



Corporate Presentation

March, 2023

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Figures rounded off to the nearest digit across the presentation. Figures and ratios have been regrouped wherever necessary.*

A Specialist MSME Lending Player

What we do

- We provide loans to the Micro, Small & Medium Enterprises (“MSME”) primarily in the rural & semi-urban areas

Our Belief

- We believe in the power of MSMEs as engines of economic growth that will drive India forward

Unique Characteristics of the Company

- First player to use Unique Credit Methodology to disburse loans to small entrepreneurs & address credit demand gap in the sector
- Presence in rural & semi-urban areas
- Company is run by professionals with deep industry knowledge

Our Vision

Our vision is to be a catalyst to the underserved so that they can achieve greater economic and social well-being. Specifically, we offer a full range of financial services customised to fulfil their every business requirement and move them into the mainstream.

Our Mission

We shall achieve our vision by deeper understanding of specific customer segments, to fulfil their financial needs through customized products and simple processes



Loan Portfolio of ₹3,132 Crores

Presence in 12 States through 211 Branches

Customer Segment



Textiles



Small Mfg. Units



Hotel/Bakery



Kirana/Retail Shops

Impact Created by Vistaar is Both Economic & Social

Cumulative amount of loans disbursed:
 >₹7,180 Crs.

Cumulative no. of entrepreneurs serviced:
 ~ 2.6 Lakhs

Employment generated (direct & indirect):
 ~10 Lakhs

Customer Centricity

Transparency

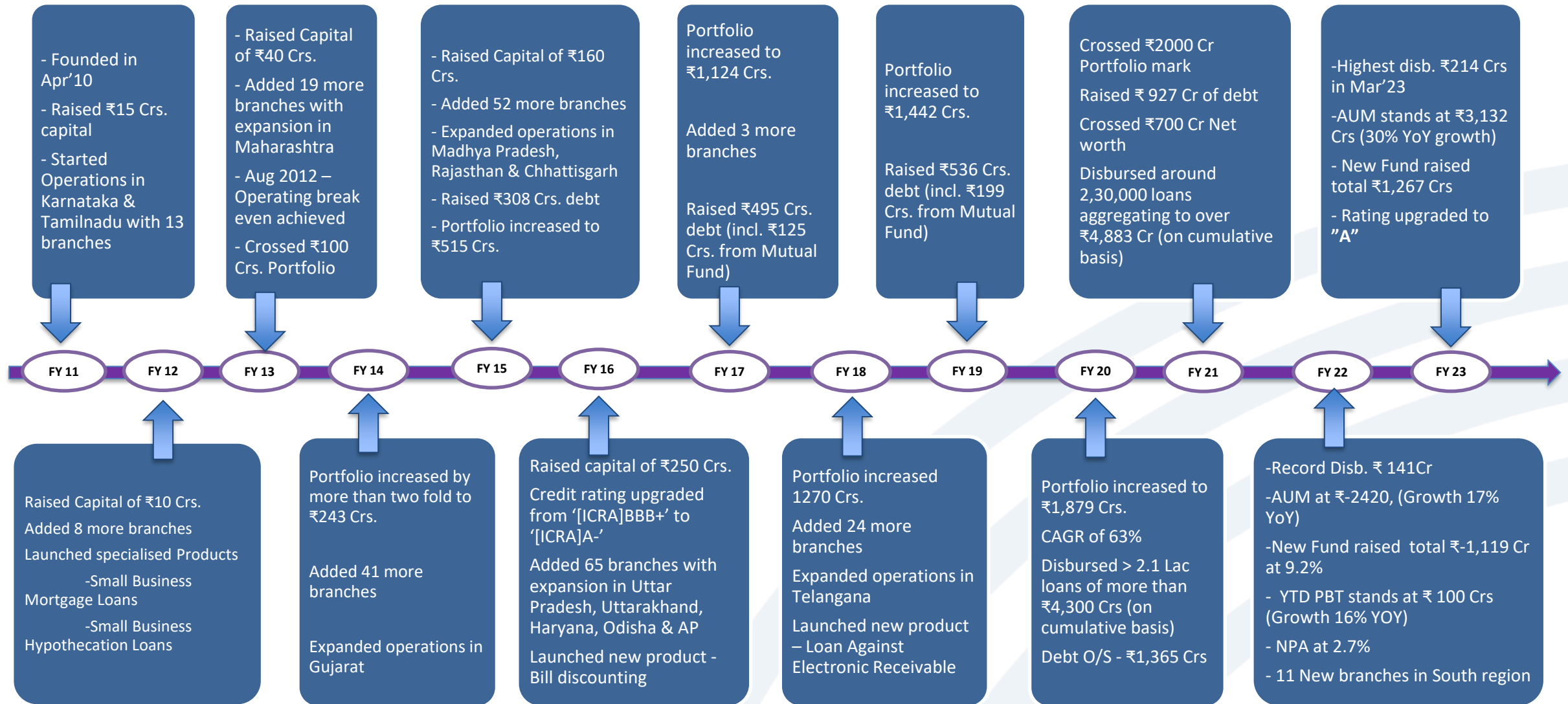
Our Values

Ethics

Team work

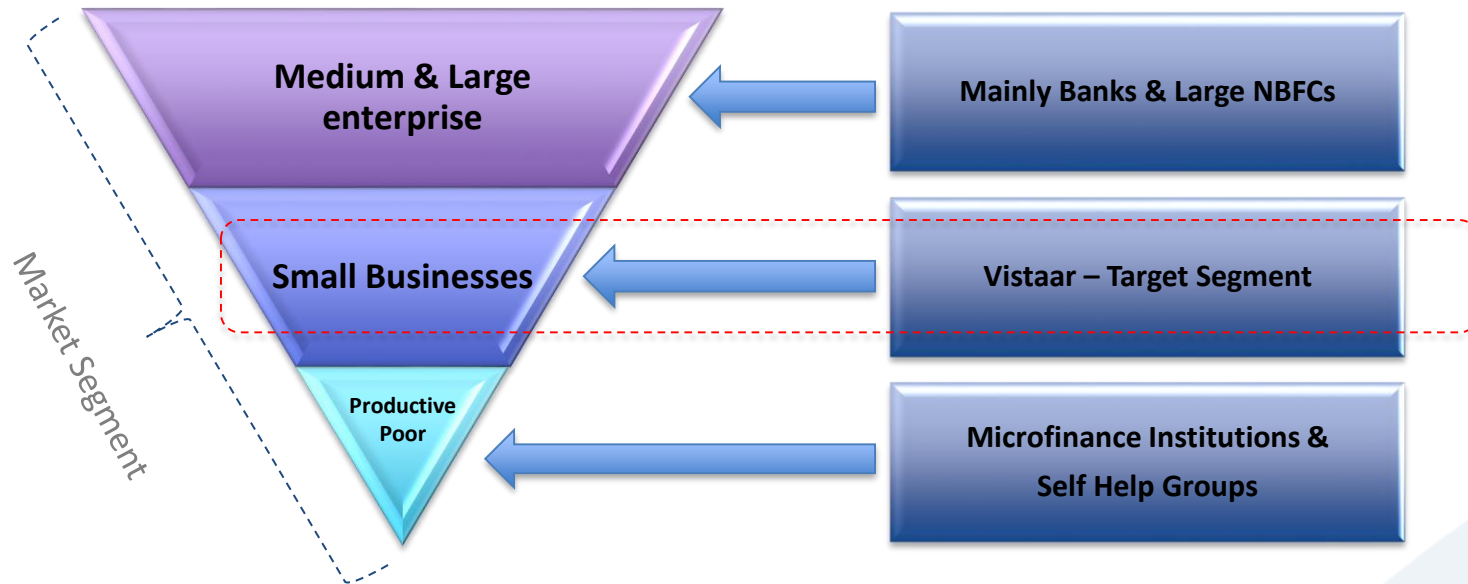


Vistaar: A Brief History



Target Customer Segment of Vistaar

Vistaar's Focus Target Segments Constitute Majority of the Demand Gap

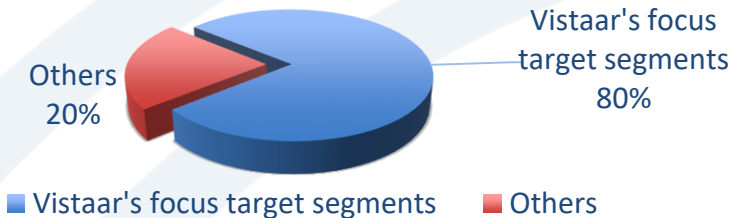


Current focus target segments of Vistaar ⁽¹⁾

- ▶ Textiles / Auto/Power-looms
- ▶ Agri allied activities
- ▶ Kirana stores ⁽²⁾
- ▶ Hotels / Restaurants
- ▶ Agro / Food processing
- ▶ Light engineering
- ▶ Other retail stores

Focus target segments of Vistaar constitute 80% of the total MSME sector credit demand

Breakup of Credit Demand in MSME sector*



Sources : * Data from RBI, Company analysis

Notes :

