

Retail Lending

INDUSTRY OVERVIEW

India’s household debt-to-nominal GDP in March 22 stood at 14% and it has been significantly lower than Brazil (20%), China (62%), US (66%), and the UK (90%). This indicates significant untapped growth potential and a large market opportunity.

According to a study, the size of the total lending market in India has grown to ₹ 174 Lakhs Crores¹ at the end of FY 2022, with retail loans contributing 48.9%¹. The share of commercial loans was at 49.5%¹ and the balance 1.6%¹ was contributed by microfinance.

Retail lending market in India witnessed 11.1% YoY growth¹ and stood at ₹ 85 Lakhs Crores¹ (across Banks, NBFCs, HFCs etc.) in FY 2022. FY 2023 witnessed a healthy growth in housing loans, and NBFC market share remained stable at 34%². The driving factors of this growth are strong demand, favourable demographic factors, and entry of new competitors in housing loan space. Ticket size-wise disbursement trends at Indian NBFCs, show that the ₹ 25-75 Lakhs segment continues to be the major part and accounts for 46%² of the total loans.

Increasing digital penetration and tech revolution by FinTechs are helping NBFCs to build their retail book at a faster pace. NBFCs

in the past 5 years have reclaimed ~5% of market share of personal loans from banks and currently holds a market share of 20%².

The housing finance market is valued as ~₹ 25 Lakhs Crores¹ as of March 2022. Increasing urbanization, affordable mortgage rates, demand from first-time home buyers are some of the key factors that are expected to propel the growth of the housing finance market. It is estimated that India’s urban population is expected to grow to 814 Million by 2050 as compared to 410 Million in 2014. 25 Million units of affordable housing will be required by 2030 to house India’s rising urban population. The Government is also focused on urbanization of cities. Union Budget 2023-24 announced the setting up of the Urban Infrastructure Development Fund (UIDF) through use of priority sector lending shortfall. ₹ 10,000⁴ Crores per annum will be made available for this purpose. The Fund will be to create urban infrastructure in Tier 2 and Tier 3 cities. Ministry of Housing and Urban Affairs is implementing Pradhan Mantri Awas Yojana-Urban (PMAY-U) “Housing for All” Mission since June 25, 2015 for providing pucca house with basic amenities to all eligible urban beneficiaries including slum dwellers across the country.

Availability of rich credit data and adoption of digital lending has facilitated MSMEs to swift access to credit exposure . The overall MSME credit exposure in India is ₹ 22.9 Lakhs crores as of Sept 2022, reflecting a yoy growth of 10.6%. There is a huge growth potential in India’s MSME lending market. NBFCs by virtue of their robust credit mechanism are playing a lead role in underwriting these MSME loans through direct lending as well as co-lending with banks. and have shown huge confidence while lending to this segment. The current market share of NBFCs in MSME credit space remains stable at 19%(BCG)

According to a report by BCG, in FY 2023, the market share of NBFCs remained stable across most product segments despite wide scale disruptions starting with IL&FS crisis in FY 2019 followed by COVID in FY 2021– 34% in housing loan, 20% in personal loans, 19% in MSME loans, 47% in auto loans, 2% in gold loans. We believe that NBFCs/HFCs are strongly positioned to meet the evolving needs of the customers with last-mile reach, domain expertise, and lower turn-around-time (TAT), enabled by improved risk management capabilities, adequate growth capital, and ‘next-gen’ tech infrastructure.

OUR APPROACH

Retail Finance business is housed under Piramal Capital & Housing Finance Ltd. (PCHFL) a 100% subsidiary of Piramal Enterprises Limited. A multi-product retail lending platform with robust state of the art technology at its core, the business, is growing at a rapid pace and on track to achieve its stated aspirations. With a current offering of four product segments namely Housing, Secured MSME LAP, Other secured and Unsecured, the Company is looking to add more products in the near future and is constantly evaluating potential products and opportunities. The approach since inception has been to create a well-diversified book, focusing on scalable products. Niche spaces have been identified post significant research and study, wherein Banks are not present or less present. A certain customer segment in India is significantly underserved and new to credit. Due to lack of access or formal income proof, this customer segment has been largely

ignored by larger institutions. Despite having various sources of regular income, absence of paperwork and historical credit trail makes it extremely difficult for them to access credit. With a vision to democratize credit for all sections of society, PEL has chosen to focus on the real ‘Bharat’ market, which has been relying on informal money lenders so far. Comprising of predominantly Tier 2,3,4 towns and rural areas, the customer segment tends to be self-employed or salaried in the informal sector. While they may have taken a small ticket-size loan, they usually refrain from taking housing or business loans owing to the larger ticket size and apprehension by institutions to lend to them. At Piramal we have witnessed that there is a strong demand for credit in this segment and with use of technology and data, we have built superior underwriting and risk management processes. Leveraging both the extensive branch network technology platform, PEL is using the best of both

worlds to strategically design product provide basis the customer segment, market, and provide ease of accessibility. With an extensive branch network pan India of 400+ branches and state of the art technology platform and partnerships, PEL is present across the risk-reward spectrum. As the branches become disbursement active and launch multiple products, there is a strong uptick seen in retail loan products other than home loans. A wide network combined with technology contributes significantly to increasing the customer base serving as low cost acquisition vehicle for new customers. This helps in cross selling various products within our portfolio and results in repeated business. The Retail finance business has witnessed a significant increase in size and scale post DHFL acquisition. Strong disbursement traction has resulted in loan book mix to steer towards retail, increasing the share of retail to wholesale mix to 53:47. The Company aims to achieve a mix of 2/3rd retail, and 1/3rd wholesale in the next 5 years.

~₹ 25 Lakhs Crores
Housing finance market
as of March 2022

~₹ 23 Lakhs Crores
Overall MSME credit exposure as
of September 2022

Source:
¹ How India Lends – CRIF High Mark
² India NBFC Sector Update – BCG
³ Press Information Bureau (PIB)
⁴ MSME Pulse - March 2023 by Transunion CIBIL



CATERING TO THE UNDER-SERVED FINANCING NEEDS OF CUSTOMERS OF THE ‘BHARAT’ MARKET

A vast majority of the population in India lacks formal access to credit financing. Lack of knowledge, formal papers and residing in remote locations are some of the reasons, these customers rely on an informal lending system to meet their requirements. In order to truly democratize credit to the real ‘Bharat’

market, in addition to the vast branch and agent network, the Company is focused on establishing technology backed processes. Our aim is to provide this segment of customers customised products that meet their specific needs, enabling them access to institutional credit.

