

2023-24
ISSUE
VOL. 2

LEADERSHIP



Scan the QR code to watch a video featuring
Mr. TY Prabhu discussing leadership.

100 Crores + 1000 Customers

Page 16





THANK
GOD
IT'S

MONDAY

THINK
OUT
OF THE
BOX

DON'T
QUIT



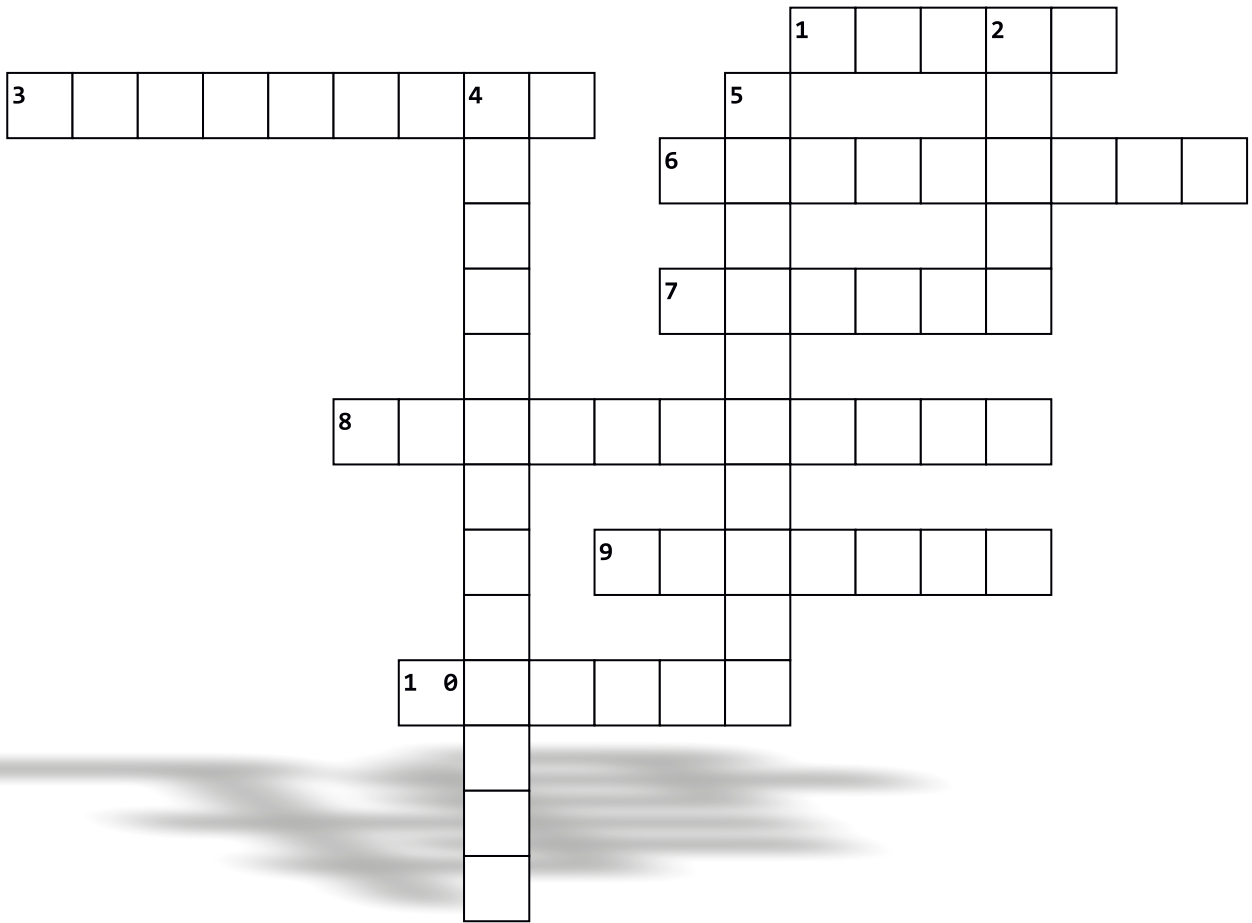
A STORY ABOUT SKILL.

Mastering the Craft: The Narrative of Skill at Vridhi Home Finance

In our journey at Vridhi Home Finance, skill is the cornerstone of our success. As the Founder and CEO, I've witnessed firsthand how skill intertwines with every aspect of our operations, guiding us towards sustained growth and resilience in the market.

Within our organization skill isn't just a trait; it's a journey of dedication and perseverance. Over time, we've nurtured expertise, understanding that there are no shortcuts to excellence. Our achievements are a testament to the collective skills and unwavering efforts of our team – an essence that cannot be rushed or replaced.

Ram Naresh Sunku
(Founder & CEO)



CROSSWORD

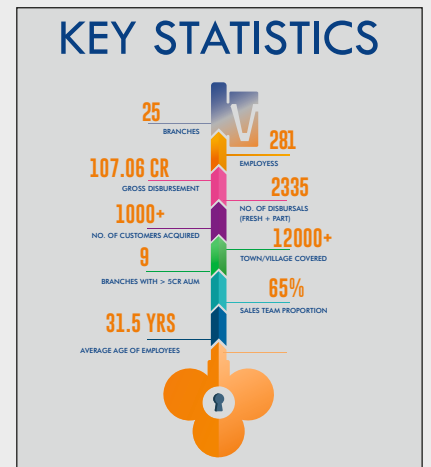
Who doesn't love solving a little mystery?

ACROSS

1. An examination of public records to confirm a property's legal ownership.
3. A report detailing the value of property, typically performed by an expert.
6. The percentage charged annually for borrowing money, shown as a figure.
7. A loan type that exceeds the limits set by federal loan agencies.
8. The fee charged upfront when obtaining a loan.
9. A sum of money placed in holding by a third party during the transaction process.
10. A type of mortgage that maintains the same interest rate throughout its duration.

DOWN

2. The legal claim a lender has on the homeowner's property.
4. The periodic payment made to reduce the outstanding balance of a mortgage.
5. A document that protects property owners and lenders against physical damage or loss.

[illegible]



UNCOVER VRIDHI'S CORE VALUES: C-RIGHT



In a world, where business values are often relegated to mere words on a wall, Vridhi Home Finance stands apart. For us, values are not just a slogan but the guiding light of our journey. We proudly introduce to you our foundation, our essence, our way of life – “C-RIGHT.”

What exactly is "C-RIGHT"? It may seem like corporate jargon to some, but for every Vridhian, it's a commitment etched deep within our hearts. "C-RIGHT" is not just a collection of letters; it's the embodiment of our principles, our unwavering pledge to uphold them.



Instead of displaying lofty Mission and Vision statements, Vridhi Home Finance does things differently like C-RIGHT. It is a constant reminder of who we are and what we stand for – a promise to uphold our values, not just in words, but in actions.

So, when you walk into Vridhi, you're not just stepping into a financial institution; you're entering a space where values come alive, where "C-RIGHT" is more than a term – it's a "WAY OF LIFE".

DISCOVER THE DIFFERENCE, EXPERIENCE EXCELLENCE,
AND BE A PART OF A JOURNEY THAT'S DRIVEN BY HEART AND SOUL,
A JOURNEY THAT'S "C-RIGHT" AT ITS CORE.

FROM THE DESK OF COO SWEAT ETHICS CLIMB



Dear Vridhi Family,

It fills me with immense joy to connect with all of you through our Vridhi Magazine. As we commemorate the completion of our first year since receiving our HFC license on January 4th, 2024, I am brimming with pride at the strides we have taken on our journey towards becoming the leading Affordable Housing finance company in the country.

Today, I wish to reinforce three guiding principles that I believe are fundamental to our continued success:

HARD WORK Many of us hail from middle-class backgrounds and have imbibed the value of hard work from a young age. Regardless of our inherent talents or intelligence, there is simply no substitute for hard work. In our rapidly evolving landscape, where technology presents boundless opportunities, it is imperative not only to work hard but also to work smart. Embracing new technologies and continuously honing our skills demands dedication and effort, reaffirming the importance of hard work as a prerequisite for success.

HONESTY stands as a pillar of our upbringing and education. The simplicity of truth transcends the complexities of deceit. It is essential to recognize that honesty not only simplifies our lives but also clears our minds of clutter. By upholding our principles with unwavering integrity, we ensure transparency and trust in all our endeavours.

HUMILITY Regardless of our positions or accomplishments, maintaining humility is paramount. Visionaries like Mr. N. R. Narayana Murthy and Mr. Ratan Tata exemplify humility despite their extraordinary success. Humility fosters an environment conducive to learning and adaptation. It empowers us to approach diverse situations with an open mind, effectively articulate our perspectives, and uphold respect for others.

Let us steadfastly embody these principles as we navigate the challenges and opportunities that lie ahead. Together, we have the potential to achieve greatness and leave a lasting impact in the realm of affordable housing finance.

Wishing each one of you a fulfilling and prosperous career, and may we collectively build a company of which we can all be immensely proud.



OUR INDEPENDENT DIRECTORS



In this edition, we are highlighting the experience and achievements of our esteemed independent directors, whose know-how and commitment strengthen our corporate governance.



MM Muralidharan

Corporate governance plays an important role in the sustainability and growth of the company, and our independent director, Mr. MM Muralidharan, who is a qualified Chartered Accountant, ensures transparency, accountability, and ethical conduct in the organization with his 35 years of vast experience in the field of finance and governance.

