



**SATIN CREDITCARE NETWORK LTD.**  
*Reaching out!*

## **Familiarization Programme for Independent Directors**

BSE: 539404 | NSE: SATIN | CSE: 30024  
Corporate Identity No.  
L65991DL1990PLC041796



# Microfinance Through Window of Relevance

Microfinance is a way to promote economic development, employment and growth through the support of micro-entrepreneurs and small businesses; it has emerged as a powerful tool for women empowerment which helps in gaining greater control over resources like material possession, intellectual resources like knowledge, information, ideas and decision making at home, community, society and nation level.

## Banks

- Institutional Reliability
- Multi-product
- Low branch penetration
- Design constraint

## MFI

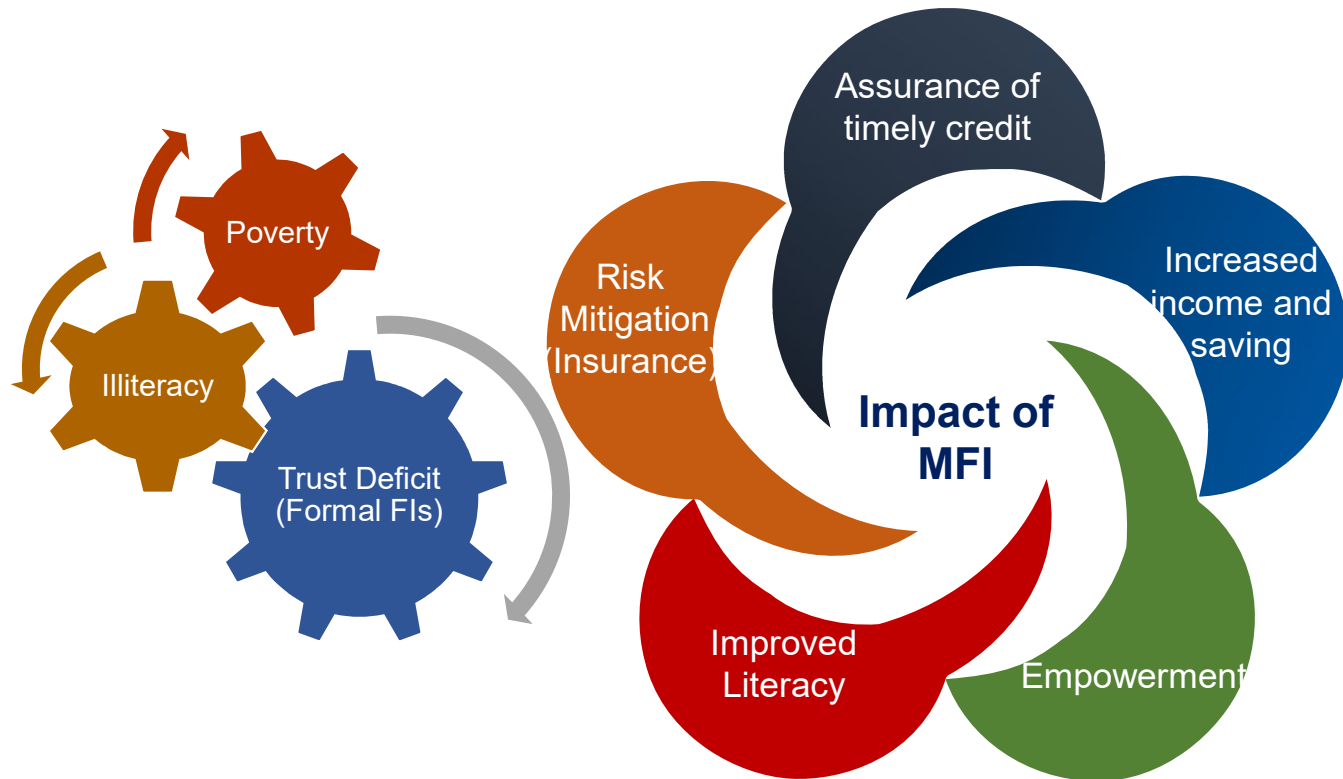
- Doorstep service
- No collateral
- Small ticket loans only

## SHGs and Co-Ops

- Closest institutions
- Collateral Substitutes
- Scale up constraint
- Limited credit