Our products have ticket sizes ranging from a budget amount of ₹ 30,000 in microfinance to ₹ 18 Lakhs housing and loan against property. This wide product range across the risk reward spectrum helps us to cater to diverse requirements.



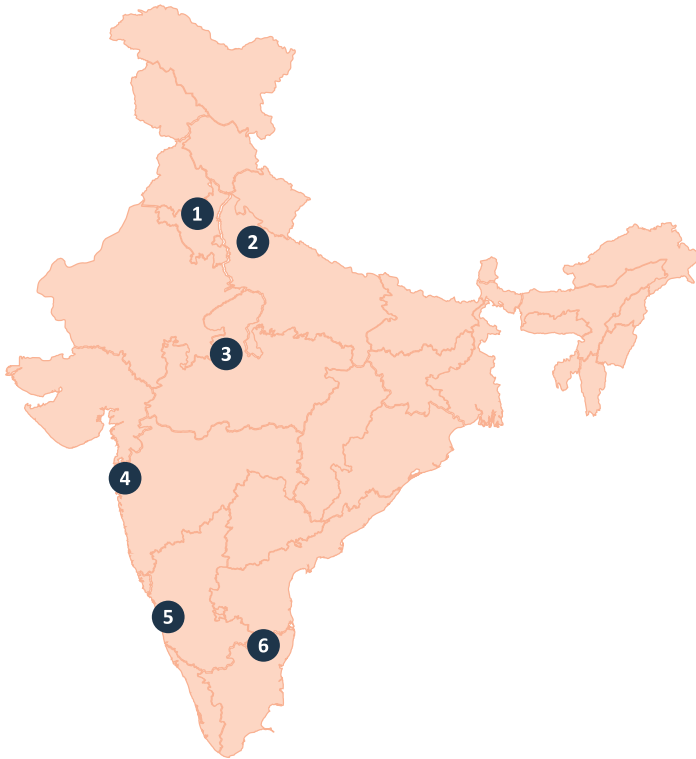
Small business owner
‘Kirana store’ owner in Bahadurgarh, Haryana
Required working capital for wholesale trading in nearby localities



Self-employed
Trader of plywood in Dewas, Madhya Pradesh
To buy a plot and construct a house



Self-employed
Electrical contractor in Kannur, Kerala
To buy a house for self-occupation



Small business owner
Tailoring business in Meerut, Uttar Pradesh
Required loans for renovation of shop



Cash salaried
Runs A coaching center in Ulhasnagar, Maharashtra
To purchase a 1 BHK in Thane

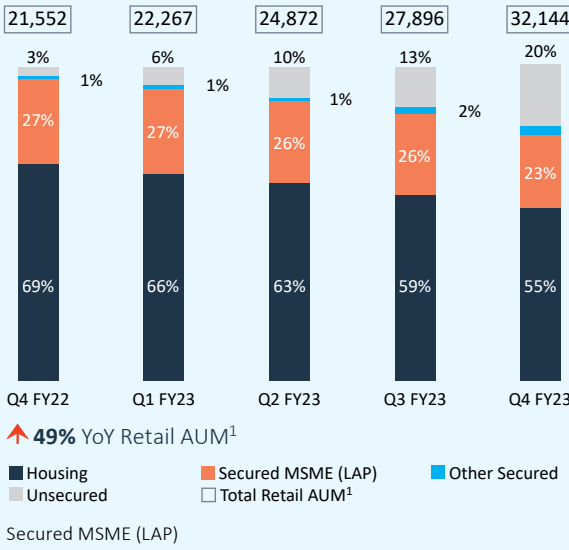


Small business owner
Pharmacy owner in Kanchipuram, Tamil Nadu
Small business loan

OPERATING PERFORMANCE IN FY 2023 – RETAIL LENDING

Robust growth in Retail AUM
Our retail loan book grew by 49% YoY to ₹ 32,144 Crores as of March 2023. In addition, we are also managing off-balance sheet, securitised retail assets worth ₹ 13,433 Crores as of March 2023 We are building a well-diversified loan book across the product categories and customer segment, catering to the unserved financing needs of the ‘Bharat’ market. Our focus on the granular retail loan book has led to a further reduction in the average ticket size of retail loans to ₹ 11 Lakhs as of March 2023, as compared to ~₹ 75 Lakhs as of March 2021 (i.e., prior to the DHFL acquisition, as the book comprised affluent housing loans).

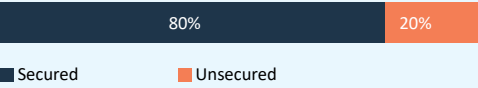
Retail Lending – Growing Across Business Verticals



Strong disbursement growth in retail lending

- Strong traction in retail disbursement, with 34% qoq and 361% yoy growth in Q4 FY23 to ₹ 6,828 Crores.
- Retail lending to drive overall AUM growth in coming years.

Breakup of Retail AUM² by category



Breakup of Retail AUM² by customer type



Note: (1) Retail AUM includes Security Receipts (SRs) & Pass-through certificates (PTC) and excludes acquired off-book assets in the nature of Direct Assignment (DA) & PTC as part of the DHFL acquisition

Note: (2) Retail AUM excludes Security Receipts (SRs) & Pass-through certificates (PTC)

India-wide geographic footprint; all branches integrated

- Growing network of 404 conventional branches and 120 microfinance active branches. Established our presence across India, serving 515 districts across 26 states of India.
- Extensive distribution network spread across tier 2/3 cities and towns
- DHFL branches have been integrated and re-activated; new branches opened
- Added 95 branches in FY 2023
- Plan to expand our presence to 1000 locations

DHFLs ACQUISITION AND INTEGRATION

During FY 2023, PEL completed 1.5 years of DHFL’s acquisition and integration into Piramal Capital Housing Finance Limited (PCHFL). Piramal Capital & Housing Finance Limited (PCHFL) merged into DHFL with effect from September 30, 2021 pursuant to the reverse merger as per the resolution plan. Consequently, the name of the Company was changed from ‘Dewan Housing Finance Corporation Limited’ to ‘Piramal Capital & Housing Finance Limited’ with effect from November 3, 2021.

CONSIDERATION PAID FOR THE DHFL ACQUISITION

The total consideration paid by the Piramal Group of ~₹ 34,250 Crores at the completion of the acquisition, includes an upfront cash component of ~₹ 14,700 Crores and issuance of debt instruments of ~₹ 19,550 Crores (10-year NCDs at 6.75% p.a. on a half-yearly basis).