He guides us towards new standards of governance that foster our growth. His valuable contribution to the Bajaj Finance group over the past 27 years embodies his excellence and determination towards his work. He was also awarded the Blue Circle and Chairman's Club awards within the Bajaj Group companies. He has seamless experience in the areas of finance and accounting, direct and indirect taxation, Treasury, regulatory compliance, etc.

He received various recognitions and awards, such as the ICAI's Leaders and Business Excellence Award and the SMT Excelsior Award, and contributed significantly to his association with various public limited companies. His steady commitment is helping Vridhi Housing Finance give back to society and the business world what it intends.



T.Y. Prabhu

VRIDHI HOME FINANCE takes pride in its pledge to vigorous governance. We have a diverse and proficient board of directors. We constantly aim for complete corporate governance. Our independent director, Mr. TY Prabhu, who is a commerce and law graduate, strengthens our commitment towards that goal. He is a Certified Associate of the Indian Institute of Bankers and has undergone extensive training at renowned institutions in India and abroad. He is a co-author of Banking Services and Customer Protection and has vast experience in the fields of banking and institutional finance.

We are privileged that he has become part of our board. He provides treasured guidance to our boardroom discussions with his experience and expertise that he earned from his work tenure as Chairman and Managing Director of Dhanlaxmi and Oriental Bank of Commerce.

He had also extended his valuable services as manager, managing director, and executive director in various public sector banks. He is a retired banker, and currently he is working as a visiting faculty member at Southern India Bankers Training College, Bangalore.

Mr. MM Muralidharan and Mr. TY Prabhu play a significant role in managing our path to ensure compliance and governance.



Elevation Capital, a leading venture capital investor specializing in early-to-growth stage opportunities has spearheaded the Series A funding round of 150 crores (\$18 million) in Vridhi Finserv Home Finance Limited in the month of October 2023, marking a significant milestone as the Company's first external funding endeavour. Prior to this, the Company had been entirely bootstrapped.

Established in 2002, Elevation Capital operates out of Gurgaon, India, with a focus on investing in seed-stage, early-stage, and later-stage companies worldwide. The firm has a keen interest in consumer brands, consumer technology, enterprise cryptocurrency, software as a service (SaaS), business-to-business (B2B), financial services, and the logistics sector.

Vridhi Finserv Home Finance Limited, formerly known as Vridhi Finserv Limited, emerged onto the scene in 2022 as a tech-enabled housing service provider. Founded by experienced industry veterans including Mr. Sunku Ramnaresh (Managing Director), Mr. Sandeep Arora (Chief Operating Officer), and Mr. Sunil S Mehta (Chief Financial Officer), the Company is dedicated to addressing the housing needs of underserved markets in India. Collectively, the promoters boast over 75 years of expertise in the banking and finance sector.

The strategic alignment between Elevation Capital and Vridhi Finserv Home Finance Limited promises mutual benefits for both entities. Elevation Capital's decision to invest in this early-stage startup, operating in the traditional housing finance sector, was influenced by the vast opportunity within the housing market, the company's extensive reach, and the impressive track record of its founders.

According to Mr. Mridul Arora, partner at Elevation Capital, "India's mortgage market remains significantly underpenetrated compared to other emerging economies, representing a substantial growth potential at just ~11% of GDP." Leveraging the unparalleled industry experience of Vridhi's team, Elevation Capital aims to facilitate more affordable and accessible homeownership for Indians, turning this vision into reality through their investment.

With the infusion of Series A funding, Vridhi Finserv Home Finance Limited plans to expand its footprint across other states, enhance its technological infrastructure, and bolster its team. The company intends to harness technology to streamline its operations, with Mr. Sunku Ramnaresh envisioning the establishment of 40 to 50 branches, significant investments in robust technology solutions, building their Loan Management System (LMS) and the recruitment of a team comprising 400 to 500 employees dedicated to customer acquisition, underwriting, and documentation. Moreover, they aim to implement systems that enable loan disbursements within three to four hours per tranche.

Mr. Sunku Ramnaresh, MD of Vridhi Finserv Home Finance Limited, expressed his enthusiasm, stating, "With this substantial capital infusion, we are well-positioned to advance our mission of providing accessible housing solutions. Our dedication to realizing homeownership aspirations for individuals nationwide remains steadfast."

This collaboration between Elevation Capital and Vridhi Finserv Home Finance Limited marks the beginning of a transformative journey towards accessible homeownership in India. With a solid investment foundation and a shared vision, they are poised to revolutionize the housing finance sector, empowering individuals nationwide to realize their dreams of owning a home.

Together, we're not just building homes; we're building dreams.

OUR USP



Dream Access

Bringing the underserved & unserved population into financial mainstream enabling a better standard of living by helping them own a dream home.



Customer Friendly

Providing seamless and unparalleled customer experience throughout the loan journey



Positive Culture

Good corporate governance, customer service, digital capabilities, and a vibrant work culture.



Cutting Edge Technology

Making financial products more efficient by using technology.



Transparency

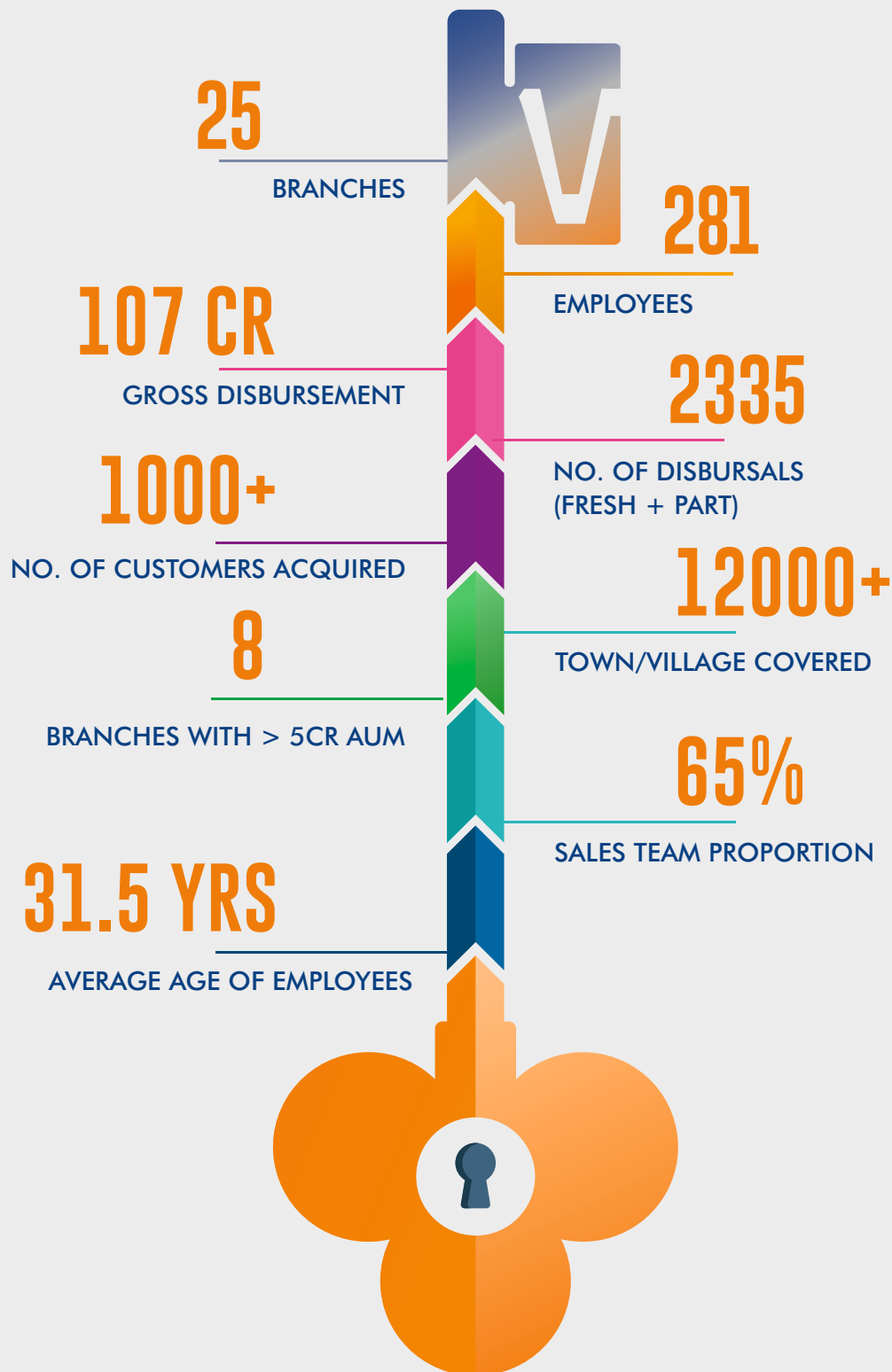
Ensures unparalleled transparency and no hidden charges, keeping customers informed and engaged every step of the way.



Expertise

Founded by industry veterans with more than 75+ years of mortgage experience.

