



**SATIN CREDITCARE NETWORK LTD.**

*Reaching out!*

Corporate Brochure



Making it HAPPEN

# An idea is only as good as its execution.

**The ability to get on and do it, is what sets change-makers apart.**

At Satin Creditcare Network Limited (SCNL), it is all about dreaming big, working hard and making things happen.

We aim at reaching out to the sections of society who dare to dream but do not have the resources of making their aspirations come to life. Financial inclusion being at the center of our strategies, we serve the underserved section of the society through accessible microcredit support.

With this intent, we have successfully built a world-class technology infrastructure to streamline our business operations. We are now well-positioned as an engine of inclusive growth with robust fundamentals, diverse product suite and digitized processes. We are hence ready to take one step ahead with our commitment to continuously expand reach and meet the financial needs of the underprivileged strata of the society.

*In our journey so far, what really drives us is not only the number of customers we serve, but the number of lives we have touched.*

**While the financial growth is a key imperative, we also take immense pride in being the reason for countless smiles.**



**8,174** Crores

AUM\* as on  
March 31, 2020

**1,503** Crores

Revenue as on  
March 31, 2020

**155** Crores

PAT\*\* as on  
March 31, 2020

## **Satin: our competitive edge**

- Leading MFI player with Differentiated Product Offerings
- Diversified Geographical Reach
- Technology Prowess
- Robust Underwriting Processes
- Well-diversified Liability Profile
- Ample Liquidity & Positive ALM
- Strong & Experienced Management Team
- Successfully Navigated Crisis During Legacy of 30 Years



### Vision

- To be a 'one-stop solution for the financially excluded households at the bottom of the pyramid for all their financial requirements'
- To be a 'financial-service powerhouse with a range of financial products designed and suited for the financially excluded community'



### Mission

To provide financial assistance to a large number of households who are excluded from the ambit of mainstream financial service providers, so as to enhance their livelihood and promote a productive environment



## Our Core Values

Seeking Excellence

Accountability & Ownership

Teamwork & Collaboration

Integrity

Nurturing Lives

The Company is driven by the cardinal purpose of delivering financial inclusion that ignites transformative changes and improves the quality of life of people. With a forward looking vision, prospective planning and great efficacy in operations, the Company has successfully '**Reached Out**' to 23 states, 84,000 villages and 3.4 million customers.

#### **From the Chairman:**

"2019-20 has been an eventful year for SCNL as we remained strongly focused on executing our well-planned transformational strategies. Thus, setting up stage for an exciting future that we believe will deliver more value to all the stakeholders. In our journey of about three decades, we have evolved

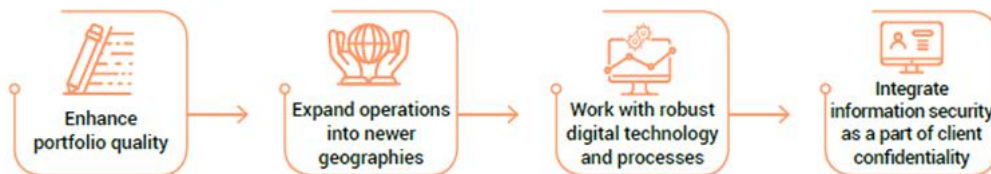
ourselves from providing individual loans to urban shopkeepers for small businesses to becoming a leading and a trusted pan India microfinance player. The journey of our growth does not end here, today we have successfully transfigured our business into a process and technology-driven organization with a powerful human touch. Our enhanced and greatly amplified digital infrastructure has prepared us for the next level of growth which will help in building a strong momentum towards achieving our vision to drive financial inclusion in the country."

- **Mr. HP Singh, Chairman and Managing Director, Satin Creditcare Network Ltd**

## An Onward Vision towards Growth



## Our Strategic Objectives



### Empowering Lives with the Power of Financial Inclusion...

Since the genesis in 1990, it has been a journey of milestones, achievements and pioneering initiatives for SCNL. Headquartered in Gurugram, the Company has become one of the leading players in the microfinance industry of India. With an impressive network of 1,383 branches supported by technology, the Company has been taking on the legacy of success directionally.