A VALUE-ACCRETIVE ACQUISITION

The acquisition was carried out at a very attractive purchase price of <0.4x of DHFL’s assets. PEL being well capitalised, this acquisition was achieved without infusing or raising any additional equity. The yields of the acquired retail book were >11% whereas the cost of borrowings was ~7%, making the deal accretive from the onset. Off-balance sheet, fee-earning securitised pool of assets worth ₹ 18,747 Crores (as of March 2022) was acquired in addition to the loan book. The deal factored in any foreseen asset quality risks and so far, has been in line with expectations, providing significant upside from the recoveries of the POCI book.

WHAT DID ONE YEAR OF DHFLs ACQUISITION LEAD TO?

Growth

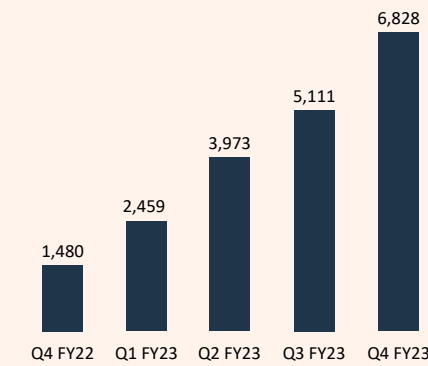
Focus on becoming more retail oriented resulted in substantial growth in retail composition to 50% of AUM; Creating one of the largest HFCs in India. The retail loan book increased by 49% yoy to ₹ 32,144 Crores (as of March 2023)

Disbursements

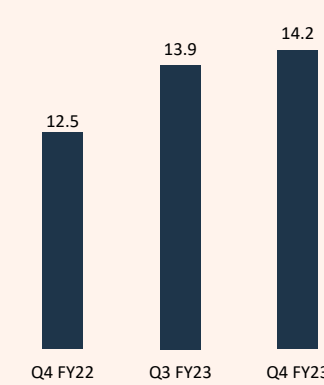
Transformed the business from a wholesale-driven into a diversified lender. Introduction of a multi-product platform backed with technology has resulted in a growth of 361% YoY, resulting in improvement in disbursement yields.

After DHFLs acquisition the retail loan book increased by 49% yoy to ₹ 32,144 Crores (as of March 2023)

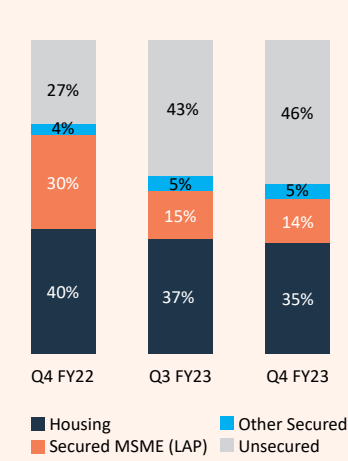
Quarterly disbursements grew by 361% YoY (In ₹ Crores)



Disbursement yields % for retail loans (loans >1 year duration)



Disbursements by product family %, based on value for retail loans

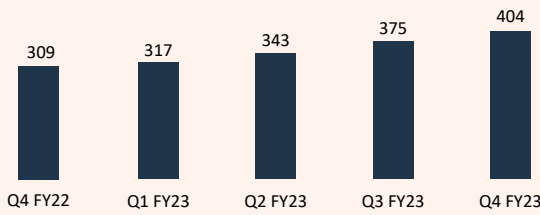


Scale

The acquisition created a pan-India distribution network, with >400 branches. Organic growth of disbursement active branches has led to a vast pan India network of 404 branches as on March 2023.

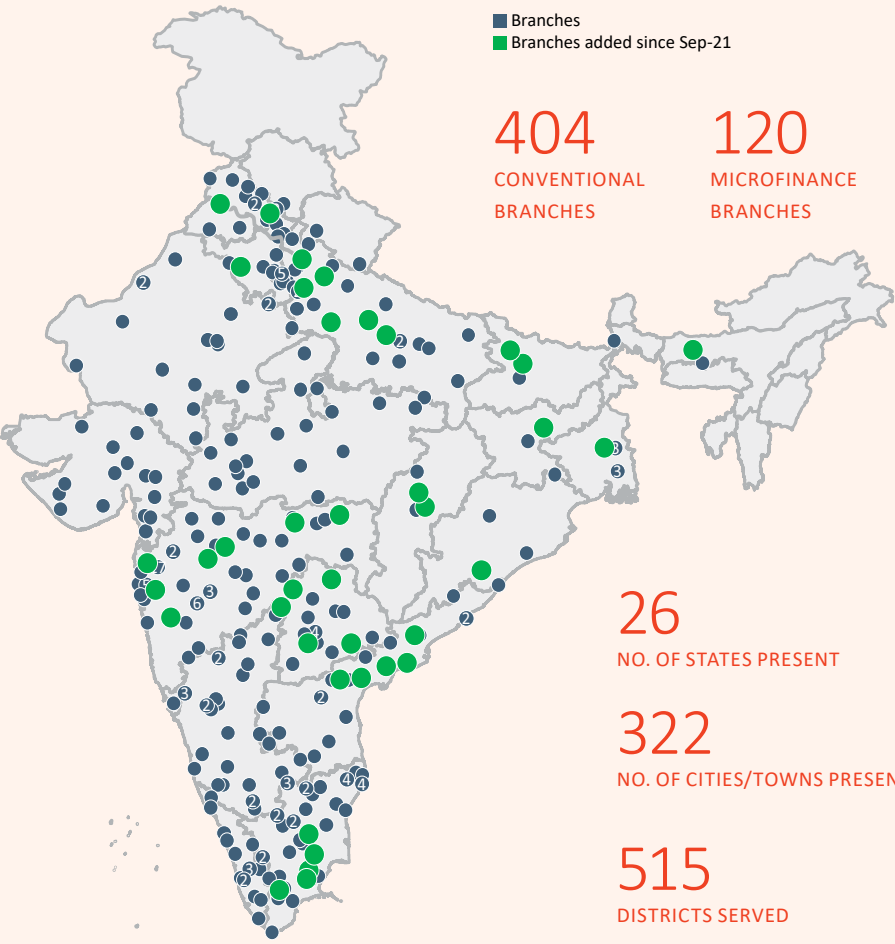
404 disbursement active branches

No. of conventional branches
↑ 95+ branches increased yoy



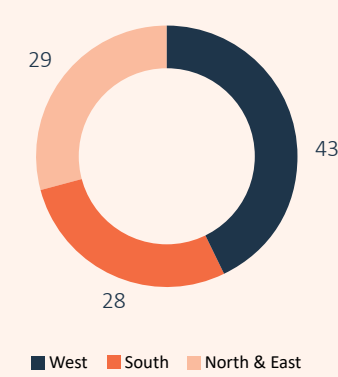
Presence

The group’s strategy is to be present in the ‘Bharat’ market, predominantly in Tier2, Tier 3 cities and towns of India. 52% of the AUM is contributed by Tier1,2,3 cities