KEY STATISTICS



AS DISTINCTIVE AS YOU



**BRINGING THE UNDERSERVED & UNSERVED POPULATION
INTO FINANCIAL MAINSTREAM ENABLING A BETTER
STANDARD OF LIVING BY HELPING THEM
OWN A DREAM HOME.**

Customer Success Stories

Hi, I am Ratnakonda Phorneesh. I have taken home Loan with VRIDHI HOME LOAN. The rate of Interest and the Processing fee was nominal. This loan was processed on faster basis with out any hassles. The Branch Manager Harsha gave a clear picture about the loan process at time of login like Processing fee, Insurance, legal, technical and other charges. Post Disbursement the HO team was giving proper Notification of EMI By SMS. I am very much satisfied with the service. Thanking for Vridhi family.

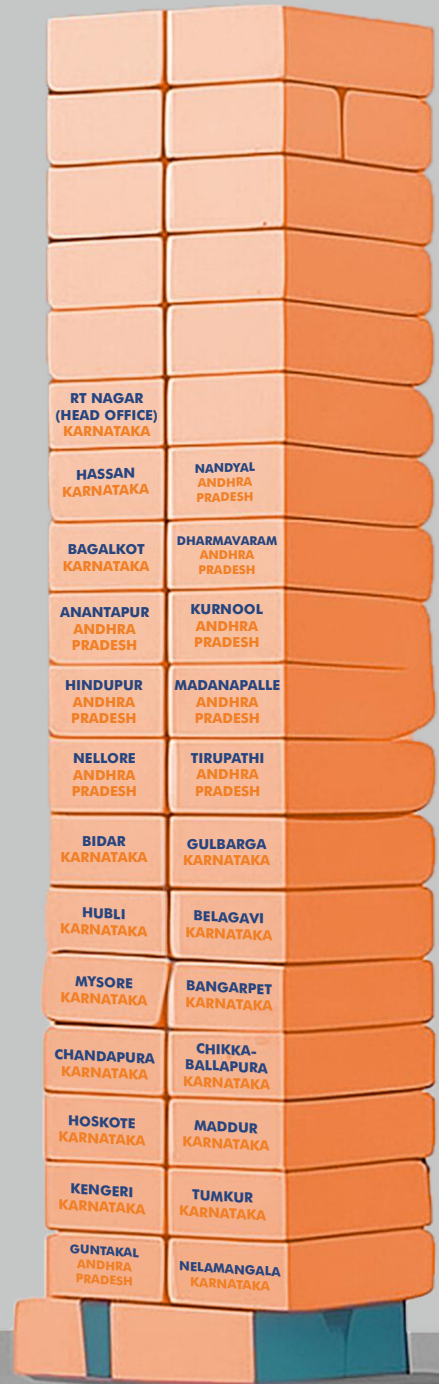
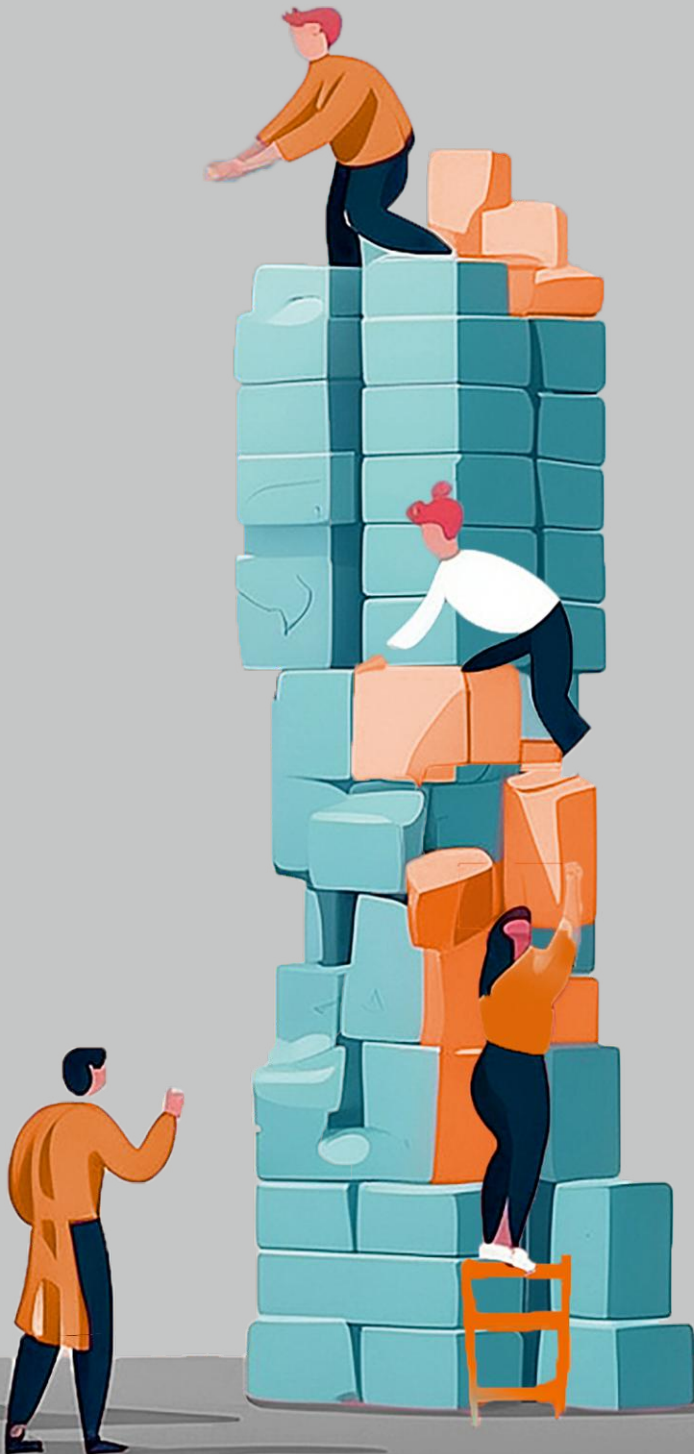
Phorneesh

ಶ್ರೀಮಾನ್. ಸಿ. ವೆಂಕಟರಾಯ್
ವಲಯಾಂಗಲ. ಕೆ.ಎಸ್. ಗೊಂಬ್ಳು
ಕೆ.ಎಸ್. (ಹೆ.ಎ.)
ಬೆಂಗಳೂರು. (ಕೆ.ಎ.) ೨೨
ಪ್ರತಿ. ಪೂರ್ಣ. ವಲಯಾಂಗಲ
ಪೂರ್ಣ. ನಿಂದ ಸುಖ ಕೆ.ಎಸ್. ನಡೆ.
ಮನೆಯನ್ನು ನಿರ್ಮಿಸಿಕೊಳ್ಳುವ ಕಾರ್ಯಕ್ಕೆ ತುಂಬಾ
ಗುಣಮಟ್ಟವು ಇರುವುದು, ನಮಗೆ ಇವರಿಂದ
ತುಂಬಾ ಸುಖವಾಗಿದೆ ಮತ್ತು ಇದರಿಂದ
ಎಲ್ಲರೂ ಕುಳಿತುಕೊಂಡು ಕೊನೆಗೊಳ್ಳುವ
ಶ್ರೀಮಾನ್

15/11/24



"BUILDING TOGETHER, CHEERS TO YEAR ONE!"





BACK TO THE ROOTS DHARMAVARAM

I started learning about business from my 8th standard onwards in our father's rice mandi. Dealing with the farmers, businessmen, banking work was all like a duty imposed on me by my father. Only in my later part of life, I have understood the importance of all this and was striving to do these things again. It took 27 years of corporate life to gather courage & resources to start "Vridhi". Staying connected with your roots in this fast-paced world is nearly impossible. By god's grace, I'm lucky to have this opportunity of opening a Vridhi Branch at the same shop, where my life started. Happy to be present in my Hometown and serve the people who have shaped the course of my life. This is very special, and I hope we continue this legacy for the next 50 years with our families in the same 50-year-old shop.



EVOLVED FROM BEASTS, WE SHARE THEIR THREADS;
WHY NOT WEAVE THEIR TRAITS TO FORGE AHEAD!

CAREER & LEADERSHIP

"Leadership and learning are indispensable to each other, much like the pack relies on each member's unique strengths. Embrace the enduring patience of the elephant, the decisive strength of the lion, and the cooperative spirit of the wolf to navigate the complexities of career and leadership with grace and efficacy."

W I S D O M P A R K

LEADERSHIP JOURNEY STORIES



RISHUL BHASIN

Chief Compliance officer & Company Secretary

Greetings, I am Rishul Bhasin, assuming the role of Company Secretary and Chief Compliance Officer at Vridhi. My tenure with the company commenced on March 27, 2023, marking the beginning of a journey filled with continuous learning, navigating challenges, and embracing a spectrum of opportunities.

As I embarked on my journey at Vridhi, I entered as a newly qualified professional, and the initial months served as a period of acclimatization to the intricacies of the role. Nevertheless, with steadfast support from the management, my transition unfolded seamlessly, affording abundant opportunities for both personal and professional development. The stark contrast between my initial point and current standing underscores the effectiveness of this nurturing environment.

Operating within the realm of regulatory compliance, governance, and secretarial duties, my responsibilities extend beyond mere adherence to statutory norms. Cultivating a culture of compliance and good governance within the organization adds complexity to the role. Nevertheless, this complexity is met with an array of opportunities for exponential professional development. Embracing each opportunity with Vigor is paramount, as they often serve as catalysts for career advancement.