1. Vistaar also targets other segments in addition to these focus segments
2. Kirana Stores are small unorganized retail stores, with merchandizing similar to Mom and Pop stores

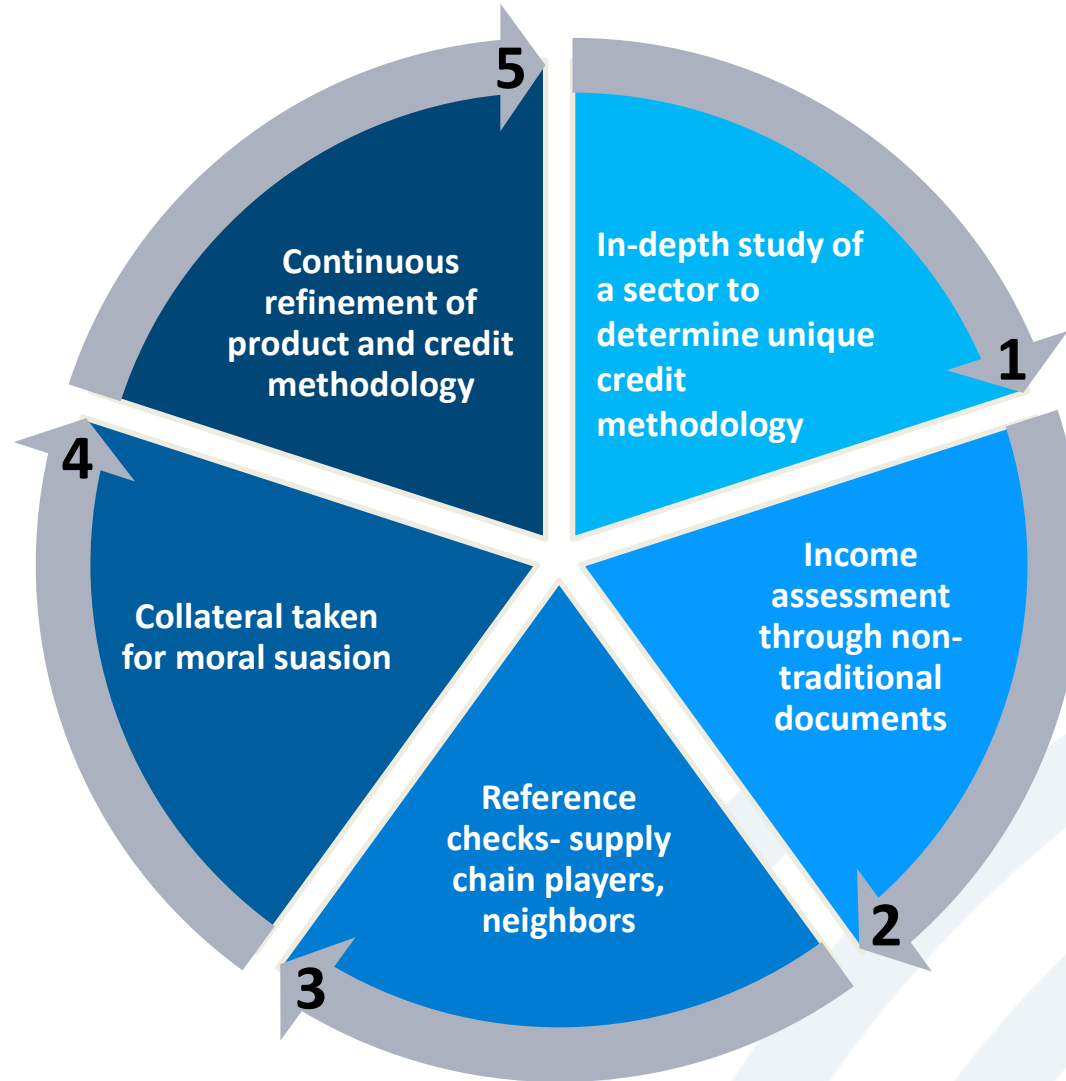
Vistaar Has Uniquely Positioned Itself to Cater to MSME Sector Effectively



Fully Integrated Client Protection Principles In The Business Model

Client Protection Principles	Vistaar's Approach
Appropriate Product Design & Delivery	<ul style="list-style-type: none">✓ Sector specific approach✓ Templatization for different trade segments✓ Direct selling
Prevention of Over-indebtedness	<ul style="list-style-type: none">✓ 100% dual credit bureau check✓ Cash flow based lending
Transparency	<ul style="list-style-type: none">✓ Loan summary schedule to customers✓ Impart credit literacy through videos
Responsible Pricing	<ul style="list-style-type: none">✓ Competitive pricing✓ Reasonable RoA
Fair & Respectful Treatment of Clients	<ul style="list-style-type: none">✓ Sales SOP✓ Collections code of conduct
Privacy of Client Data	<ul style="list-style-type: none">✓ Sharing of data only with specific consent
Effective Client Resolution	<ul style="list-style-type: none">✓ Toll free numbers for complaints✓ Board level review of customer complaints and resolution