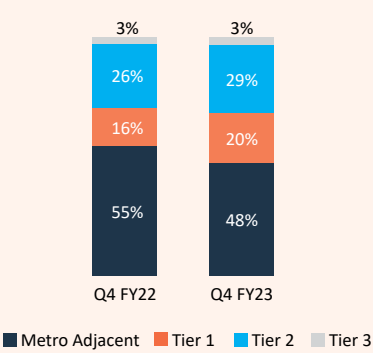


Map not to scale

Retail AUM¹ split By Geographic Concentration (%)



By Metro Adjacent, Tier 1, 2 & 3 cities²



Notes:
¹ Retail AUM excludes Security Receipts (SRs) & Pass-through certificates (PTC)
² Population Considered Tier 1: 40+ lacs, Tier2: 10-40 lacs, Tier3: <10 lacs

WHAT DID ONE YEAR OF DHFLs ACQUISITION LEAD TO?

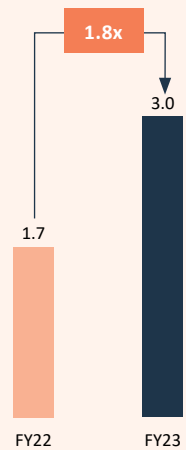
Product Expansion

The Retail business initially largely focussed on Home Loans and Loans against Property. Post integration of DHFLs branch network, last year’s focus has been to make all branches 100% active. With the increase in the number of products offered and utilising the branch network to its fullest capacity, 87% of the branches are activated with multiple products. This resulted in increasing disbursements of not only the Home Loans but across different product lines.

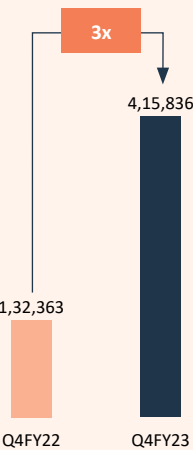
Customer Segment

The acquisition gave us access to a pool of ~1 Million customers. Within a span of a year, PEL has grown the customer franchise to more than double. Adding new customers quarter on quarter with cross sell disbursements at ₹ 2,483 Crores, the customer franchise now stands at 3.0 Million customers. Acquiring new customers rapidly the business acquired >4 Lakhs customers during Q4FY23. This presents a large and growing market opportunity for the group.

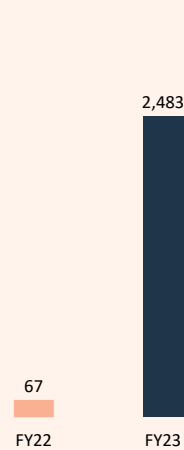
Customer franchise¹
Million



New customers acquired



Cross-sell disbursements
(₹ in Crores)

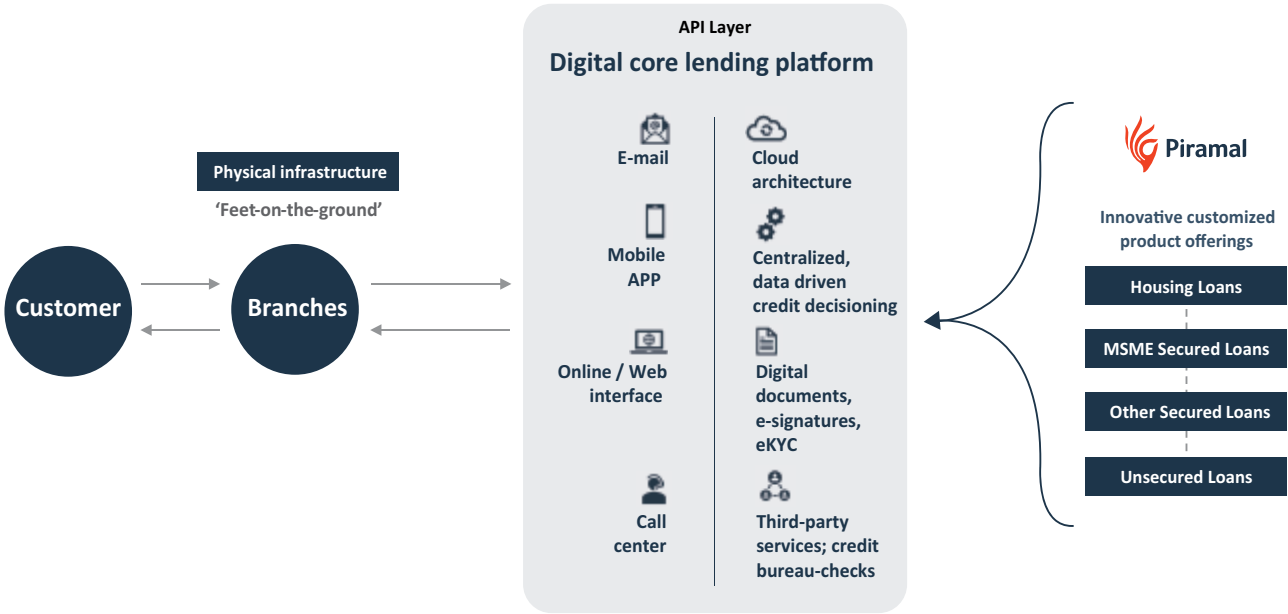


Notes:
¹ Customer Franchise includes existing / past borrowers as well as co-borrowers



RETAIL BUSINESS: PRODUCT SEGMENTS

We adopted a technology backed approach to build our multi-product retail business across the risk reward spectrum