## Moneylenders

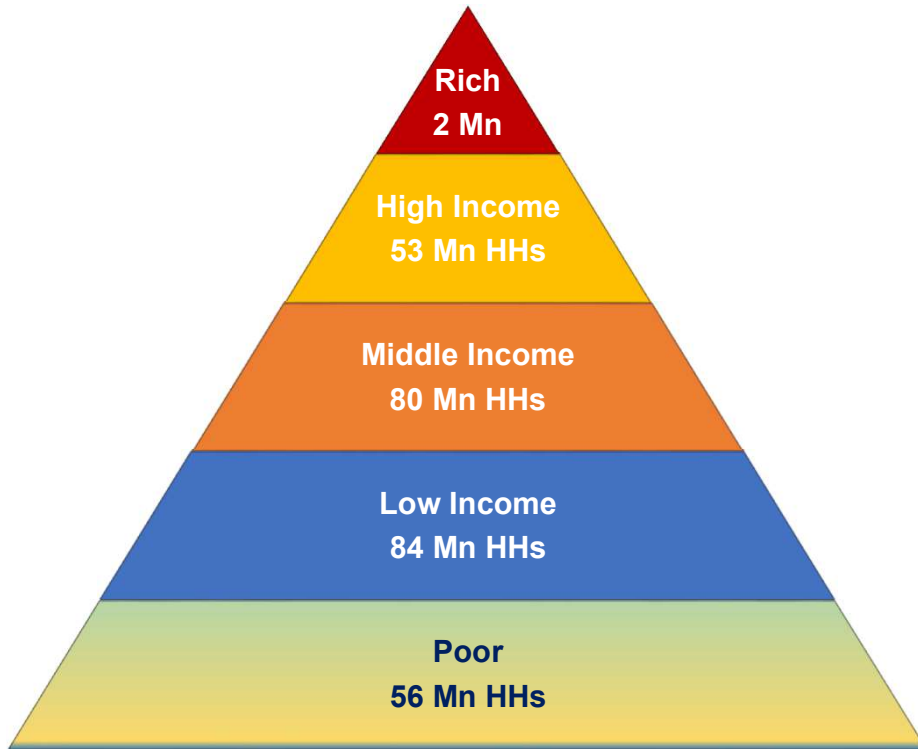
- Convenience
- Very high interest rates
- Attached collateral
- Exploitative





# Demand for Micro-Credit in India

About 220 mn Households and USD 44 bn market size



Average monthly income of Households (HHs) in USD: Rich ~1,450; High Income 460; Middle Income ~200; Low Income ~115; Poor is less than USD 55 per month

\* Based on MFIN Micrometer Issue-25-Q4-FY-17-18,

NBFC-MFIs + SFBs+ Non profit MFIs  
= USD 21 bn, as of Mar'18\*

- ~220 mn households in the poor to middle income category
- Assuming that even 50% of the households can be financially supported
- Potential market size assuming basic lending at ~USD 400 per HH
- **An estimated market opportunity of USD 44 billion**

Micro  
Finance  
Customer  
base



# Women-Centric Sustainable Development : Microfinance

Women constitute the core fabric of microfinance and are also the critical success factor



Women are often among the most vulnerable and poorest members of low-income societies

