having relationship with more than 100 such NBFCs having virtual presence Pan India.

Have grown at a CAGR of around 30% in last five years across our product range with immaculate track record.

GOING FORWARD

Huge potential to grow along with these NBFCs partners across our product range for efficient last mile delivery of credit

360° view for scalability and sustainability of relationship in the form of :

- a) Providing Liability Solution
- b) Product Development & Strengthening their system and Operations
- c) Capital Advisory

The learning curve is further strengthened:

CREDIT ASSESSMENT

Continuous strengthening of due diligence and audit process - both pre and post disbursement.

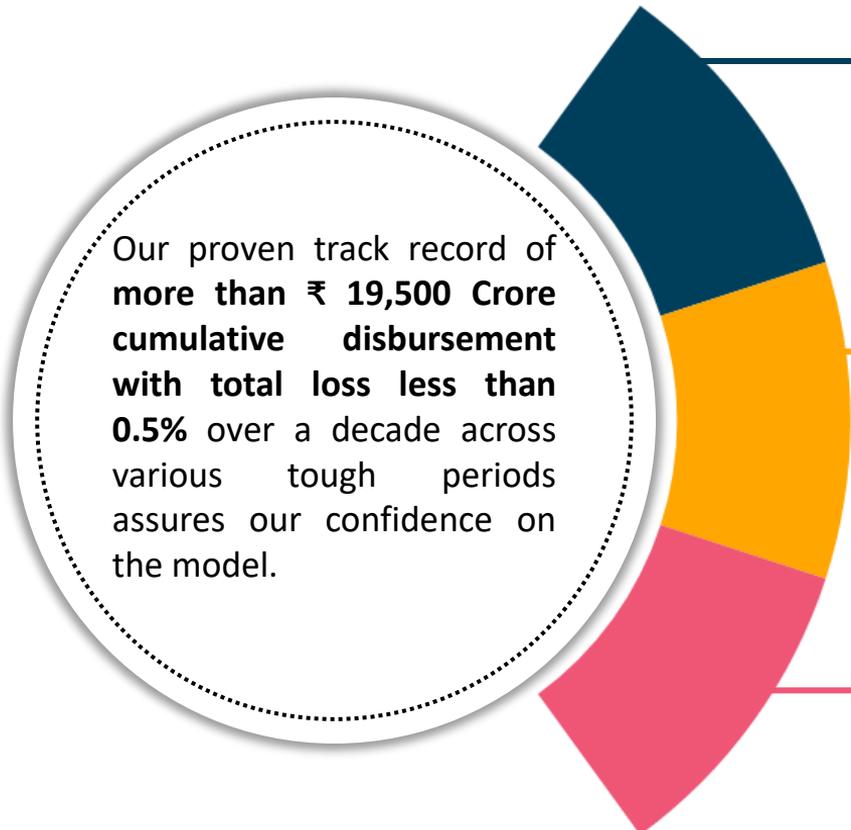
Further strengthening the field due diligence.

CONSTANT MONITORING

Close indulgence with partner NBFCs both on the system as well as credit part. Additional diligence of financial accounting with necessary deep diving also to be the part of monitoring to preempt any irregularities.

EVALUATION MATRIX

Further strengthening the evaluation and the exposure matrix for all the NBFCs partners.



Our proven track record of **more than ₹ 19,500 Crore cumulative disbursement with total loss less than 0.5%** over a decade across various tough periods assures our confidence on the model.

Robust and Comprehensive Credit Assessment & Risk Management Framework

HAS aims to give credit where it is due with the dictum of adherence and adaptability

Robust credit assessment



Credit assessment process overview by Product

Micro-Enterprise Loans

- Analysis of business potential and end use, cash flows and model (business to have cash profit for the previous 3 years)
- Requires a guarantor or co-applicant according to the assessment of the applicant's profile

SME Loans

- Business operating history is required from minimum 1 year to 5 years depending on loan size
- 50-70% of turnover to be reflected in current account
- Eligibility criteria is based on turnover, debt/equity ratio and net worth on a case-to-case basis

Two-wheeler Loans

- At least one property (residential or business) should be owned by the applicant or jointly residing family members
- For a student applicant, a co-applicant is compulsory

Commercial Vehicle Loans

- Requires vehicle hypothecation and insurance cover
- Analysis of income, experience, and business stability requirements depending on whether the applicant is a first time user, first time owner, fleet operator or a captive user

Salaried personal Loans

- Loan provided to Salaried Individuals having minimum required disposable income working with approved company.
- Eligibility criteria is based on FOIR, permanent domicile, job stability, credit history etc.

EXPERIENCED PROMOTER



Mr. Kamlesh Chimanlal Gandhi
Chairman & MD

- **Mr. Kamlesh Chimanlal Gandhi**, aged 56 years, is the Founder, Chairman and Managing Director of **HAS** since inception.
- He is a proficient and experienced industry practitioner with a brilliant track record, which includes over two decades of managing and propelling the Company's growth. He manages the Company with the guidance and support of the Board and his own understanding and vision are among the key enablers for the consistent performance of the Company.
- He is the member of Banking and Finance taskforce of Gujarat Chambers of Commerce and Industry, Chairman of Gujarat Finance Company Association, Co- Chairman of FIDC, an industry body of NBFCs, Co-Chairman of ASSOCHAM MSME Development Council and a member of SME Chamber of India.
- He is also the Managing Trustee of Smt. Urmilaben Chimanlal Gandhi Foundation. The Foundation currently contributes towards the financial needs in health care and education.