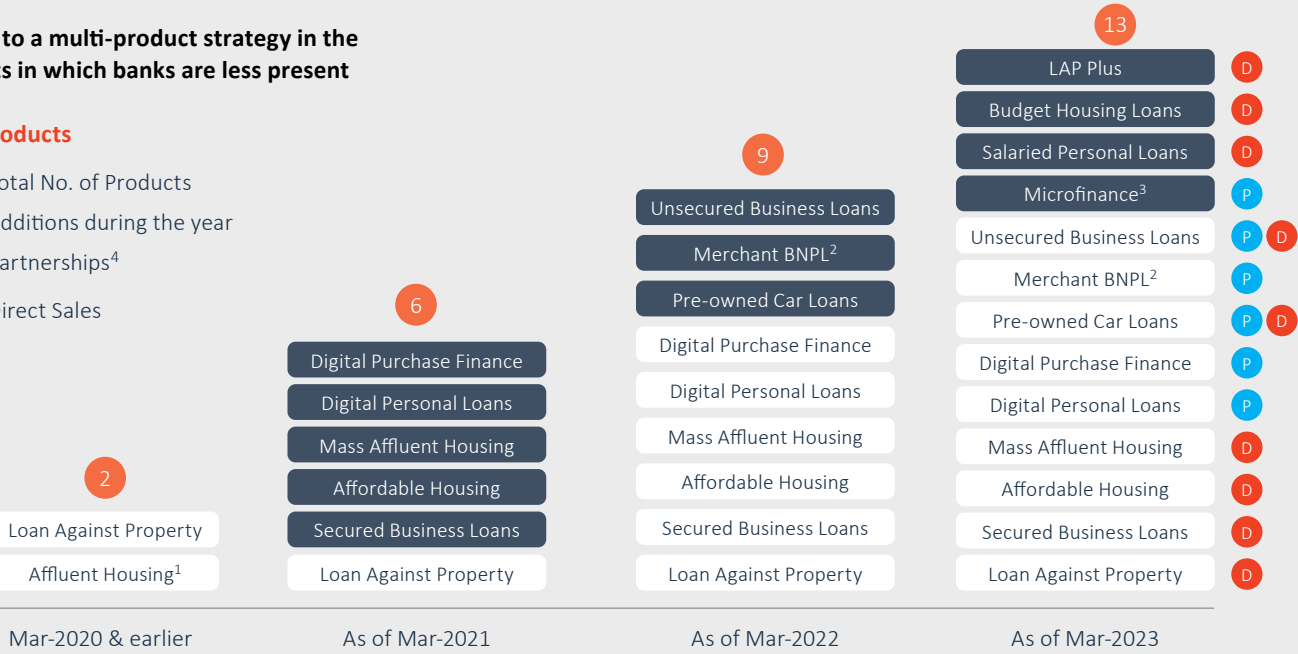


We have rolled-out several products since the launch of our multi-product retail lending platform in November 2020 across both, secured and unsecured businesses. The Company is focused on creating a suite of diversified products backed by state-of-the-art technology. We are also partnering with leading fintech and consumer tech firms to acquire customers at scale, at low cost, and enable seamless digital lending.

Pivoting to a multi-product strategy in the segments in which banks are less present

Retail Products

- # Total No. of Products
- Additions during the year
- P Partnerships⁴
- D Direct Sales



Notes: (1) Exited 'Affluent Housing' (in terms of new business) as the business pivots towards 'Affordable' and 'Mass Affluent Housing' under the new strategy
(2) BNPL: Buy now, pay later
(3) Launched Micro-finance through the Business Correspondent (BC) model in Q1 FY 2023
(4) Lunched in partnership with leading FinTech and Consumer Tech firms

RETAIL BUSINESS: PRODUCT SEGMENTS (CONTD.)

The average ticket size for loans disbursed in Q4 FY 2023 was ~₹ 11 Lakhs, varying across products, such as Housing, MSME Secured lending, and Unsecured loans. Average overall disbursement yields for Q4FY23 stood at 14.7%

Product Segments	Products	Avg. Disbursement Ticket Size (₹ Lakh)	Disbursement Yield (%)	Share in Disbursements (%)	AUM ¹ Yield (%)	Share in AUM ¹ (%)
SECURED LENDING						
Housing	Affordable Housing Mass Affluent Housing Budget Housing	18.3	10.9%	35.3%	11.2%	54.6%
Secured MSME (LAP)	Secured Business Loan Loan Against Property (LAP) LAP Plus	20.9	12.5%	14.1%	12.5%	23.0%
Other Secured	Pre-owned Car Loans	6	16.1%	4.9%	15.9%	2.6%
UNSECURED LENDING						
	Salaried Personal Loans	4.5	17.6%	5.9%	18.2%	2.7%
	Microfinance Loans	0.3	18.8%	6.3%	18.8%	2.9%
	Unsecured Business Loans Merchant BNPL	6.2	19.3%	7.6%	19.4%	5.2%
	Digital Purchase Finance Digital Personal Loans	0.9	19.3%	25.9%	18.2%	9.0%
Weighted Avg. / Total		11.1	14.7%	100%	12.8%	100%

Note: (1) Retail AUM excludes Security Receipts (SRs) & Pass-through certificates (PTC)

SECURED LENDING

This encompasses traditional branch-led secured affordable housing, MSME and preowned cars lending catering to the budget customers while being digital at the core. It is characterised by high-touch intensity model with the proportion of self-employed to salaried customers at approximately 60:40. Secured lending will continue to build the AUM as these are long duration loans. In these product offerings, over 50% lending happens in Tier 2/3 cities with an average CIBIL score greater than 740.

The business leverages the widespread network of branches in tier II and tier III cities across India to bridge the lending gap in the under-served ‘Bharat’ market, while serving self-employed, cash salaried, small business owners, and salaried customers.

We have a pan-India distribution network, with extensive presence in the ‘Bharat’ market. With a wide presence across 26 States and 515 districts, our network is consistently growing to add new branches every quarter. In FY 2023 95 new branches were added to take the total to 404 as on March 2023.

95

New branches were added in FY 2023

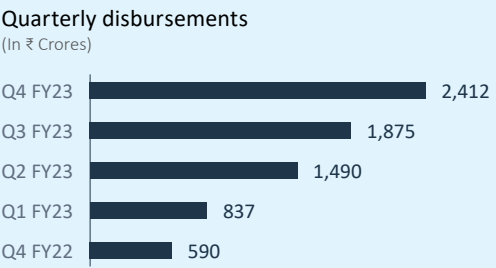
SECURED LENDING – HOME LOANS

Housing Loans: Fast growing, at-scale lender in Affordable Housing



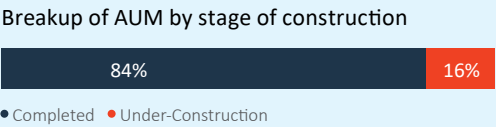
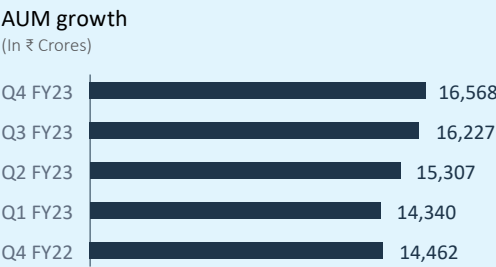
Focus