### How we make a difference...

- \* **SCNL intends to increase opportunities by providing financial access to help underserved communities thrive. The Company has a strong financial foundation and an excellent reputation built on its exemplary Joint Liability Group model. The comprehensive bouquet of products addresses the requirements of the economically active women in rural, semi-urban and urban areas.**
- \* **With the right mix of technology and rich human capital, it is also present across Micro, Small & Medium Enterprises (MSMEs) and Housing Finance Sector. In addition, it also offers product financing for the purchase of solar lamps, bicycles, consumer durables, and loans for the development of water connections and sanitation facilities.**

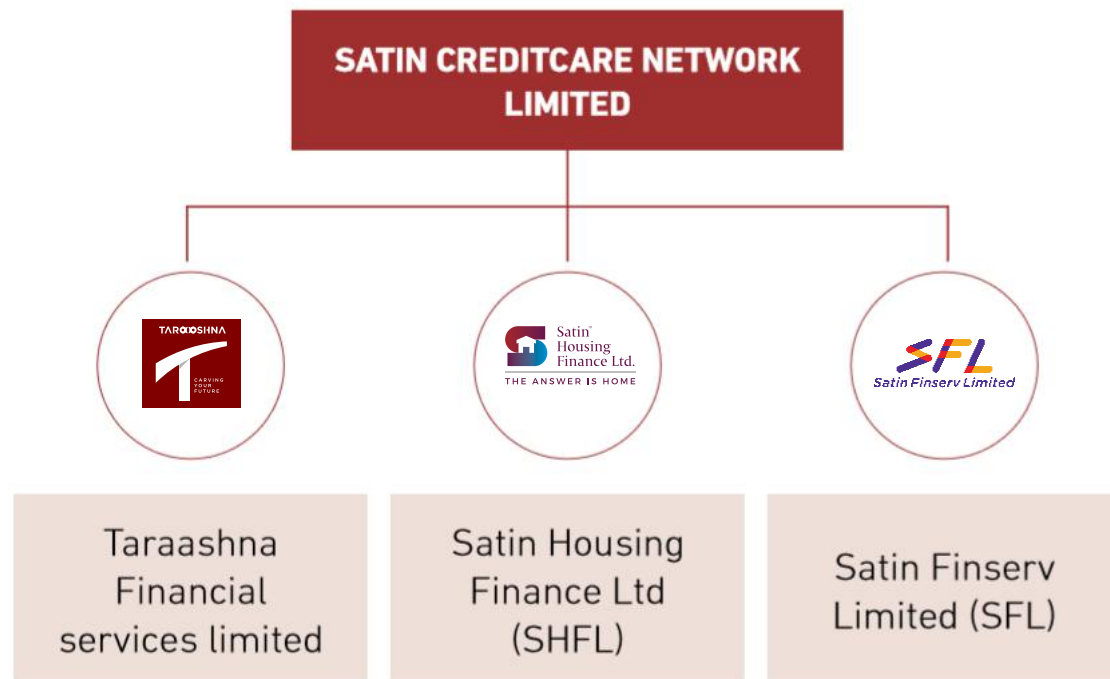
## Creating Greater Value through an Auxiliary Network

With a common ethos and vision, SCNL's auxiliary partnerships add mileage to the journey of benevolence while creating greater value for all the key stakeholders. Bringing the nation closer, the Company believes in building horizons of better opportunities, and opening new possibilities.



## SATIN CREDITCARE NETWORK LTD.

Reaching out!



Subsidiaries are also rooted in the same values as pursued by Satin

### TFSL:

- Acts as a business correspondent with banks and financial institutions to offer various loans comprising of joint liability loans, dairy loans and small business loans in rural and urban/semi-urban areas
- Low risk and highly capital efficient business model
- Achieved 94% cashless disbursement of TFSL's total disbursement for Mar'20 with AUM of ₹ 704 cr.