Reflecting on the past year, the trajectory of learning has been steep, characteristic of a rapidly expanding organization. The dynamic nature of the role ensures that each day presents new challenges, distinguishing our organization within the industry landscape.



KUSHAGRA DIKSHIT

Marketing Officer

Charting Growth: A Reflective Glance at My Marketing Odyssey

Unleashing Potential: My journey began in the bustling world of marketing with a fervent ambition to decode consumer behaviours and influence narratives. Rapidly ascending from basic campaign management to strategic development, I've sculpted marketing initiatives that harmonize with overarching business goals, consistently fuelling growth and innovation within my team.

Navigating Challenges: Transitioning into the digital arena was a formidable challenge, met with a swift strategic pivot to integrate cutting-edge digital tactics alongside our traditional approaches. This shift was compounded by economic fluctuations that tested our budgetary strategies, prompting a creative recalibration of our resources which significantly enhanced our operational efficiency and ROI.

Cultivating Wisdom: Adaptability and resilience have been my greatest teachers, urging a leadership style that thrives on inclusivity and innovation. Listening intently to the market's pulse and our team's insights has shaped a responsive and proactive marketing approach. It's a continuous learning curve where each challenge is an opportunity for growth and every setback a lesson in disguise.

As I continue navigating the dynamic marketing landscape, these experiences form the bedrock of my professional ethos, driving me towards future ventures filled with limitless possibilities.

LEADERSHIP MINDSET

Hey there!

**we are bringing among you, one of the finest mind
to talk about the hottest topic in this edition of “V Connect”**



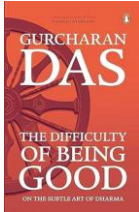
Sounds Interesting, right!



**Scan the bar code to know more about the valuable & insightful
guidance on “Leadership” by Mr. TY Prabhu.**



BOOKS



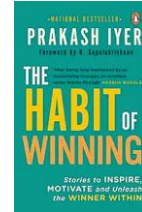
"The Difficulty of Being Good" by Gurcharan Das

This book dives into the moral complexities of the Mahabharata, offering insights into the struggles and ethical questions leaders face, reflecting on what it means to be good and successful in today's challenging world.



"Connect the Dots" by Rashmi Bansal

The book features stories of entrepreneurs who succeeded without a business degree. It discusses leadership in terms of innovation, resilience, and the drive to create something meaningful.



"The Habit of Winning" by Prakash Iyer

This book compiles inspiring stories to ignite passion and perseverance among leaders. It emphasizes cultivating winning habits and leading by example.

GAMES

Marshmallow Challenge

Objective: Promote innovation and teamwork.

How to Play: Teams compete to build the tallest free-standing structure using only spaghetti, tape, string, and a marshmallow on top, within a limited time frame.

The Barter Puzzle

Objective: Encourage collaboration and strategic thinking.

How to Play: Each team is given different jigsaw puzzles of equal difficulty. Some pieces are mixed up with pieces from other teams. Teams must figure out which pieces are theirs and may need to negotiate or barter with other teams to get their correct pieces.

A few books and games on leadership are listed above. For more, search on Google.

OPERATIONS DEPARTMENT



The heartbeat of the organization, where plans are transformed into action and vision becomes achievements



iQOO Z7 Pro 5G





AUGUST22_____ Evaluated 17
Tech Companies

Finalising the
Partners- Skaleup_____ **22****OCTOBER**

DECEMBER22_____ Agreement
Signing

Project
Kick Start_____ **22****NOVEMBER**23_____ Phase-1 Live

FY24-25

- Cheque Handover Tracking
- Integration with Account Aggregator
- Payment Gateway Integration for real Time Payment Tracking

Q1

- Real time Mandate Registration
- Enabling System for Third Party Sourcing partners

- Lead Management with Dialer for Tele Calling team

Q2

- Enabling Customers to Raise Part Disbursement Request with On-Location Images

- Partner APP- Legal and Technical Third-Party Application

Q3

- Mobile Application and Web Portal for Customer
- Employee Conveyance Tracking



Weaving Connection, Crafting Ambition

"Embracing Innovation, Ensuring Sustainability:

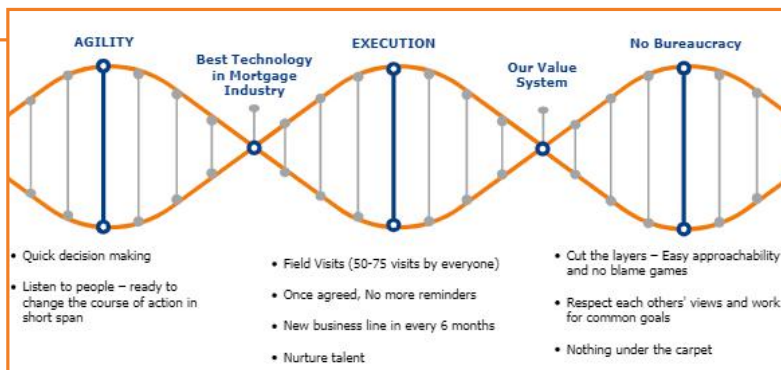
Vridhi Home Finance charts a robust path for 2024-25, aligning our Annual Operating Plan with our commitment to customer-centric growth and financial excellence. Together, we build futures on the foundation of trust and transparency."



Scan the QR code to see the AOP event videos



OUR DNA



It consists of three major pillars:

- **Agility**
- **Technology - Biggest Enabler**
- **Execution**
- **C-Right**
- **No Bureaucracy**

Quick decision making

Listen to people – ready to change the course of action in short span.

Field Visits (50-75 visits by everyone)

Once agreed, No more reminders

New business line in every 6 months Nurture talent.

Cut the layers – Easy approachability and no blame games.

Respect each other's views and work for common goals.



KEY NUMBERS

Way Forward:

Expansion into 2 new states: Rajasthan and Madhya Pradesh

Launch MSME Vertical

Start Partnership Vertical – Collaboration with Fintechs and NBFCs for origination using technology.

Launching the Partnership Vertical – Collaborating with Fintechs and NBFCs to enhance origination through technology

Launching Version 2.0 of Volte for transitioning to paperless processing

Highlights of the event:

All employees participated in the initiative

Direction was given to the entire team with a proper rollout of targets for the full year.

Priorities and expectations for each department were properly established

Moved disbursement measurement to Net Disbursement from Gross Disbursements

Moving to disbursement on cheque handover, which is a big step toward customer transparency.

The vision of becoming a company with a 9000 cr AUM and 5000 employees by FY 2030 was also highlighted



AWARDS & RECOGNITIONS



NELAMANGALA

HITESH
(BRANCH MANAGER)

BRANCH OPENED - 19.01.2023
TOTAL GROSS DISB. (in Cr) - 10.90
TOTAL NET DISB. (in Cr) - 8.15
TOTAL NO. OF FILES - 98

GOLDEN AWARDS



TUMKUR

NARENDRA BABU
(BRANCH MANAGER)

BRANCH OPENED - 01.11.2022
TOTAL GROSS DISB. (in Cr) - 10.90
TOTAL NET DISB. (in Cr) - 8.15
TOTAL NO. OF FILES - 98

MADANAPALLE

AKULA HARSHA
(BRANCH MANAGER)

BRANCH OPENED - 04.09.2023
TOTAL GROSS DISB. (in Cr) - 9.86
TOTAL NET DISB. (in Cr) - 7.85
TOTAL NO. OF FILES - 87

HINDUPUR

MARUTHI PRASAD
(BRANCH MANAGER)

BRANCH OPENED - 04.09.2023
TOTAL GROSS DISB. (in Cr) - 8.73
TOTAL NET DISB. (in Cr) - 6.97
TOTAL NO. OF FILES - 80

ON THE

RISE

AWARD



TIRUPATI

GURUSHEKHAR
(BRANCH MANAGER)

BRANCH OPENED - 14.07.2023
TOTAL GROSS DISB. (in Cr) - 6.81
TOTAL NET DISB. (in Cr) - 6.20
TOTAL NO. OF FILES - 61

KURNOOL

KALATI REDDY
(BRANCH MANAGER)

BRANCH OPENED - 07.10.2023
TOTAL GROSS DISB. (in Cr) - 4.58
TOTAL NET DISB. (in Cr) - 3.56
TOTAL NO. OF FILES - 36

BIDAR

RAJAPPA
(BRANCH MANAGER)

BRANCH OPENED - 21.10.2023
TOTAL GROSS DISB. (in Cr) - 4.23
TOTAL NET DISB. (in Cr) - 2.91
TOTAL NO. OF FILES - 31

BANGARPET

MAHESH KUMAR
(BRANCH MANAGER)

BRANCH OPENED - 22.01.2023
TOTAL GROSS DISB. (in Cr) - 8.07
TOTAL NET DISB. (in Cr) - 6.60
TOTAL NO. OF FILES - 93

KENGERI

MUNIRAJ
(BSM)

BRANCH OPENED - 18.05.2023
TOTAL GROSS DISB. (in Cr) - 2.54
TOTAL NET DISB. (in Cr) - 1.83
TOTAL NO. OF LOGINS - 48

STAR CLUB AWARD

BANGARPET

PUNITH
(BSM)