Vistaar's "5 Step Process" Addresses MSME Segment Effectively



Products Offering to Suit Varied Needs of MSMEs

	Vistaar Saral Business Loan (VSBL)	Vistaar Vyapar Mortgage Loan (VVML)	Vistaar Sampatti Loan(VSL)
Ticket Size	up to ₹ 1 mn	₹ 1 mn - ₹ 5 mn	₹ 0.3 mn - ₹ 5 mn
ATS ¹	~₹ 0.68 mn	~₹ 2.10 mn	~₹ 0.98 mn
Avg. Yield ²	21.5%	15.8%	16.5%
Tenure ²	~104 months	~132 months	~130 months
Avg. LTV ²	45%	54%	48%
Collateral	Property	Property	Property
Target Segment	Informal Segment	Semi-formal Segment	MSMEs (Semi-Formal & Informal)
USP	<ul style="list-style-type: none"> ❑ Income proof not required ❑ 7 days TAT ❑ Legal document based on latest title deed only 	<ul style="list-style-type: none"> ❑ Ability to assess the income on both formal and informal basis – provide flexibility w.r.t. ticket size 	<ul style="list-style-type: none"> ❑ Deep understanding of credit worthiness – ability to assess the income & understanding of rural collateral better ❑ Identified cross sell opportunities – E-Sampatti with ticket size of ₹ 0.4 mn - ₹ 1 mn to individuals employed under Vistaar's MSME customers