### SHFL:

- Provides long-term finance for purchase, construction, extension and repair of houses for the retail segment
- Provides loans against residential property, commercial property and plots
- Aspires to be a niche housing finance player in Tier II, III and IV cities and towns while leveraging the brand name of SCNL
- Standalone rating: BBB (Stable) from CARE with AUM: ₹139 cr

### SFL:

- Provides loans to the small business owners (MSMEs) in a manner that is mutually beneficial in the range of ₹ 2 lakhs to ₹ 15 lakhs to middle and low-income groups, non-individuals, self-employed non-professional/professionals, busines(registered or unregistered) and against an immovable property
- Focused on secured retail MSME lending, wholesale lending to small NBFC, MFI and others. Gross Loan Portfolio: ₹111 Crores



# Value Creation Model



## Inputs



### Financial Capital

Our equity and debt funding from investors which enables us to maximize stakeholders' value and strengthen the balance sheet.



### Service Capital

Our facilities, branches, support centers, physical and technological infrastructure used for providing better services to the customers.



### Intellectual Capital

Our market knowledge, proficient research capability, extensive experience used primarily in the areas of credit underwriting, loan management and customer servicing.



### Human Capital

Our talented and committed workforce vital for leveraging opportunities and long-term sustainability of the business.



### Social and Relationship Capital

Our commitment to uplift and invest in the communities surrounding us. It also represents sustainable relationships with all the stakeholders that are key to our business growth.



### Natural Capital

The natural resources on which our operations are dependent, such as land and water. We aim to make our business more sustainable by using them efficiently.

## The Process



#### Products:

- Income Generating Loans (IGL)
- Long Term Loans (LTL)
- Social Impact Financing of Solar Lamps, Bicycles, Water and Sanitation Facilities
- Housing Finance
- Micro Small & Medium Enterprises (MSME) Loans
- Business Correspondence
- Pragati Loans



#### Joint Liability Business Model with Social Collateral

- Easy Access to Financial Credit
- Need-Based Product Delivery



#### Robust Technology Platform

- Cashless Transaction
- Real-Time Loan Sanction
- Real-Time Information Dashboards



#### Promoting Socio-Economic Development

- Women Empowerment through Sustainable Livelihood



#### The Resolute Support:

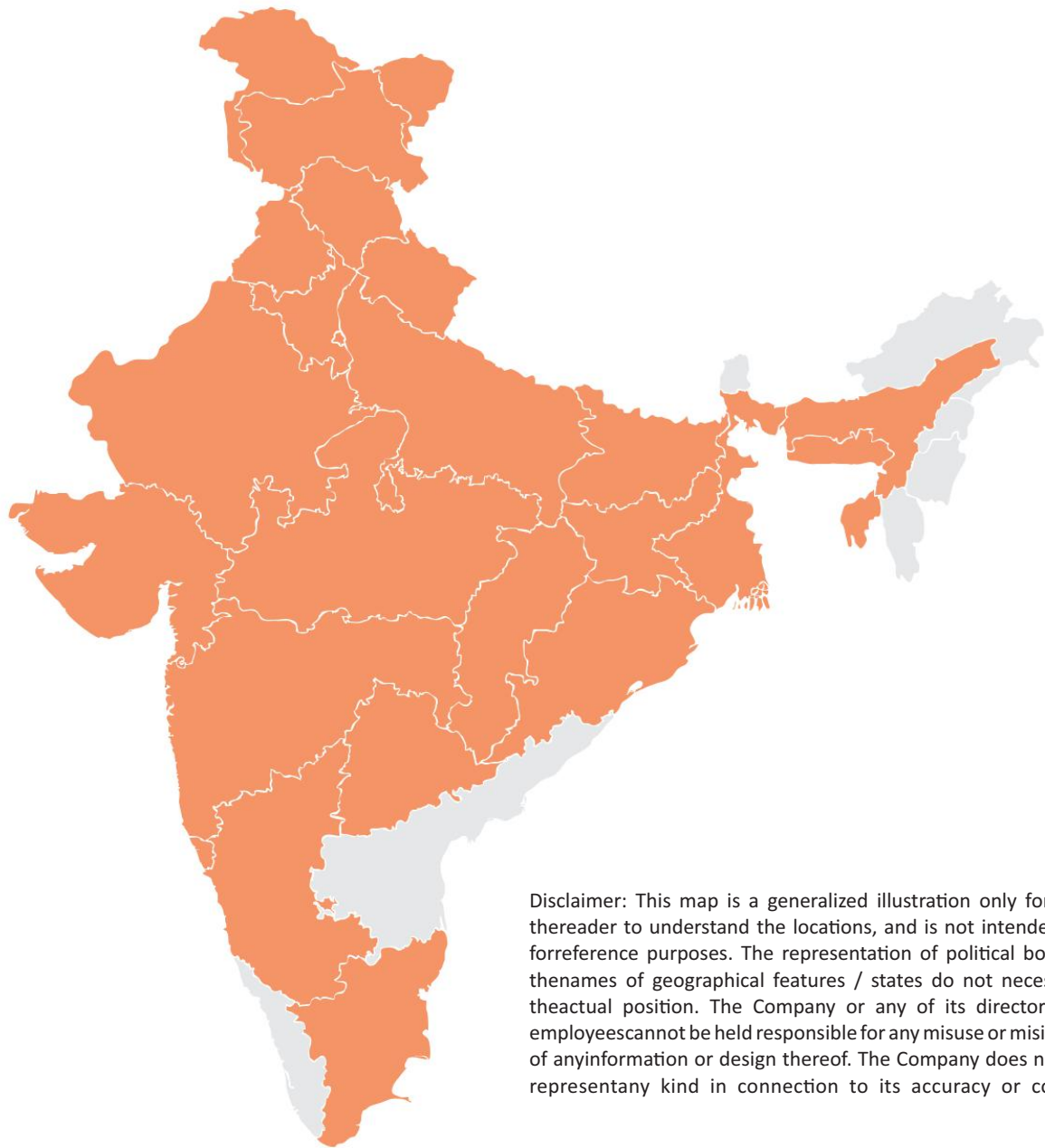
- Governance
- Finance
- Risk Management
- Information Technology
- Innovation
- Human Resource