BRANCH OPENED - 02.05.2023
TOTAL GROSS DISB. (in Cr) - 2.76
TOTAL NET DISB. (in Cr) - 1.82
TOTAL NO. OF LOGINS - 99

TUMKUR
CHANDRAPP
(BSM)

BRANCH OPENED - 15.12.2022
TOTAL GROSS DISB. (in Cr) - 3.07
TOTAL NET DISB. (in Cr) - 2.35
TOTAL NO. OF LOGINS - 87

CHAMPION OF THE YEAR AWARD

ANDHRA PRADESH
SIVAIAHA NARALA
(CIRCLE BUSINESS MANAGER)

NUMBER OF BRANCHES - 9
TOTAL GROSS DISB. (in Cr) - 37.96
TOTAL NET DISB. (in Cr) - 2.35
TOTAL NO. OF LOGINS - 87

TIRUPATI**S SAI SHANKAR GANESH**
(CSM)DATE OF JOINING - 25.10.2023
TOTAL GROSS DISB. (in Cr) - 3.07
TOTAL NET DISB. (in Cr) - 2.76
NO. OF CUSTOMERS ACQUIRED - 20**MADANPALLE****S NAGENDRA**
(CSM)DATE OF JOINING - 11.12.2023
TOTAL GROSS DISB. (in Cr) - 1.77
TOTAL NET DISB. (in Cr) - 1.46
NO. OF CUSTOMERS ACQUIRED - 16**BIZZ-STAR****NELAMANGALA****DARSHAN**
(CSM)DATE OF JOINING - 13.12.2023
TOTAL GROSS DISB. (in Cr) - 1.39
TOTAL NET DISB. (in Cr) - 0.76
NO. OF CUSTOMERS ACQUIRED - 11**AWARD****MADANPALLE****K GANESH**
(CSM)DATE OF JOINING - 14.08.2023
TOTAL GROSS DISB. (in Cr) - 2.76
TOTAL NET DISB. (in Cr) - 1.92
NO. OF CUSTOMERS ACQUIRED - 20**CHIKKABALAPURA****RAKESH**
(CREDIT)

DATE OF JOINING - 14.08.2023

PRIDE OF THE**MADANAPALLE****SATEESHA**
(CREDIT)

DATE OF JOINING - 03.04.2023

BIDAR**STYALIN**
(CREDIT)

DATE OF JOINING - 4.09.2023

TEAM YEAR**MADANAPALLE****V.HARI**
(CREDIT)

DATE OF JOINING - 16.10.2023

MADDUR**NAGENDR**
(CREDIT)

DATE OF JOINING - 16.10.2023

AWARD**NELAMANGALA****PUNIT**
(CREDIT)

DATE OF JOINING - 09.12.2022

TUMKUR**VINA**
(CREDIT)

DATE OF JOINING - 04.11.2022

**EMPLOYEE
EXCELLENCE AWARD****HEAD OFFICE****RAMES**
(ACM)

DATE OF JOINING - 11.05.2023

**SERVICES &
DEDICATION
AWARD****MADANAPALLE****SHABBIR**
(ACM)

DATE OF JOINING - 01.10.2022

MADANAPALLE**MALATESH**
(ACM)