Effective Risk Management & Governance

Key Aspects

Asset Quality

Liquidity Risk

Interest Rate Volatility

Management Systems

Competition

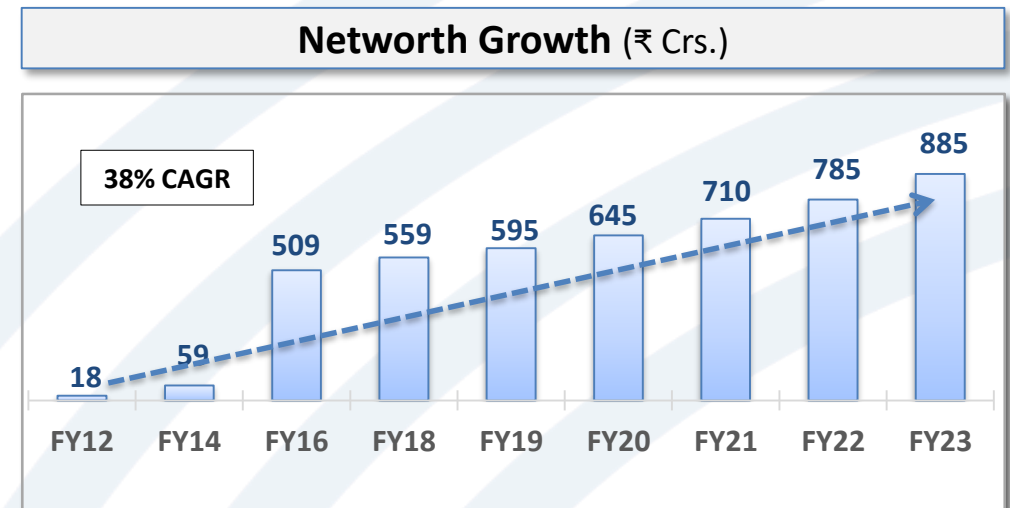
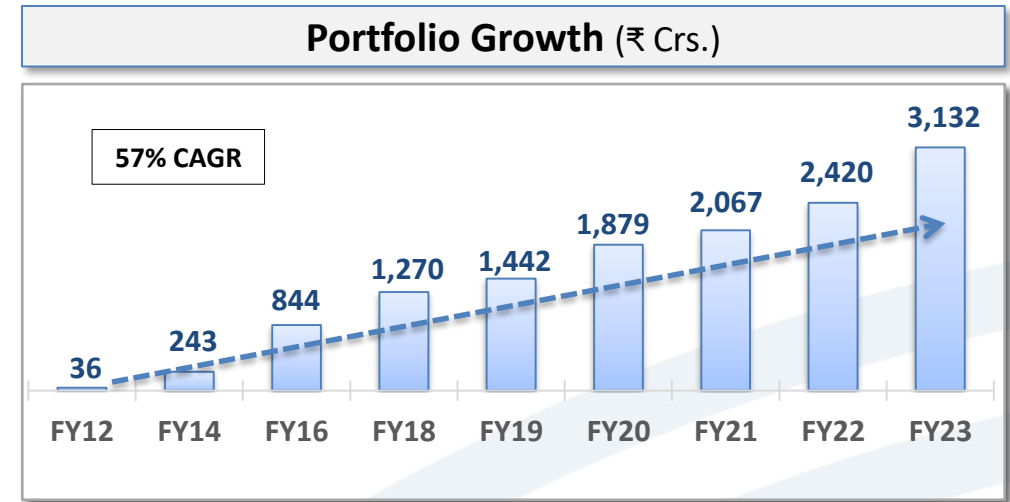
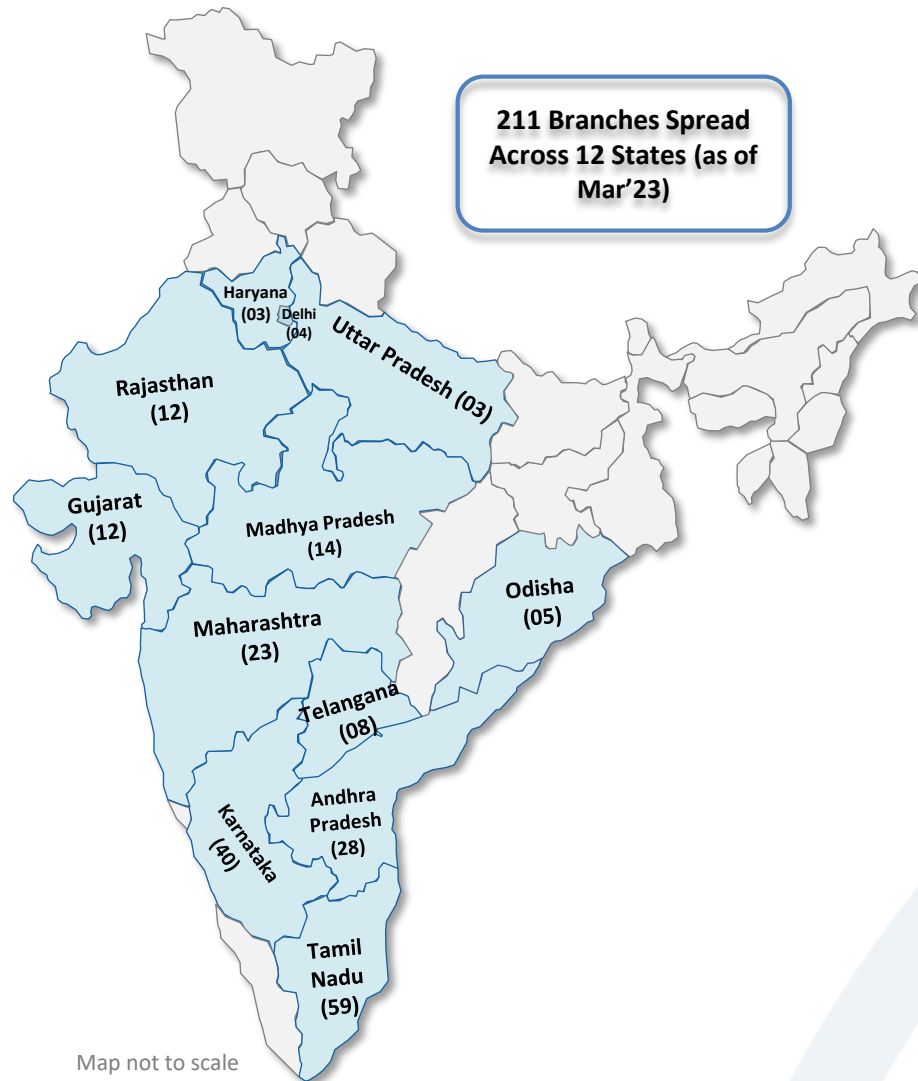
Capital Adequacy & Profitability