Late Mr. Mukesh Chimanlal Gandhi

- **Late Mr. Mukesh Chimanlal Gandhi**, was a Co-founder, whole-time Director - Finance **HAS** Financial Services Limited. He was associated with the Company from May 25, 1995 till Jan 19, 2021.
- He was designated as the Director (Finance) and Chief Financial Officer of the Company on March 20, 2015. He held bachelor's and Master's degrees in commerce from Gujarat University
- He had over 30 years of experience in the financial services sector, with the Company
- He was also the chairman of the Gujarat Finance Company Association and a director of the Finance Industry Development Council.
- He played an important role in bringing the company to its present level from a humble beginning in the year 1995, based on very strong fundamentals. He was filled with positivity, enthusiasm, zeal, kindness and pragmatism The Company has immensely benefitted from his vision and vigilance.
- Team **HAS** remain committed to it's vision of excellence through endeavours.

EMINENT DIRECTORS



Mrs. Darshana Saumil Pandya
Executive Director & CEO

Mrs. Darshana S. Pandya is responsible for leading the operations at MAS. She is also the driving force behind forging relationships between the Company and its partners which amount to over 100 NBFC-MFIs and NBFCs. After completing her graduation in Commerce, she joined the Company in 1996 as a junior executive. Through her hard work and determination to excel and with support from the management, she has risen to the level of Director & CEO.



Mr. Bala Bhaskaran
Independent Director

Mr. Balabhaskaran N. Nair is a management graduate with two decades of experience in the consultancy and financial sector. Over the years, with his rich work experience, he has gathered a number of management consultancy inputs. He has done his engineering from IIT-Madras, MBA from IIM-Bangalore and CFA from ICFAI.



Mr. Chetan Ramniklal Shah
Independent Director

Mr. Chetan R. Shah holds a bachelor's degree in commerce and a degree in law (general) from Gujarat University. He is also a qualified Chartered Accountant registered with the Institute of Chartered Accountants of India. He has over three decades of experience in the financial services sector and has worked with the Natpur Co-operative Bank in the capacity of Manager – Finance.



Mr. Umesh Rajanikant Shah
Independent Director

Mr. Umesh R. Shah is a qualified Chartered Accountant. He has over three decades of experience in diverse fields connected with Finance, Accounting, Auditing and Taxation. He also has 5 years of hands-on experience of working in an NBFC.



Mrs. Daksha Niranjn Shah
Independent Director

Mrs. Daksha Niranjn Shah is a business graduate from Indian Institute of Management (IIM), Ahmedabad, where she specialized in Finance and Marketing; she is also a student of Economics and Statistics. She has rich experience of more than three decades in diversified fields of Textiles, Chemicals and Financial services. She has undergone various courses such as the course in Microfinance at the Economic Institute, Boulder, Colorado, USA.

CORE TEAM

Consisting of **more than 35 employees** being with **MAS** since inception and inclusion of lateral talents who have proven their capability, dedication and loyalty.

EXECUTION TEAM

Consisting of **more than 2000 employees** who works along with the core team towards accomplishing the company's Mission and Vision.

Major Events and Milestones

1995

- ✓ On incorporation, commenced retail finance operations with *Two-wheeler and Micro-Enterprise loans*

2006

- ✓ Received first round of capital infusion of ₹ 65 Mn. from Bellwether Micro Fund

2008

- ✓ Acquired 2nd & 3rd round of capital infusion worth ₹ 435 Mn. and ₹ 400 Mn. from FMO and ICICI Venture, respectively
- ✓ Floated the housing finance subsidiary

2011

- ✓ Listing of NCDs on Bombay Stock Exchange

2012

- ✓ Received the fourth round of capital infusion of ₹ 650 Mn. from DEG

2013

- ✓ Disbursement and AUM crossed ₹ 10 Bn.

2014

- ✓ Sarva Capital purchased 50% CCPS held by FMO in secondary deal

2015

- ✓ Raised Subordinate Debentures of ₹ 200 Mn.
- ✓ AUM crossed ₹ 20 Bn

2016

- ✓ Bank loan rating was upgraded to 'IND A' with 'Stable outlook'
- ✓ Raised subordinate debentures of ₹ 400 Mn

2017

- ✓ Motilal Oswal infused capital of ₹ 1,000 Mn.

2018

- ✓ Listing of Equity Shares on BSE & NSE
- ✓ Received capital infusion of ₹ 350 Mn. from MOSL
- ✓ Raised fresh capital of ₹ 2,330 Mn. via IPO

2019

- ✓ AUM crossed ₹ 50 Bn.
- ✓ Bank loan rating upgraded to "Acuité AA-" with Stable outlook and Short-term rating assigned as Acuité A1+

2020

- ✓ Completed 25th Year of Endeavours

2021

- ✓ Inclusive Finance India Award 2020 – NBFC lending to Micro and Small Enterprises
- ✓ Raised ₹ 650 Mn. via market-linked NCDs (MLD)

2022

- ✓ ASSOCHAM 8th MSMEs Excellence Awards March 2022 – Best MSME Lending of the Year
- ✓ New subsidiary: MASFIN Insurance Broking Private Limited

2023

- ✓ Great Place To Work Certified (Jan 2023 - Jan 2024)



The Power of Distribution

REGISTERED OFFICE

MAS Financial Services Limited
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Ashram Road, Ahmedabad-380009

www.mas.co.in

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Mr. Meet Chande
Investor Relations Manager
079-41106551
meet_chande@mas.co.in