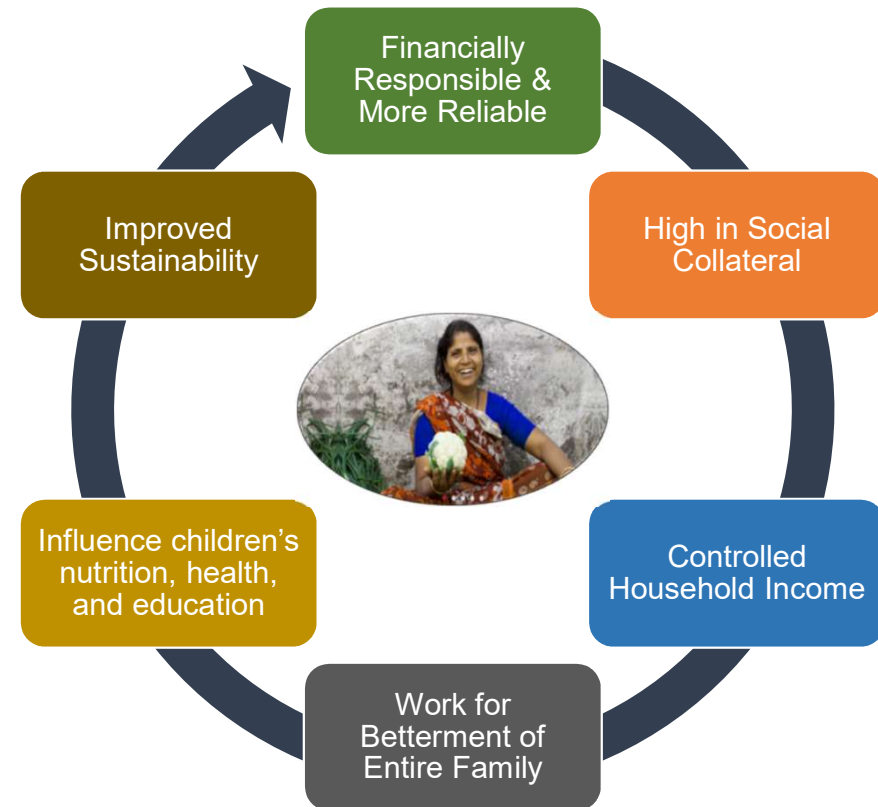
70% of the world's poor are women

Microfinance is a powerful instrument of social change, particularly for women



Obvious economic and social benefits to involving women in microfinance programs

Women are the family nucleus, that is vital for societal improvement and progress





# SCNL's Model of Microfinance

SCNL has adopted the Joint Liability Group (JLG) Model for microfinance

## Group Formation

- 4-6 women come together to form a **homogeneous group**
- Formed on the basis of **Social Collateral**
- A Group Leader is chosen from amongst the group members

## Centre Formation

- 3-5 such Groups come together to form a Centre
- Hence a Centre has 12-30 members
- A Centre Leader is chosen
- All members of a Centre are **jointly liable** to repay on behalf of defaulting members

## Disbursement and Repayment

- Post KYC check and Credit Bureau check, loans are disbursed to each of the members belonging to a particular Centre
- On specific repayment dates Centre members come together to repay the amount due