# Tracing Footprints across the Indian Geography

SCNL is determined to make meaningful difference for its customers by providing them access to micro-credit facilities. Driven by this mindset, it has built a stalwart clientele of 3.4 million, spread across a colossal distribution network of 23 states.





Disclaimer: This map is a generalized illustration only for the ease of the reader to understand the locations, and is not intended to be used for reference purposes. The representation of political boundaries and the names of geographical features / states do not necessarily reflect the actual position. The Company or any of its directors, officers or employees cannot be held responsible for any misuse or misinterpretation of any information or design thereof. The Company does not warrant or represent any kind in connection to its accuracy or completeness.

**58%**



**Clients with Satin as  
Only Lender\***

**1,383**



**Branches**

**23**



**States & UTs**

**397**



**Districts**

**87,000+**



**villages covered**

**44%**



**First Cycle Customers\***

\*At the time of disbursement, data is for JLG Standalone only

\*\*All the figures are on consolidated basis

(GRI: 102-6)



# Digital Transformation for a Better Tomorrow

**Digital transformation isn't just about fast-changing technology or opening new possibilities, it is also about considering people, processes and technology as one.**

Innovation and technology are an integral part of our changing world whilst realizing the impact of building a strong connect with customers. We, at SCNL, work with a balanced amalgamation of digital technology with all areas of our business. Our prudent transformation strategy has enabled us to improve efficiency and deliver greater value to customers.

During the year, SCNL has undertaken process re-engineering initiatives to transform the way it conducts business. In the process of doing so, we have deployed various initiatives to constantly improve customer experience.

## Making it HAPPEN through Our Digital Edge

 <b>Real-time Credit Bureau Checks</b>	Tracks the loan history of the prospective clients and creates its own credit bureau scorecard for individual clients for better screening
 <b>Geo-tagging</b>	Helps with event-based mapping of geo location for better control & traceability of workforce
 <b>Data Loss Prevention (DLP)</b>	Guards against the risk of sensitive data leakage
 <b>Data Classification</b>	Classifies information automatically and consistently, with a centralized dashboard to analyse data



### Centralized Shared Service Center

Uniform processes for KYC verification, ensure a stringent quality check and risk mitigation

*Tele Verification Response (TVR)* report helps in ensuring that all processes and policies are being followed while disbursing the loans and aids to find out deviations, if any

Multilingual *Interactive Voice Response System (IVRS)* helps in understanding the complaints, queries and requests made by customers, resulting into lower TAT for issue resolution, enhanced customer experience and brand stickiness



### Endpoint Encryption

Protects sensitive information where it is stored and transmitted to another endpoint

Deployment of the latest technology-backed tools and methods has helped in reducing the disbursement journey from 18 days to a few minutes, thus improving the turnaround time of customer acquisition. In addition, it provides significant process controls, increased operational efficiency and information accuracy leading to lowering the operational cost significantly.