Corporate Governance

Management Strategy

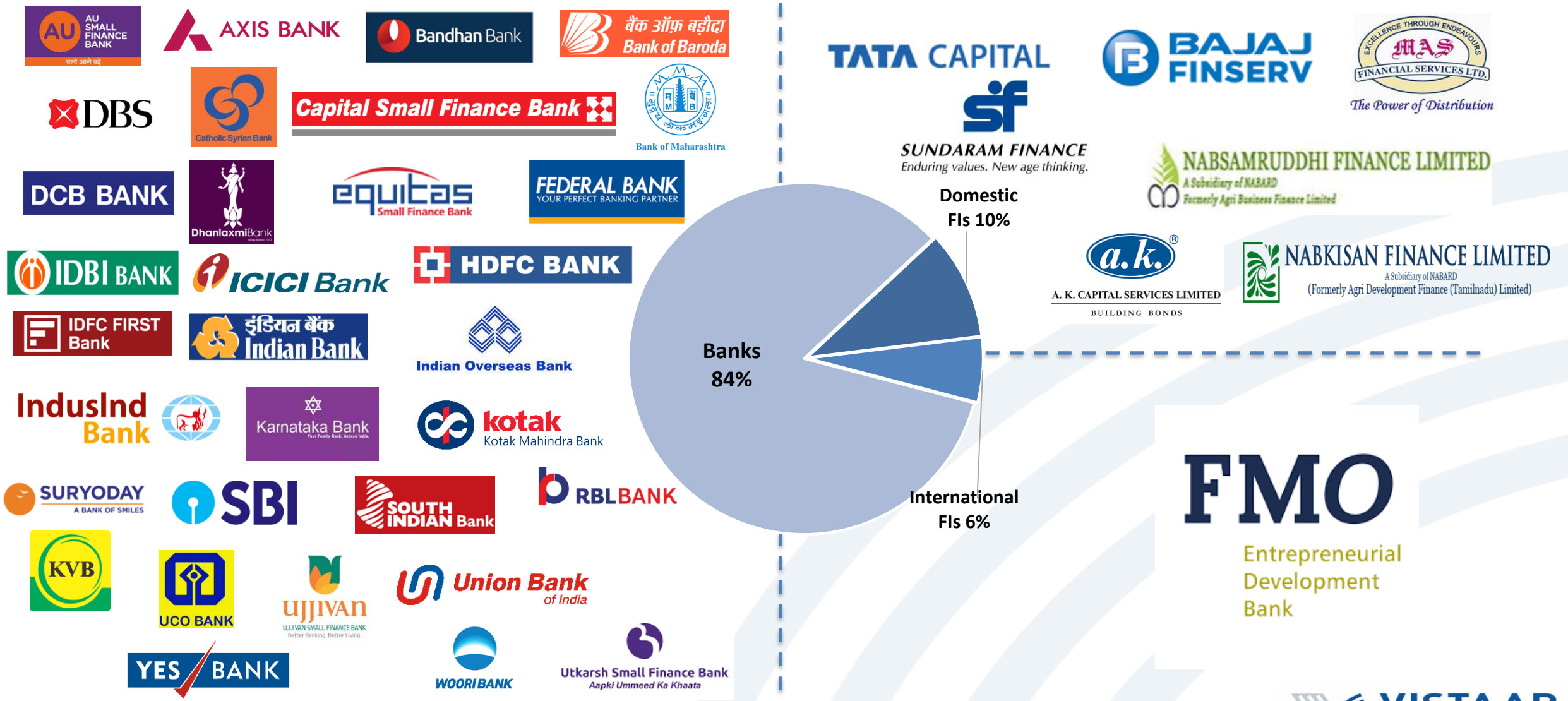
- Diversified portfolio across geographies & sectors
 - Provisioning norms are more conservative than RBI's requirements
 - Amongst the lowest NPA levels in the industry
-
- Sound liquidity management & stable funding partners
 - Raised capital through both equity & debt markets (TL, ECB, CC, NCDs, PTCs)
-
- Good asset liability management system in place
 - Borrowing at variable rates & lending at fixed rate
-
- Robust Core Banking Solution & other reporting systems in place
 - Timely reporting of critical data points to help decision making
-
- Increasing branch network across varied geographies
 - Less competition from mainstream sources of finances (Banks & NBFCs)
-
- Strong CAR of 26% – well above RBI's requirement
 - Profitable since August, 2012 at continuous increasing growth rate
-
- Well established policies & procedures across functions
 - Professional Board with strong profile of Independent Directors