# Field Operation Process: SCNL



1. Village Survey & Village Selection



2. Open General Meeting (OGM)



3. Group formation with GL & CL



4. KYC collection & giving loan acknowledgement form to members



5. Raising Credit Bureau Enquiry



11. Date & time of center meeting is communicated to member



10. Approving Loan Application



8. Group Recognition Test (GRT) & House verification



7. Compulsory Group Training (CGT)



6. House visit by CSO

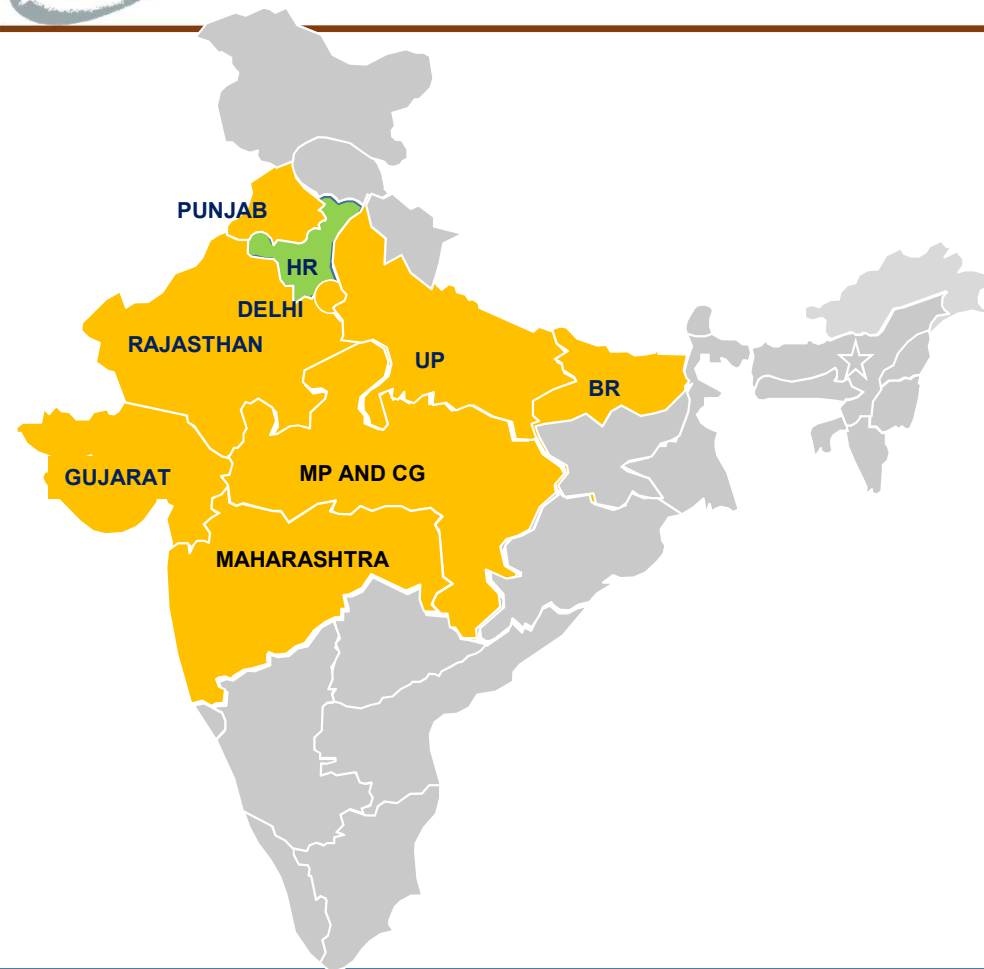


**DUE**  
**LOAN**  
**PAYMENT**





# TARAASHNA SERVICES LIMITED



- Taraashna Services Limited (TSL) is an intermediary for promoting financial inclusion in the country. TSL facilitates access to finance by providing credit, micro- insurance and saving facilities to the unbanked clients in India.
- TSL started its journey in June 2012 and currently operating in six states of India, as a Business Correspondent (BC) partner/service provider for reputed commercial banks, NBFC's & Financial Institutions.
- TSL follows a customer centric approach and is a firm believer in enrichment of human capital through continued training. Technology is the key enabler in TSL's business model and innovation is a habit for TSL.





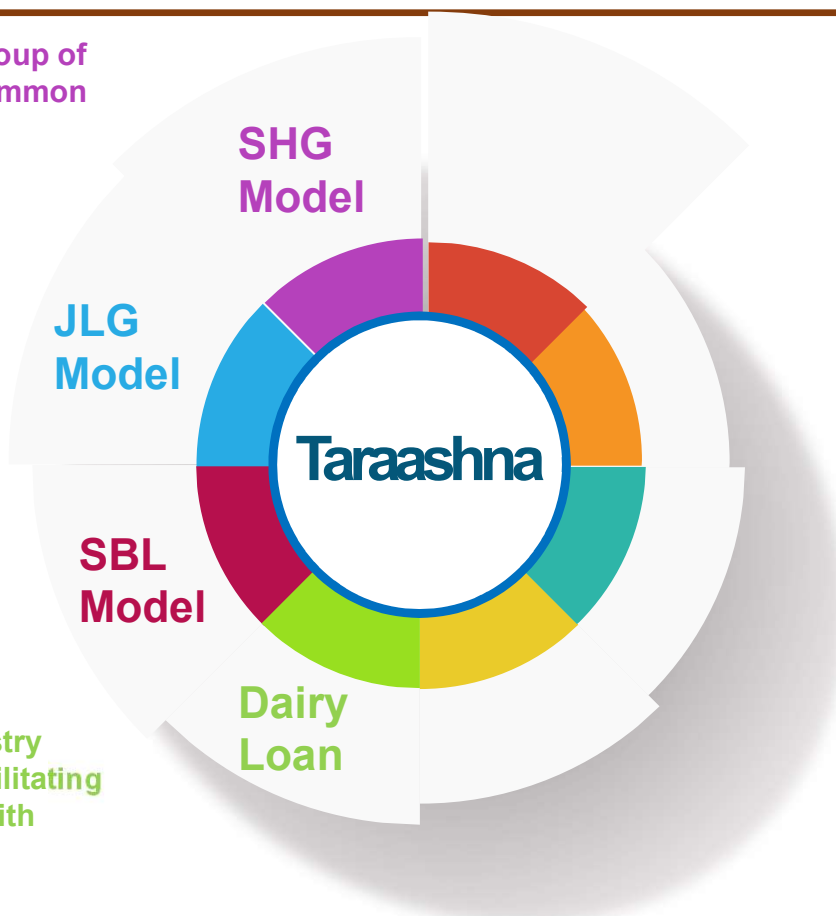
# TARAASHNA SERVICES LIMITED-Business Model

Self help group(SHG) is a small homogeneous group of micro-entrepreneurs who form the group for a common cause and interest

TSL facilitates the formation of Joint Liability Groups(JLGs). The JLG members come together and offer a mutual guarantee to the bank to avail bank loans.