The aim of the Housing Finance business is to help make the arduous process of buying a home for the customers easier, faster and hassle free. We are targeting to address the requirements of a large informal income generating segment, by customizing the product to cater specifically to their needs. With an extensive branch network presence across India, the business focuses on the ‘Bharat’ market which has little to no access to credit. These customers are significantly underserved by Banks as they live in geographies where Banks do not have much presence. The Company focuses on Tier2,3,4 markets in India and the peripheral areas in Metro cities. Products



- Offerings**
- Three prime loan offerings under this segment
 - Affordable Housing
 - Mass Affluent
 - Budget Housing

With an average ticket size of ~₹ 18 Lakhs, the Housing finance business holds the greatest share in the loan book at 54.6% and 35.3% in disbursements. The average disbursement yield is 10.9%.



- Strengths**
- Ability to service customers even in remote areas of India, due to the vast branch network augmented by DHFL acquisition
 - Products to service customers across the risk-reward spectrum; catering to salaried as well as self-employed persons
 - Superior data backed underwriting processes allows the business to help customers in the informal sector, fulfilling their aspirations of a home loan
 - Robust capabilities built to use alternate data and proxy surrogates to assess the true income and payment capabilities of a customer
 - Secured loans only with conservative Loan to Value Ratios in the range of 60%-70%
 - Parameterized lending with multiple layers of checks at both branch and central level, ensuring quality underwriting and reducing subjectivity from the process
 - Digitalized processes to ensure smoother customer journey
 - Sophisticated tools used for machine learning and AI helps to increase insights into the customer journey
 - In-house developed score cards to enable precise and specific assessment of customers

67%

Lending in Tier 2/3 cities

18 Lakhs

Avg. Ticket Size

748

Avg. CIBIL Score

61%

Avg. LTV

0.59%

90+ DPD Delinquency¹

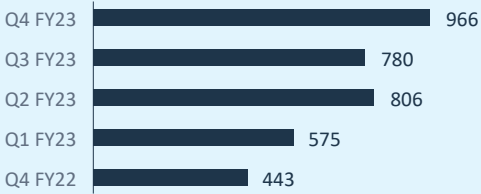
Notes: (1) 90+ DPD Delinquency=90 days DPD to 179 days DPD

SECURED LENDING – SECURED MSME (LAP)

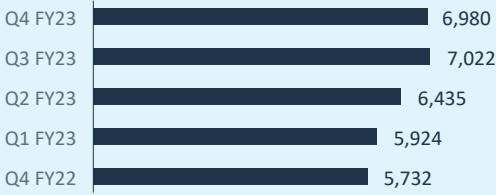
Secured MSME (LAP) Loans: 120% YoY growth in disbursements



Quarterly disbursements
(In ₹ Crores)



AUM growth
(In ₹ Crores)



Focus

Our secured MSME loans focus largely on self-employed customers who wish to avail credit facilities and have property collateral to offer against the loan. The properties mortgaged range from residences to office and warehouses or even plots of land. Most often these loans are availed to expand their current business. A largely underpenetrated market with a large proportion of new to credit customers in the Business Loans category this industry is growing at a rapid pace on the back of structural reforms. Our aim is helping the self-employed customer segment who lacks formal access to credit, despite owning permanent running business with a steady income flow.

Offerings

Three prime loan offerings under this segment

- Secured Business Loan
- Loan against property
- LAP Plus

With an average ticket size of ~₹ 20.9 Lakhs this product accounts for 23% of the loan book. With average yields of 12%-13%.

Strengths

- Pan India presence with ability to service customers in remote locations – 404 disbursement active branches across 26 states.
- Operating in a niche space within the MSME segment catering to the customers’ requirements ranging from ₹ 5 Lakhs to ₹ 4 crores.
- Granular and diversified loan book base.
- Strong market knowledge and well regarded for low ticket size underwriting of sizes ₹ 10 Lakhs to ₹ 35 Lakhs, wherein approval rates are ~50% for total number of log in cases.
- Tech enabled internal proprietary scorecard systems which go beyond using generic parameters like CIBIL score for analysis.
- Seamless digitized customer journey allowing the entire process from sales to approval to be conducted digitally guaranteeing faster disbursals to customers.
- Robust analytical frameworks and best in class infrastructure for conducting customer analysis and quality helping boost cross selling of other products.

67%

Lending in Tier 2/3 cities

21 Lakh

Avg. Ticket Size

745

Avg. CIBIL Score

46%

Avg. LTV

0.53%

90+ DPD Delinquency¹

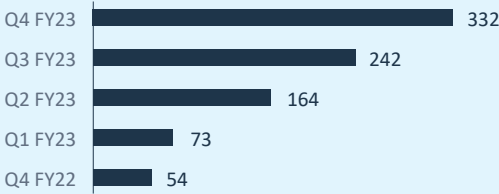
Notes: (1) 90+ DPD Delinquency=90 days DPD to 179 days DPD

SECURED LENDING – OTHER SECURED

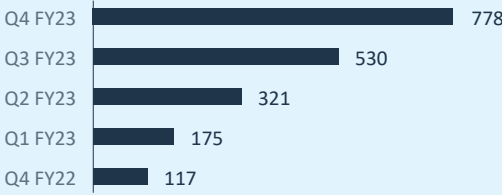
Other Secured Loans: Steep growth trajectory in Used Car Loans



Quarterly disbursements
(In ₹ Crores)



AUM growth
(In ₹ Crores)



USED CAR LOANS

Focus

Indian used car industry is moving from being largely unorganized to a formal organized industry. As per our research and estimates it is growing at stable rate of 12%-14% per annum and stands at 1.5 times the new car industry. We cater to the customer segment looking for financing for their personal use. With a threshold of the car age at 12 years at the end of the loan tenure, we work with a large network of partners. With over 500 partnerships pan - India including dealers, agents, and aggregators, we are focused on aggressively growing this product segment in future. Currently at 5% of PEL’s retail disbursements, this product boasts of high yields and a very promising growing industry.

Offerings

We offer sale purchase, refinance, and loan transfer facilities under this product segment. With the exception of commercial taxi operators, we cater to the entire spectrum of customers from salaried to self-employed and from new to credit to ones with substantial credit history.