Diversified Presence: Scaling Up In A Sustainable Manner

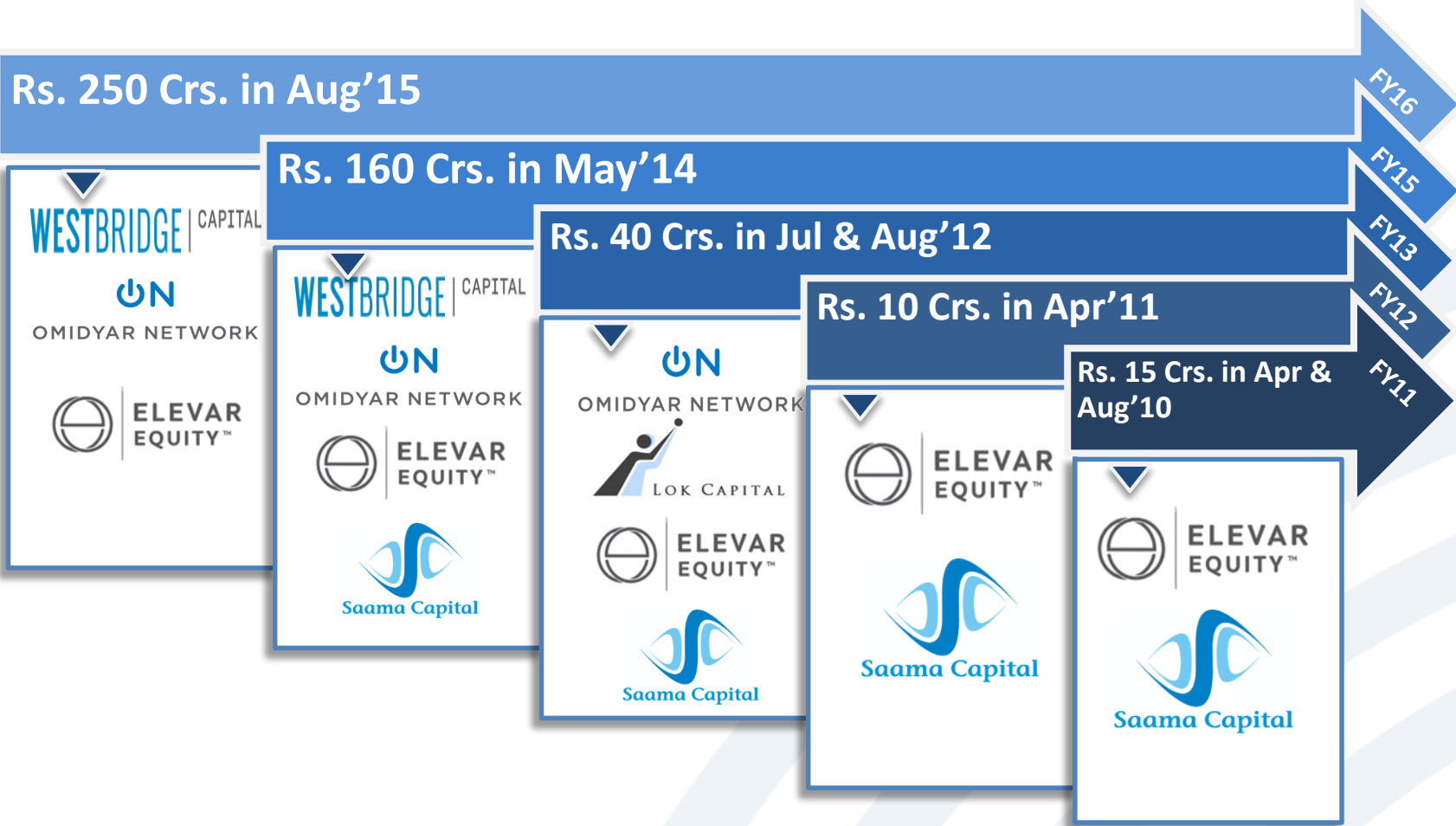


Well Diversified Debt Profile & Stable Funding Partners

Source Mix: Rs. 2,577 Crs. Outstanding as of Mar, 2023



Support From Marquee Investors Since Inception To Support Growth



Our Founders



Mr. Brahmanand Hegde
Exe. Vice Chairman &
Co-Founder

Mr. Hegde was a Director – Microfinance and Micro enterprises businesses in Fullerton India Credit Company, as a core member of the team which conceptualized, developed and started the Micro Business from mid-2007.

Prior to that, Mr. Hegde had worked in ICICI Group between 1992 and 2007, in the Rural and Micro banking Group with a range of responsibilities covering strategy to execution. During this phase, he worked very closely with the microfinance sector, lending to over 80 MFIs in the country with an aggregate exposure of over Rs. 3,000 Crore. In his initial years in ICICI, he worked for Project Financing in the Agri Business Division, responsible for implementing a special project, namely Agriculture Commercialization & Enterprise (ACE) Programme for USAID. Prior to ICICI, Mr. Hegde had also worked in Bank of Maharashtra for 8 years in Agriculture Finance in Karnataka and Maharashtra.