DATE OF JOINING - 01.10.2022



100 CR +
GROSS DISBURSEMENT



1000
+CUSTOMERS

OUR BRANCHES



KURNOOL

**OCTOBER-2023
ANDHRA PRADESH**

ANANTAPUR

**OCTOBER-2023
ANDHRA PRADESH**

DHARMAVARAM

**DECEMBER-2023
ANDHRA PRADESH**

BAGALKOTE

**JANUARY-2024
KARNATAKA**

GUNTAKAL

**FEBRUARY-2024
ANDHRA PRADESH**

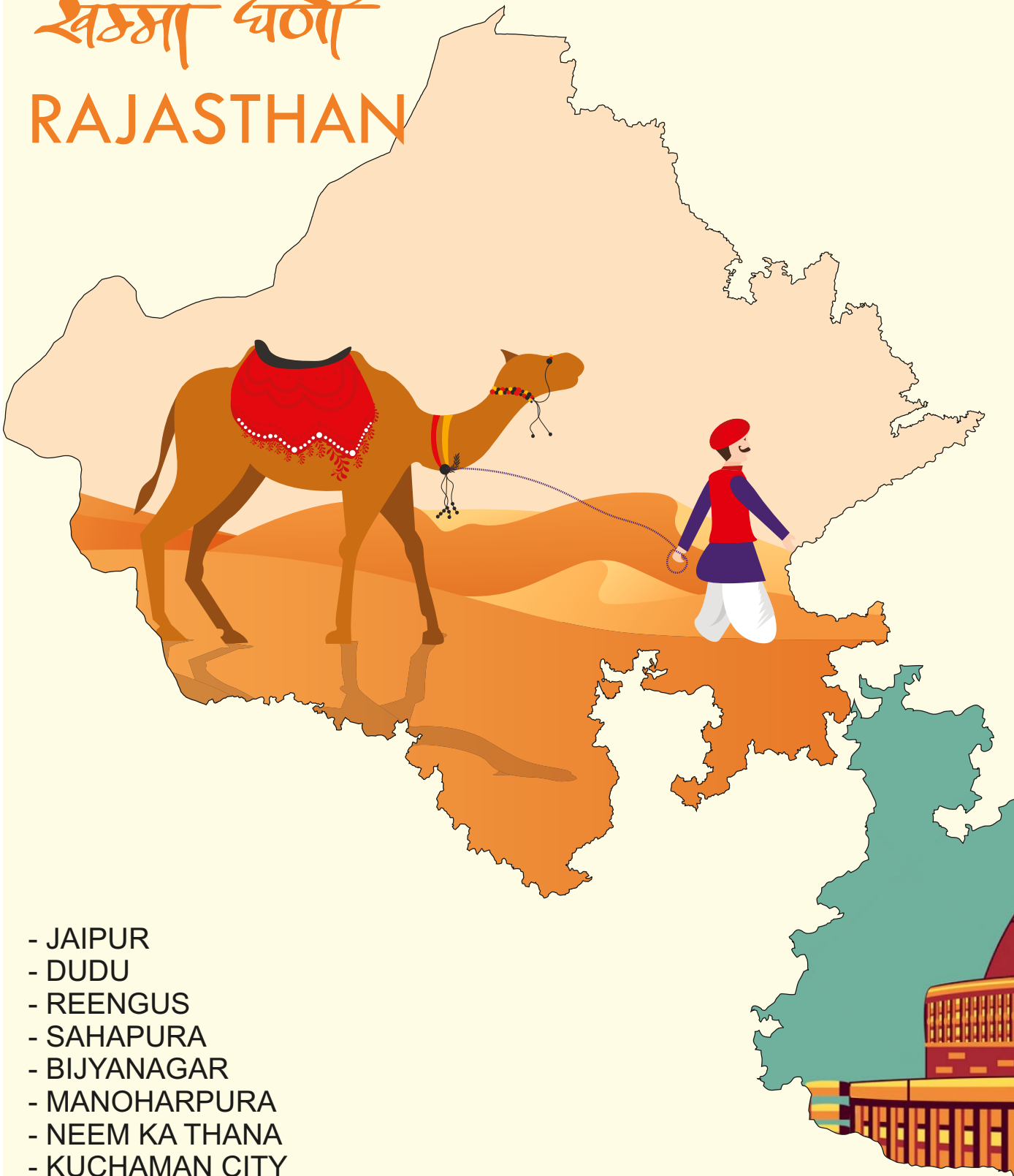
HASSAN

**MARCH-2024
KARNATAKA**

NANDYAL

**MARCH-2024
ANDHRA PRADESH**

खम्मा घण्टा RAJASTHAN



- JAIPUR
- DUDU
- REENGUS
- SAHAPURA
- BIJYANAGAR
- MANOHARPURA
- NEEM KA THANA
- KUCHAMAN CITY

SPREADING GEOGRAPHIES

जयश्रीराम

MADHYA PRADESH



- SATNA
- KATNI
- VIDISHA
- BHOPAL
- BIAORA
- JABALPUR
- HOSHANGABAD

WOMEN STRENGTH IN EVERY STEP



HR

Seema P
Geetha D

TRAINING DEPARTMENT

Judea Felci R

IT

Jayanthi Gopika

CUSTOMER SERVICES

Nisha R Shetty

FINANCE

Rakshitha K.,
Pooja N R, Theja Shree H,
Hemavathi R

TELE-SALES

Bharani
Renuka R

OPERATIONS

Kavya S, Saraswati,
Ramya V

LEGAL

A Sushmitha, Megha M K,
Uma M

QUESTIONS	JAYANTHI GOPIKA (IT)	JUDEA FELCI R (Traning Department)	NISHA R SHETTY (Customer Services)	SEEMA P (HR)
How has your journey been with Vridhi Home Finance so far?	I started my career with Vridhi as a fresher, initially, I was part of the operations team where I handled customer credit bureau reports and got the opportunity to the lending operations process. In my interest and with my education the group got the opportunity to move Vridhi Information Technology team where I am handling the application support engineer role and gaining complete knowledge of Lending applications.	After completing more than a decade in the development sector, working for a Fintech has been quite a roller coaster ride. Understanding terminologies, processes, and mortgages have posed its challenges, but thanks to my supportive colleagues, I've managed to grasp the concepts with ease and solidify my knowledge to a considerable extent.	My journey with Vridhi Home Finance has been transformative. From starting as a young girl in Bengaluru to confidently managing various responsibilities, interacting with customers, and understanding the nuances of housing finance, I've come a long way.	The journey with Vridhi Home Finance has been very effective and good. This is my first job in a corporation.
How do you manage work-life balance, and what strategies have you found effective?	<p>Effective time management</p> <p>- "I manage my work and personal life successfully by prioritizing tasks and maintaining a structured schedule I also make sure to set clear boundaries between work and personal time. Regular activities and hobbies help me recharge, ensuring I'm focused and energetic both at work and at home."</p> <p>Flexible Scheduling and Self-Care - "I believe in the importance of setting boundaries to maintain a healthy work-life balance. During work hours, I'm fully committed to my tasks. I also ensure to include self-care activities in my routine, listening music which refreshes my mind.</p>	<p>Maintaining work-life balance is crucial, and as a woman, I find it particularly important to ensure that I'm not neglecting my personal life while striving for professional success. My family has been quiet supporting and understand what things I prioritise at the moment, I have constantly reworked, adjusted and reviewed my work life balance as and with the flow. I have establish a supportive network both at home and office who have helped me align, respect and encourage me.</p>	<p>As a spiritually strong woman, I've learned a lot on this journey. I meditate for at least 15 minutes every day, which helps me stay calm throughout the day. Engaging in my favorite activities, such as reading books, keeps me focused. Additionally, I prioritize and divide my work to ensure I meet deadlines on time.</p>	<p>Initially, being the only HR, it was a bit hard for me. However, as the team and company grew, I started prioritizing my work and setting daily goals. I also engaged in my favorite activities, such as playing table tennis and listening to music. Now, I am able to manage it all</p>
What advice would you give to other women starting their careers in this industry?	<p>- Always keep learning: No matter what field you are in, it's important to stay up-to-date with the latest developments and new skills.</p> <p>-DO NOT be hesitant to share your knowledge or to share your ideas. Some might see it as showing off, but if you have something valuable to add to the discussion do not worry about what others would think. Just wait for an opportunity and be yourself.</p>	<p>I would like to encourage other women starting their careers in this industry: No matter how hard it gets, always give your best. Believe in yourself and stay focused on your goals; you will achieve everything you set out to accomplish. Trust the process and have patience for the results. To whoever is reading this, I believe in you, girl—keep pushing forward!</p>	<p>I would like to encourage other women starting their careers in this industry: No matter how hard it gets, always give your best. Believe in yourself and stay focused on your goals; you will achieve everything you set out to accomplish. Trust the process and have patience for the results. To whoever is reading this, I believe in you, girl—keep pushing forward!</p>	<p>You should focus on your goals and wait for the results. You will achieve it all; just trust yourself.</p>

WHISTLE BLOWER

UNMASK THE TRUTH

Your courage and commitment to upholding our ethical standards are highly valued. If you witness any form of MISCONDUCT, we strongly encourage you to report it without fear of retaliation. Your identity will remain CONFIDENTIAL, and every complaint will be thoroughly investigated.

Thank you for your commitment to creating a transparent and accountable work environment.

Please raise
your voice to

whistle.blower@vridhihomefinance.com



POSH

YOUR VOICE MATTERS

WE ARE HERE
TO SUPPORT YOU



In our commitment to fostering a workplace where respect and dignity thrive, Vridhi recently hosted a heartwarming POSH awareness session. Roopasri S, our esteemed speaker and external member of our ICC (Internal Complaint Committee), graced the occasion, enlightening us with her wisdom.

Roopasri S, with a Masters in Labour, Capital, and Law from University Law College, Bangalore, and a Bachelor of Law degree from Bangalore Institute of Legal Studies, brought a wealth of expertise to our session. Her extensive experience included serving as an external member in the sexual harassment prohibition committee at American Power Corporation, APC by Schneider Electric, United Spirits Limited Bangalore, Metro Cash and Carry, and advising various employers on the constitution and functioning of Sexual Harassment Prohibition Committees.

During this engaging one-hour session, employees had the opportunity to participate actively. They not only learned about the Prevention of Sexual Harassment (POSH) guidelines but also freely asked questions related to the topic.

At Vridhi, we're not just building dreams, we're building a family where respect and kindness rule the roost. So, here's to a workplace where everyone feels valued, heard, and appreciated.

REACH OUT TO SEEMA P(7483277307)

VOICE OUT AT POSH@VRIDHIHOMEFINANCE.COM

REST ASSURED, YOUR IDENTITY REMAINS CONFIDENTIAL.

CSM AUTO PROMOTION POLICY

Quarterly Auto Policy Criteria

Grade	Rules for promotion	Salary Hike	Target Criteria
Intern	600 OTP verified leads or 9 Fresh Files or 80% of target achievement Disbursal in applicable 6 Months	Rs. 2000 in Monthly NTH	Vintage Up to 6 months - 125 times of Gross CTC; Vintage >6 to 12 months - 150 times of Gross CTC; Vintage >12 months - 200 times of Gross CTC
E1			
E2	12 Fresh File Disbursal or 80% of target achievement in applicable 6 months		
E3			
E4			
E5			
E6			
		Rs. 2500 in Monthly NTH	

Annual Auto Promotion

- If any inter/CSM/RCSM does 24 fresh files or 80% of his/her overall targets, he/she will be eligible for the grade promotion with a hike of Rs. 2500 in a monthly NTH.
- Annual Auto Promotion will be applicable to the employees who have a minimum vintage of 9 months.
- Annual Auto Promotion will be announced once only at the end of the financial year

Terms & Conditions for Quarterly Auto Promotion

- Business of the last quarters (basic business month) will be considered for promotion eligibility calculation.
- Appraisals to be done at each quarter end. i.e, end of Jun, Sep, Dec, Mar and promotion will be done accordingly:
 - For example: If employee A's DOJ is 8th Jan'23, he/she will be eligible for promotion on Jun'23 EOM.
 - Business of last 2 quarters (here, Jan'23 - business month) will be considered.
- Promotion will be announced every subsequent month of quarter end i.e. Jul, Oct, Jan & Apr, Any employee will be eligible for **promotion only once in 6 months**.
 - For example: If any employee is promoted in Jul'23 (Basic Business of Jan'23 to Jun'23), he/she will be eligible for next promotion in Jan'24 (basis business of Jul'23 to Dec'23)
- If any employee does the required **business in less than 6 months**:
 - Promotion will be announced at the end of the same business month when he/she is meeting the business criteria, but promotion will be effective from the applicable month only i.e. subsequent month of quarters end.
 - Business of rest months will carry forward in the next promotion cycle. For example: If any employee does the required business in 4 months, business for rest 2 months will be carry-forwarded in next promotion cycle of 6 month.
- New Employees will be eligible for promotion only after his/her 6 months, but their business will be carry forwarded and will be considered for the business calculation. For Example :

Employee DOJ	Completing 6 Months by (for promotion)	Business C/F of joining month	Promotion will be Announced in
On or before 10 th Feb'23	July'23	No	End of Sep'23 Business Month
After 10 th Feb'23	Aug'23	Yes	End of Sep'23 Business Month

- Management holds the authority for any modification of grant exceptions to the policy.