The Company will continue to invest in people, processes, and technological advancements for a greater stakeholder value creation. This justifies our digitization strategy that helps in making the customer experience more seamless and fulfilling.

## Daily Statistics

3.75 lakhs  
Collections



20,000  
Credit Bureau  
Verification

12,000  
Disbursements

20,000  
Loan Applications



100%  
Cashless  
Disbursements



37%  
Cashless Collection



100%  
GEO-Mapping for KYC Sourcing,  
Collection Location, Branch  
Location and Center Location



# Giving Back with Care

At SCNL, Social Performance Management (SPM) is merely an extension of its vision, mission and values. Through its business and processes, it seeks to uplift and develop the community in an efficient and sustainable way.

## Social and Relationship Capital



₹18 lakhs

SPM SPEND

11,000+ Families

BENEFITTED TILL DATE

34,58,304

ACTIVE CLIENTS

- The Company extends its business beyond the scope of its offices to include the well-being of community in which it operates. It nurtures the belief that as a good corporate citizen, SCNL has been making an enduring impact through its various initiatives that promote social and economic inclusion.
- It facilitates bettering lives and improving the quality of life. It has also been actively donating to non-profits and NGOs that will aid in creating sustainable and long-term socioeconomic prosperity.
- Through these wide range of activities, the Company contributes to the United Nations' Social Development Goals (UN-SDGs).

## Steps of Benevolence for a Better Tomorrow

### 1. Women Leadership

#### Empowerment Workshops:

To educate and empower women with an objective to strengthen social performance





**2. Health Check-up Camps:** To emphasize on health and hygiene concerns of the community



**3. Disaster Relief Work:** To help as many families as possible through relief activities



**4. Financial Awareness Camps:** To impart basic financial education that will aid customers in making informed decisions pertaining to financial aspects of their lives



**5. Medical Insurance – Hospicash:** 'Hospicash' is an insurance social service initiated in partnership with Tata AIG that provides fixed coverage to customers and their families, on availing this facility.



**6. Skill Development Training:** To provide adequate skill building training and uplift the quality of lives



**7. Supporting Local Schools :** To positively build trust between the Company and local communities





### An Effective and Efficient Grievance Redressal

We have a strong mechanism to record queries and complaints from clients and employees and responding to them in a timely manner.

<b>SPARSH</b>	<ul style="list-style-type: none"><li>• The Redressal Handle enables clients to register complaints and get their queries solved.</li><li>• It offers suggestions to customers through a Toll-free number, centre meeting register, complaint box placed at branch offices, and direct phone or e-mail to the Head Office.</li><li>• We provide quick and apt redressal to clients' complaints by escalating them to line departments.</li></ul>
<b>ATOOT BANDHAN</b>	<ul style="list-style-type: none"><li>• The Redressal Handle enables employees to register complaints through a Toll-free number.</li><li>• The Desk ensures that the grievances are meted with effective responses and speedy redressal.</li></ul>

## Accolades Added to the Leadership's Credit:



\***Mr H P Singh, CMD**, was conferred the 'Golden Globe Tiger Awards' at an award ceremony in Malaysia

\*He was also honoured with 'Exemplary Leader' Award at World HRD Congress held in Mumbai in February 2020



## Awards and Honours Bagged by SCNL:



\*Awarded the 'Digital Innovation in Microfinance' in 4th Eastern India Microfinance Summit

\*Received first prize in 'Customer Service Index' by MFIN

\*Honoured for 'Outstanding contribution to Water and Sanitation Lending' from Sa-Dhan and Water.org

\*Moved up in 'Fortune the Next 500' Certified as 'Great Place to Work' for the year 2020 with a score of "81" in the trust index

\*Conferred 8th Rank in "Dream Companies to Work For" in February 2020 by World HRD congress

\* Awarded as 'Company with Great Managers'

\*Won the accolade of 'National Best Employer Brands' in the NBFC sector





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