With modest average tickets sizes of H 6 Lakhs and constituting 5% of share in disbursements, this product commands high yields ranging from 15.5% - 16.1%.

Strengths

- Industry is becoming more organized and slated to grow significantly. AUM and financial penetration to double in the near term.
- Seamless synergy between the physical and digital journey for the customer, making his journey hassle free and providing him a superior experience.
- Superior digital offering with best in industry services, to conduct the process digitally making it easier for the customer to ensure faster turnaround times, quick disbursals, reducing customer touch points.
- Strong focus on collateralizations, at 99%, much higher than industry average.
- In house developed technology-based analytics used for score card evaluations and underwriting.
- Ability to leverage our wide branch network of 400+ branches pan- India helping increase brand presence.

51%

Lending in Tier 2/3 cities

6 Lakh

Avg. Ticket Size

737

Avg. CIBIL Score

77%

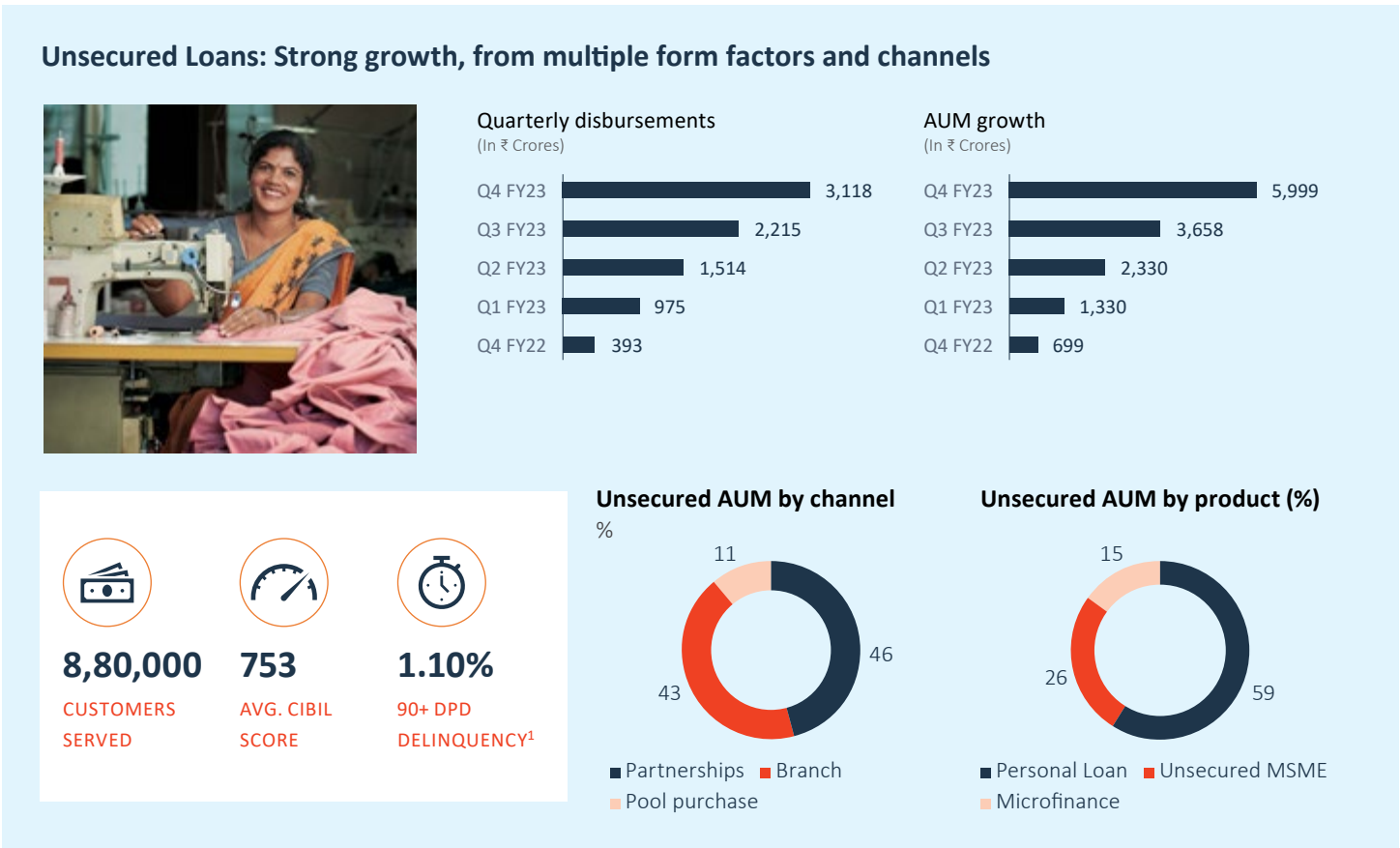
Avg. LTV

0.85%

90+ DPD Delinquency¹

Notes: (1) 90+ DPD Delinquency=90 days DPD to 179 days DPD

UNSECURED LOANS



DIGITAL LENDING-ORIGINATED THROUGH DIGITAL ASSETS AND PARTNERSHIPS



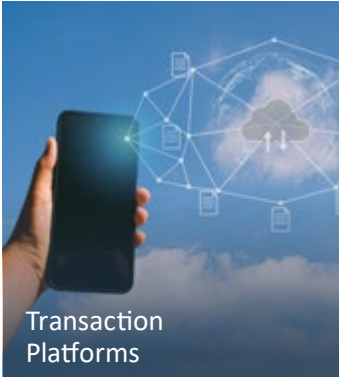
The aim of this business is to embed credit as a micro service in the customer journey. This includes small ticket and short-duration loans (such as personal loans, purchase finance, merchant buy-now-pay-later, etc.), originating through digital channels and partnerships, which also acts as a customer acquisition engine, adding over 90% of new customers. We aim to be preferred lending partners for the consumer-tech ecosystem, offering personalised financing solutions to customers. This business has served more than 8,80,000 + customers since inception.

Partners and product categories
As we grow the Digital Embedded Finance business, we continue to strengthen our partnerships with fintech NBFCs, transaction platforms, ed-techs, MSME platforms, and gold collateral companies. So far, we have launched 20 programs and are 100% digital.