SACHIN KP
BRANCH
MADDUR
PROMOTION
CSM E1 TO CSM E2



S RAVI
BRANCH
MADANAPALLE
PROMOTION
CSM E1 TO CSM E2



BILLE
BHARGAVARAMUDU
BRANCH
DHARMAVARAM
PROMOTION
CSM E1 TO CSM E2



MAREM
SREENIVASULU
BRANCH
NELLORE
PROMOTION
CSM E1 TO CSM E2



S SAI
SANKAR
BRANCH
TIRUPATI 2
PROMOTION
CSM E1 TO CSM E2



POTTEPALEM AKHIL
BRANCH
NELLORE
PROMOTION
CSM E1 TO CSM E2



K NAVEEN
BRANCH
MADANAPALLE
PROMOTION
INTERN TO CSM E1



S NAGENDRA
BRANCH
HINDUPUR
PROMOTION
CSM E3 TO CSM E4



KUNCHAPU
NARENDRA KUMAR
BRANCH
ANANTAPUR
PROMOTION
CSM E2 TO CSM E4



DARSHAN G S
BRANCH
NELMANGALA
PROMOTION
CSM E2 TO CSM E3



JARADODDI RAMESH
BRANCH
KURNOOL
PROMOTION
CSM E2 TO CSM E3



MOBILE DHAMAKA CONTEST WINNERS



WORTH RS.12,000/-

T. RAJASEKHAR

BRANCH - HINDUPUR

P. HANUMANTHARAJU

BRANCH - HINDUPUR

K MALLIKARJUNA

BRANCH - MADANAPALLE

KORLAKUNTA GANESH

BRANCH - MADANAPALLE

ABHISHEK D

BRANCH - RT NAGAR 2

ANIL KUMAR K N

BRANCH - TUMKUR

BUMPER SMART WATCH CONTEST WINNERS



WORTH RS.5,000/-

SHANTHAMURTHY RC

BRANCH - MYSORE

ADESH SURYAVANSHI

BRANCH - BELGAUM

RAMESH M Y

BRANCH - HOSKOTE

NARENDRA KUMAR

BRANCH - ANANTHAPUR

LOKESHA H R

BRANCH - MYSORE

S KISHORE

BRANCH - MADANAPALLE



INCENTIVE STATS



**CSMS EARNING
INCENTIVE**

60.33%

**AVERAGE INCENTIVE
EARNED**

17094/-

**TOP 3 INCENTIVE EARNING BRANCHES
(SALES + CREDIT)**

**MADANAPALLE,
TUMKUR &
HINDUPUR**

**BRANCHES WITH MAXIMUM
INCENTIVE EARNERS**

**7 CSMS – TUMKUR,
NELAMANGALA,
BANGARPET, BELAGUM**

RANGE OF INCENTIVE EARNED

**RS 375/-
TO RS 56,625/**

**MAXIMUM
INCENTIVE EARNED
IN A MONTH**

**S SAI SHANKAR
BRANCH: TIRUPATI
56,625/-**

FEB'24

**RAJAPPA
BRANCH: BIDAR
49,750/-**

BE PRODUCTIVE, NO MATTER, WHERE YOU ARE

**Establish
a
Routine**

**Designate
a
Workspace**

**Leverage
Technology**

**Set Clear
Goals**

**Take
Regular
Breaks**

**Manage
Distractions**

**Stay
Physically
Active**

**Practice
Mindfulness**

**Maintain
Social
Interactions**

**Review
and Adjust**





John & Sara, both visibly frazzled, seeks solace in the break room cluttered with coffee mugs & exchange glances knowing they're in the final stretch of the month end madness. Finding humor in the chaos & the momentary escape from the "Month-End" grind.

NEW



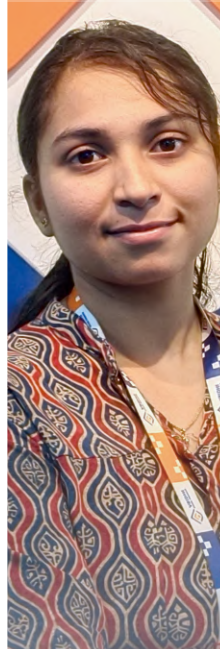
SARASWATHI
INTERN-OPERATIONS



UPPARA NARASIMHULU
ASSISTANT MANAGER-
OPERATIONS



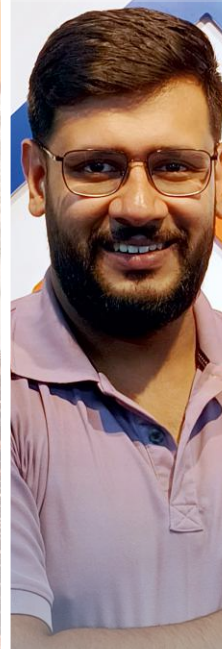
MOHIT AIYAPPA N K
CIRCLE BUSINESS MANGER-
ALTERNATE CHANNEL



A. SUSHMITHA
LEGAL OFFICER



BHARANI P.
TELECALLER

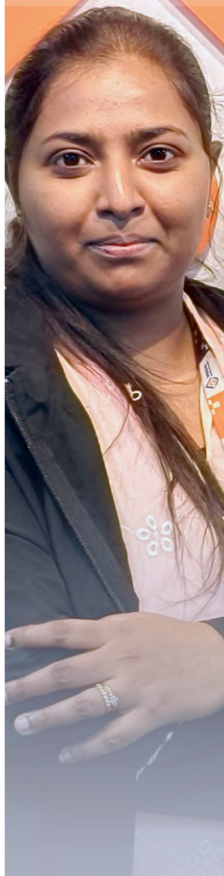


SURYA S. BHAT
SENIOR MANAGER
- PARTNERSHIP

**BALAKRISHNA INDURTHI
LEGAL OFFICER**



**UMA M
LEGAL OFFICER**



**SUNIL KV
SALES MANAGER
- ALTERNATE CHANNEL**



**SAI KUMAR
MANAGER-ACCOUNTS**



**KAVITHA
RCU OFFICER**



**TEJHA SHREE H
INTERN - ACCOUNTS**



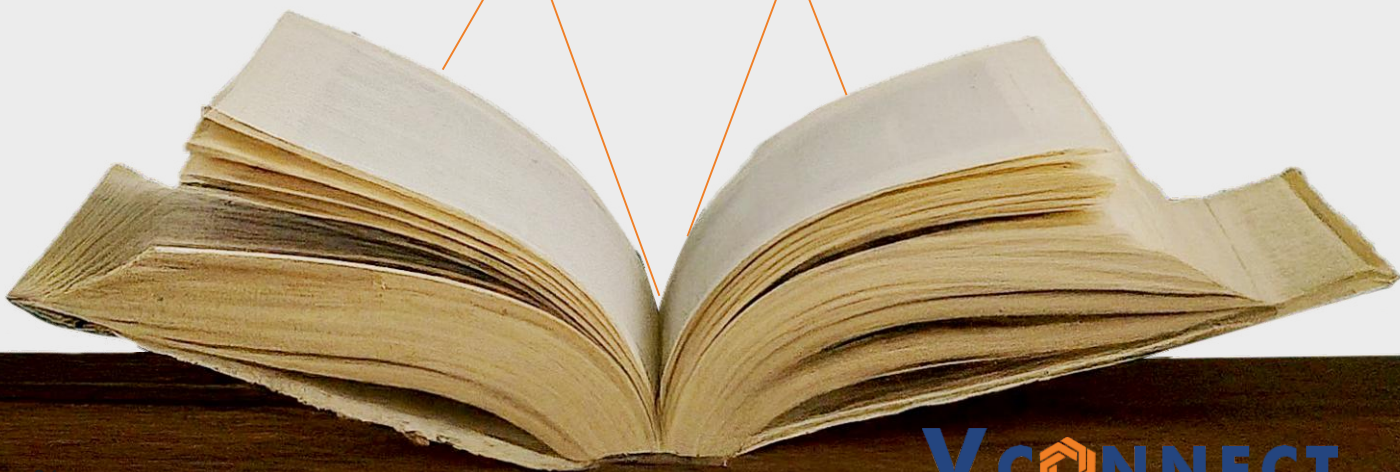
J O I N E S

IGNITING INNOVATION

Arun Balamani
National Sales Head
23 Years + Exp

Narendra Jangir
Founder's Office - Member
10+ Years Exp

Shashank Shekar Tripathi
Central Credit Head
10+ Years Exp





Igniting Innovation: Transforming Home Finance Companies for the Future

Innovation is more than just a buzzword; it's essential for progress in any industry. In the home finance sector, where stability and trust are paramount, embracing innovation doesn't compromise security; rather, it enhances services, improves efficiency, and delivers better outcomes for customers. Let's explore how home finance companies can ignite innovation to stay ahead in a constantly evolving landscape.

Understanding Innovation's Imperative

Home finance firms operate in a dynamic environment shaped by technological advancements, changing consumer preferences, market competition, and regulatory requirements. To thrive, traditional approaches must evolve. Innovation isn't just survival; it's crucial for leading the industry forward.

Leveraging Technology for Seamless Experiences

Technology has revolutionized finance, including home finance. Embracing digital transformation streamlines processes, reduces costs, and enhances customer experiences. From intuitive mobile apps to AI-powered chatbots and blockchain for secure transactions, technology offers myriad opportunities for revolutionizing home finance.

Personalized Financial Solutions

By harnessing data analytics and artificial intelligence, home finance companies can analyze customer behavior and offer personalized solutions. Embracing innovation in income assessment and combining technology with local knowledge can unlock new opportunities for inclusive lending.

Collaboration and Partnerships

Innovation thrives in collaborative ecosystems. Home finance companies can partner with fintech startups, tech firms, and competitors to explore new opportunities and develop groundbreaking solutions benefiting both the industry and customers.

Investing in Talent and Culture

Innovation starts internally. Home finance firms must cultivate a culture that encourages creativity, experimentation, and continuous learning. Investing in talent development and rewarding innovative ideas fosters an environment where innovation flourishes.

Navigating Regulatory Challenges

Balancing innovation with regulatory compliance is essential. Staying updated on regulations and collaborating with regulatory bodies can help address potential challenges effectively.

The Future of Home Finance/The Road Ahead

The industry is at a crossroads, ready for transformation. Embracing innovation enables companies to lead the way forward, offering endless possibilities for leveraging technology, personalized solutions, sustainability, collaboration, and fostering a culture of innovation. Home finance companies that embrace innovation today will shape the industry tomorrow, empowering customers to achieve their homeownership dreams.

- Abhishek Saxena (IT Head)

Boots on the Ground!!

Innovation to me is about successfully implementing a new idea which can create value for our customers and stakeholders. Innovation starts with a new idea. It could be a plan for an improved product/ service or simplifying our existing process. One such example which I can highlight is when we were following a process of compiling data on Daily Activity Report of CSM from our Branches, this activity required BM's to compile daily visit report of individual CSM in .xls format and send this to HO team for calculating conveyance reimbursement.