He completed his Post Graduate in M.Sc. from University of Agricultural Sciences, Bangalore in 1983 and qualified CAIIB from Indian Institute of Bankers, Mumbai.



Mr. Ramakrishna Nishtala
MD & CEO, Co-Founder

Mr. Nishtala is a Business Operations Specialist, who headed the Microfinance and Microenterprises Business of Fullerton India and was a core member in the team which conceptualized, developed and started the Microfinance Business of the company from early 2008.

Earlier, he was responsible for coordinating the rollout of Fullerton India's 800-branch network including technology, people and premises. Prior to this Mr. Nishtala had worked for over 20 years in the Eicher Group in a variety of sectors including commercial vehicles, tractors and auto components, in various functions ranging from Sales and Marketing, Strategic Planning and Implementation. He was head of Corporate Strategy, and worked with the owners in re-structuring the group's portfolio. He also spearheaded the acquisition and integration of a Design company in the US, to accelerate the Group's Engineering Services Business.

He completed his Post Graduation in Industrial Engineering from NITIE, Mumbai in 1986 and Graduation in Mechanical Engineering from Jawaharlal Nehru Technological University, Kakinada, Andhra Pradesh.

Board of Directors



Mr. C.B. Bhave

Non-Executive Chairman &
Independent Director



Ms. Manju Agarwal

Independent
Director



Mr. James Abraham

Independent
Director



Mr. Sandeep Farias

Nominee Director,
Elevor Equity



Mr. Shailesh J Mehta

Additional Director, West
Bridge Capital



**Mr. Deepak
Ramedini**

Nominee Director,
WestBridge Capital



**Mr. Badri
Pillapakkam**

Nominee Director,
Omidyar Network

Awards & Recognitions



“IFC – Mint Strategy Award” in Sep’16



“Segment Leadership & Financial Inclusion” by SKOCH Award in Jun’16



“Best Financial Reporting award - Medium Business won by Vistaar for six consecutive years



“Inclusive Finance India 2018” Award was presented by NITI Aayog, ACCESS Development Services & HSBC



Vistaar is now officially certified as a “Great Place to Work”



“CEO with HR Orientation” by Vijayavani - BFSI award to Mr. Brahmanand Hegde, MD & CEO in Sep’15



“Most Influential CFOs of India” by CIMA, London to Mr. Sudesh Chinchewadi, CFO & CS in Jul’15



“The India CFO Award for Excellence in Finance in a Start-Up” by IMA to Mr. Sudesh Chinchewadi, CFO & CS in May’16



Vistaar ranked 15th in India’s TOP 50 NBFCs under Social Engagement & Reach in FY18 and 50th with its Total Income of ₹271 Crs in FY17



Best company to work for among mid-sized financial services company and ranked 13th “Best mid - sized company to work” in India by Ambition Box

Awards & Recognitions



Vistaar has been recognized among Top 30 **Best Workplaces** in BFSI sector in 2022 by **GPTW**

Vistaar has won the **India Risk Management Award** in the Risk-Private Sector Small-Cap category by ICICI Lombard & CNBC-TV 18

Happy MSME Customers



Mr. Saravanan Nadesan started powerloom business with a handful of resources but struggled to obtain financial support from many mainstream financial institutions for further growth. He approached Vistaar Finance for business loan and now he is able to grow profitable and support his children's education.

**MR. SARAVANAN IS
A HAPPY VISTAAR
CUSTOMER**



Mr. Khoom Singh took his first loan of Rs. 4 Lakhs from Vistaar Finance in the year 2016 to increase the stock, which increased his income. He took another loan in 2018 and is now running a loan of 33 lakhs from the Company. This helped in a substantial business growth.

**MR. KHOOM SINGH
CALLS HIMSELF A HAPPY
VISTAAR CUSTOMER**



Mr. Udayarajkumar Selvam took over his family's power loom business post completion of his post graduation. To take this further he visited many banks and financial institutions for the business loan but failed to get any material assistance. Finally one of our CROs visited his business unit and approached for business loan. With the support of loan received from Vistaar Finance, he expanded his business from 3 power loom units to 20 power loom units. He further took a loan of Rs 14 Lakhs and reinvested his profits for expansion.

**MR. UDAYARAJKUMAR
SELVAM IS A HAPPY
VISTAAR CUSTOMER**



Mr. Vinod Ishwar Tehsildar owns Kirana Store business in Angol area of Belgaum town. He took a loan of Rs. 8 Lakhs which helped him to boost his business and helped to run his business with good stock visibility.

**MR. VINOD ISHWAR
TEHSILDAR**



“Small Businesses Make a Big Economy”
Thank You