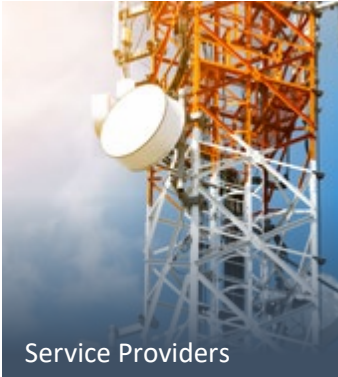
20 PROGRAMS LIVE ACROSS 18 PARTNERS



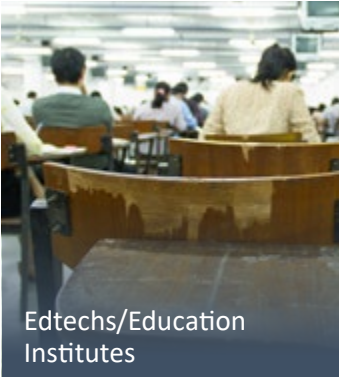
Fintech NBFCs



Transaction Platforms



Service Providers



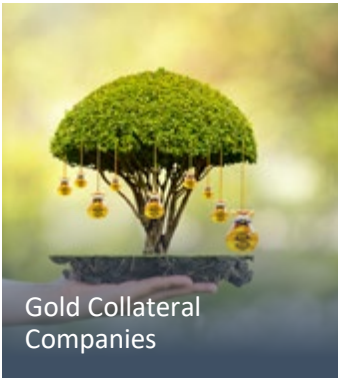
Edtechs/Education Institutes



MSME Platforms



OEM's



Gold Collateral Companies



Product Manufacturers

OUR PARTNERS



Key capabilities and tech infrastructure

The technology behind the Digital Embedded finance business is highly modular, originated completely in-house using generic APIs (application programming interface). Using a business-rule engine, we support joint product development with our partners to deliver customized solutions for client needs. The API stack allows agility and complete integration to meet the customer or merchant’s journey requirement. To ensure healthy asset quality, we use proprietary fraud and underwriting models for real-time decisioning. Additionally, we have deep in-house collections capabilities covering 10,000+ pin-codes.

EarlySalary

In FY 2022, we acquired a ~10% equity stake in EarlySalary as part of the DHFL acquisition, one of our key fintech business partners. EarlySalary is a leading fintech player, offering consumer loans catering to lifestyle needs. As of March 2023, EarlySalary had an AUM of ₹ 1,963 Crores and a customer base of ~5 Lakh, primarily serving young, aspirational tech-savvy Indian customers. In August 2022 the company raised \$100 Million Series D funding and PEL participated in this round as well, reinforcing our confidence in the business model and potential for growth.

As part of our strategy, we will continue to partner with leading fintech players, having the necessary building blocks to reach significant scale.

INVESTING FOR FUTURE: BUILDING CAPABILITIES TO DELIVER LONG-TERM SUSTAINABLE GROWTH

In order to build a sustainable business supported by a superior technology architecture and the right talent, we are committed to invest across technology / analytics, talent, and branch network.

Piramal Finance launched ‘Piramal Innovation Lab’ in Bengaluru, to accelerate digital transformation for the ‘Bharat’ market. The goal is to create innovative products, which meet the various finance requirements of the under-served 'Bharat' market. This is a state-of-the-art Centre of Excellence for Technology and Business Intelligence that is 36,000 square feet in size. We plan to

attract the best tech talent from leading engineering and management institutions across India.

So far, we have hired 190 number of professionals at the lab for various tech and business intelligence roles by the end of FY 2023. This initiative was taken to accelerate the development of next-generation lending solutions and analytics that align with how consumers are reimagining the industry. Nurturing innovation is a part of our core ethos, and the centre will help us to create a vibrant ecosystem of fintechs, startups and tech innovators.

Powered by Key Digital Assets

- Launched mobile apps on Android and iOS
- Generic API stack for Embedded Finance partners
- Platform for sales partners/ DSAs to reduce TAT
- KYC platform to enhance single customer journey
- Credit Policy Engine to integrate new data sources

AI/ML: KEY ASPECT EVERY STEP OF THE WAY

Extensive use of AI/ML capabilities, Decision Sciences and automated Business Intelligence (BI) in almost every aspect to re-imagine the entire customer journey.

Credit Rule Engine for new customer onboarding

Cross-sell Management

New-to-credit (NTC) Credit underwriting ML model

Attrition Management

Fraud detection and loan application screening

Collection and NPA Management

Portfolio Risk Management/Monitoring

Everyday AI

MOBILE APP

Our mobile app is a one-stop shop for customers for accessing their loan account, and avail cross-sell offers. More than 12 Lakhs+ downloads on the app.

Launched Mobile App (Android and iOS)

Access Loan Details
QUICKLY AND EASILY ACCESS YOUR LOAN ACCOUNT TO GO

Pay Installments Online
NOW YOU CAN PAY YOUR OVERDUES AND PROCESSING FEES ONLINE

Download Statements
EASILY DOWNLOAD LOAN ACCOUNT AND REPAYMENT STATEMENTS

“Hum Kagaz Se Zyaada, Neeyat Dekhte Hain”

PIRAMAL FINANCE LAUNCHES UNIQUE CAMPAIGN ADDRESSING THE CREDIT NEEDS OF THE UNDERSERVED CUSTOMERS OF BHARAT

Maiden campaign aims at evaluating the intent and integrity of loan seeking customers, and looking beyond papers/documentation

Unveiled the new logo for the customer facing brand ‘Piramal Finance’ for the lending business

All branches across India will be branded with the new logo

Aims to be present in 1,000 locations through 500 to 600 branches over the next five years

On January 11th 2023, PCHFL, announced the launch of its first brand campaign that focuses on addressing the credit needs of the unserved and underserved sections of Bharat. Titled, “Hum kagaz se zyaada neeyat dekhte hain”, the clutter breaking campaign highlights the brand’s commitment to look beyond just papers/documentation as means to assess the credit worthiness of its loan seeking customers.

The campaign underscores Piramal Finance’s commitment to customer-centricity and aims to reach out to budget-conscious customers as well as medium and small businesses in Tier 2 and Tier 3 towns across Bharat. The campaign kicks off with two ad films that position Piramal Finance as a brand which focuses on underwriting customers as well as their integrity rather than just papers/documents.

The films captures the lives of 2 families which face real-life roadblocks while trying to avail loans and how Piramal Finance is committed to stand by such individuals as well as their families in their pursuit of happiness. With their tailor made product offerings in the form of Home Loans, Business Loans and Personal Loans and Used Car Loans, Piramal Finance provides loans to customers by not only validating the formal credit history and papers/documents, but also evaluating customers on the basis of their intent and integrity - thereby highlighting the differentiated lending experience. Further, the company also unveiled the new logo for the customer facing brand ‘Piramal Finance’ for the lending business and all branches across India will be branded with the new logo.