We had multiple challenges like timely submission, poor quality/incomplete/duplicate Data, multiple follow-ups with Branch Managers, which resulted in not only having incomplete and poor-quality visit data, but also in delaying our conveyance reimbursements. During brainstorming, Pravesh suggested about automating CSM visit report, this was our eureka moment. We first tested this with Teams Forms with sample questionnaire!! Post refinement was born our "Customer Survey Form"(CSF), now currently all active CSM's have access to CSF with which every customer visit data is captured and stored instantaneously.

We are now using CSF for new visits/Tele-calling leads and for capturing customer references. As of Feb 24, we have captured close to 70k high quality leads through CSF, our conveyance reimbursement process is streamlined, we now also have rich data for tele-calling activity.

- Arun Balamani (National Sales Head)

The Power of Lifelong/continuous Learning

In my exploration of what drives innovation, the idea that shines brightest in my mind is : the commitment to never stop learning. I believe wholeheartedly that continuous learning is the key to progress, both personally and professionally.

Imagine a world where everyone, no matter their age or background, embraces the idea of always learning. Picture a workplace where everyone is eager to learn new things, not just because they have to, but because they want to grow and improve. Why do I believe in this idea so strongly? Because I think learning is what makes innovation possible. It's what helps us come up with new ideas and solve problems in new ways. When we keep learning, we open ourselves up to new possibilities and opportunities.

Continuous learning is like compounding growth. Like mutual fund SIP for longer time helps you growing financial wealth, same way, continuous learning helps you to grow personally and professionally with a compounding effect that fundamentally shapes one's persona.

Learning also helps us adapt to change and stay ahead in our careers. It's like having a superpower that helps us navigate through the challenges of life and work.

The best thing about learning is how it helps us grow as people. It makes us more resilient, adaptable, and curious about the world around us. It gives us the skills and knowledge we need to succeed in whatever we do.

So, if we want to keep moving forward and keep innovating, we need to keep learning. Let's embrace the idea of lifelong learning and see where it takes us.

- Narendra Jangir
(Founder's Office - Member)

OUR IDENTITY

EMBRACE OUR COMPANY'S
WEAR IT WITH PRIDE AND

LOGO ON YOUR CHEST,
LET IT BE YOUR

SYMBOL OF IDENTITY



JOY OF GIVING



SUNKU SURESH - Distribution Head

Joy: Great pleasure and happiness

Giving: To present/provide voluntarily.

JOY OF GIVING: EXPERIENCING THE PLEASURE IN GIVING OR EXPERIENCE THE PLEASURE IN GIVING SOMETHING TO ONE WHO IS IN NEED.

The happiness seen in the receiver or the smile on the face of the beneficiary gives an indescribable feeling. It gives you a sense of achievement because you may have helped someone in need.

The act of giving selflessly without the expectation of reciprocation propels the production of Dopamine, Serotonin, and Oxytocin. These neurochemicals make us feel happier and thus, healthier, leading to better sleep, decrease in blood pressure, and less likelihood of being depressed.

One should become selfish to give something to the someone in need. Yes, you read right, **ONE SHOULD BE SELFISH, BIG WAY – LOVE HIMSELF, LOVE FAMILY, LOVE THE SOCIETY, LOVE THE WORLD OR OWN ALL THESE.** One should be possessive of all the mentioned to give something as it makes taking the decision easy.

What can one give?

Giving can be materialistic, emotional, learning, becoming catalyst to get the things and services to the needy and also discharging the duties assigned.

Material giving is very broad to specify. But to be precise it can be a small object to financial assistance for the needs (the definition of small will change from individual to individual).

Supporting emotionally is a kind of intellectual act to withstand the tragedies/downfall.

One can become **Catalyst** in bringing the services needed to upliftment of the people. **That is what our MISSION is, we are to the section of people who are deprived of the financial assistance/products from the mainstream financial institutions.** Taking the services to this segment of people to help them realise their dream of building a home is a biggest thing which we can give and the happiness and joy seen in their faces on completion of the home can't be compared to. And the happiness we feel on seeing these smile is also incomparable.

Discharging our duties would bring smiles in the families and having the happy customers bring the **JOY to us at VRIDHI.**

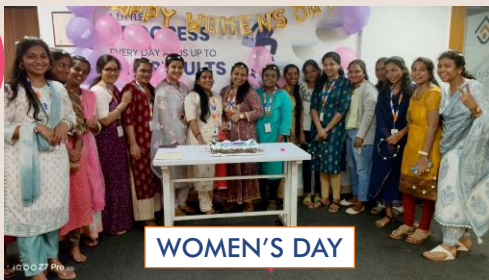
FESTIVE VIBES



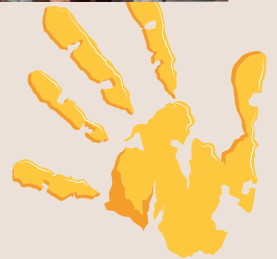
DIWALI



HOLI



WOMEN'S DAY



REPUBLIC DAY



CHRISTMAS



CELEBRATIONS

 **MARUTI SUZUKI**

DEVILS CIRCUIT

THRILLS AND LAUGHS AT DEVIL CIRCUIT: WHERE WORK MEETS PLAY!



STAY TUNED....

WHY IT IS SO HARD TO
KEEP GROWING?

FROM THE DESK OF CFO

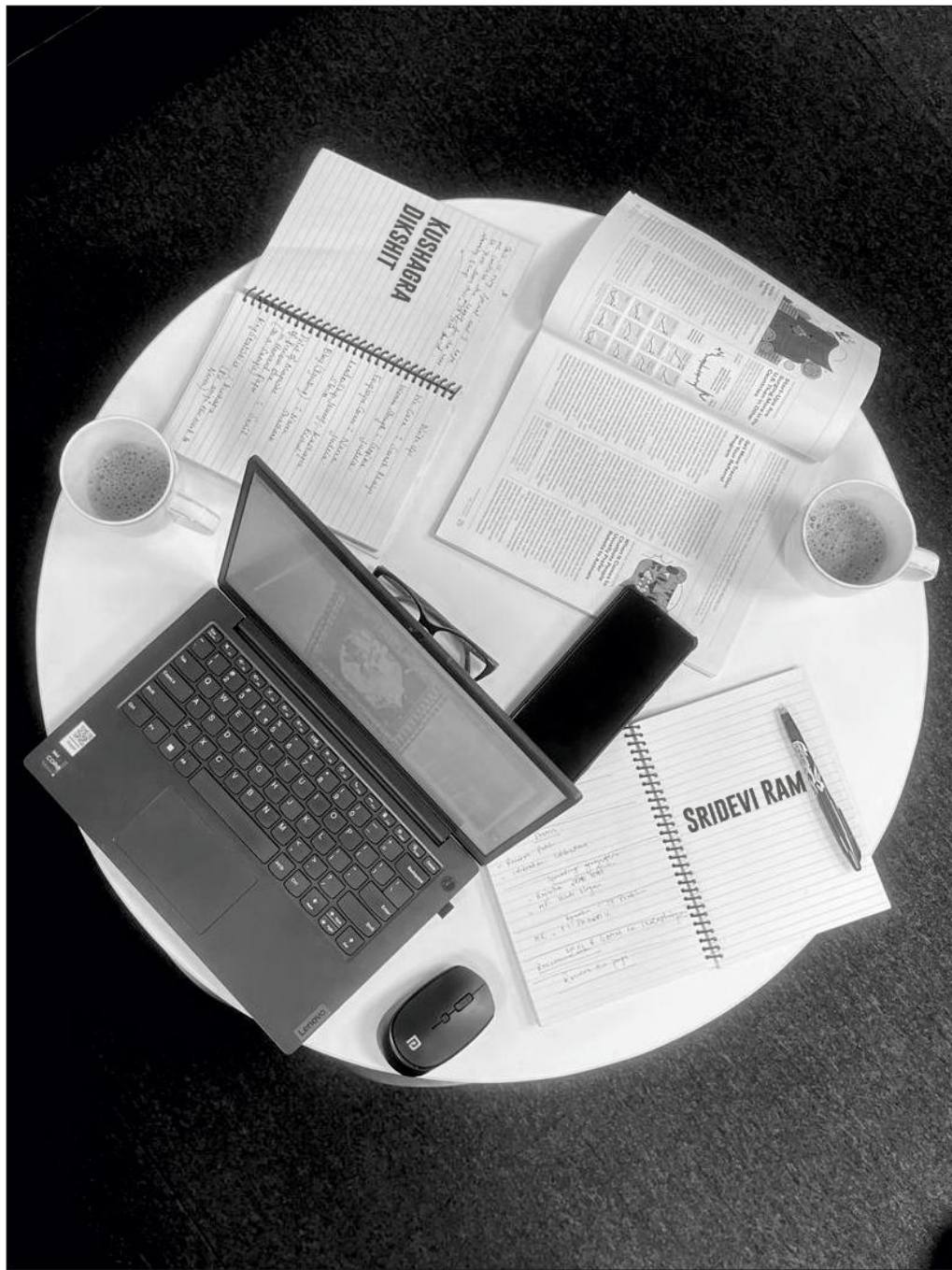
FESTIVE SEASONS

SPREADING GEOGRAPHIES

FINANCE DEPARTMENT



FROM THE DESK OF
FROM THE DESK OF



TEAM V CONNECT
TEAM V CONNECT



PARTNERS IN PROGRESS

SCAN & FOLLOW



WEBSITE



LINKEDIN



INSTAGRAM



FACEBOOK