Secured loans to small businesses as well as other entities engaged in income generation activities

TSL is facilitating dairy & animal husbandry industry through a joint venture with Dairy companies, facilitating small entrepreneurs/farmers by providing them with small & mid-sized ticket secured loans







## SATIN HOUSING FINANCE LIMITED



Satin Housing Finance Limited (SHFL) is a newly incorporated on April 17, 2017 as a wholly owned subsidiary company of Satin Creditcare Network Limited (SCNL).



SHFL is engaged in providing long-term finance for purchase, construction, extension and repair of houses for the retail segment along with loans against residential property, commercial property and plots.



SHFL offers a suite of innovative and flexible loan products, in sync with customers' needs and at competitive pricing

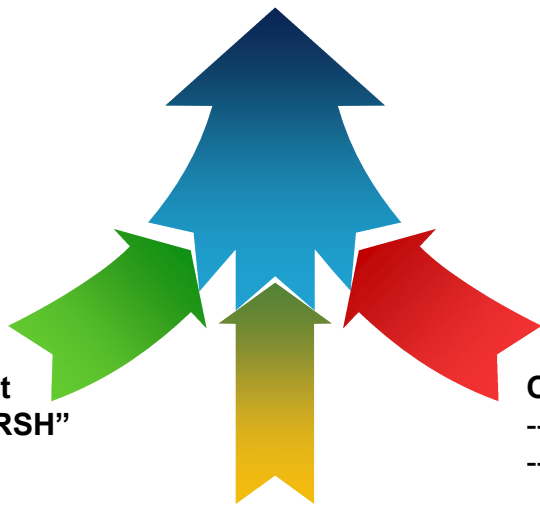




# Impact and Achievements of SCNL

## Sustainable Social Impact on Clients

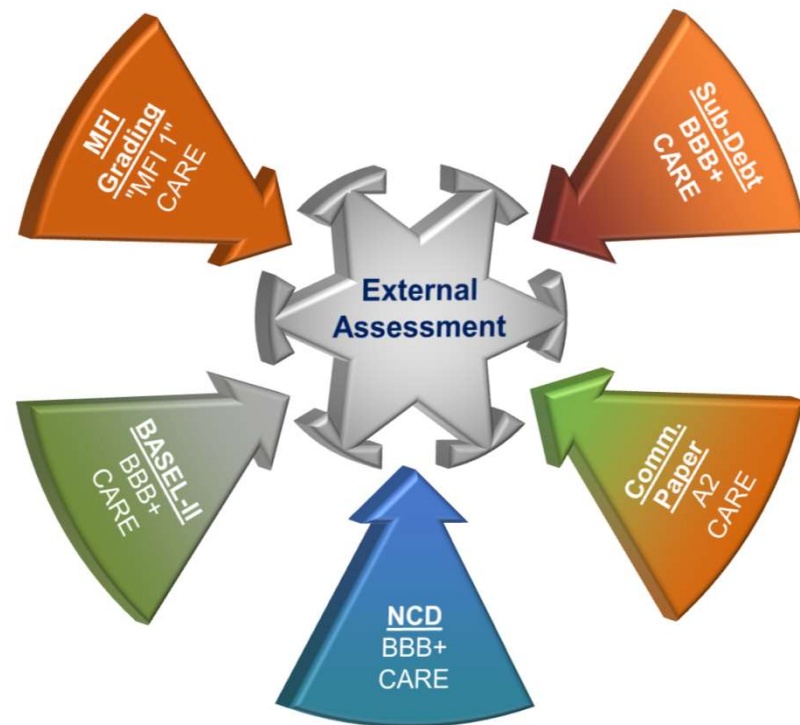
**Dedicated Client Support : "SPARSH"**



**Self Assessment:**  
Dedicated Social Audit to measure our social performance



**Operational Effectiveness:**  
--Robustness of process  
--Experienced and professional field team





**Thank You!!**