



Baid Finserv Limited

(Formerly known as “Baid Leasing and Finance Co. Ltd.”)

Regd. Office: “Baid House”, IInd Floor, 1-Tara Nagar, Ajmer Road, Jaipur-06 Ph: 9214018855

E-mail: baidfinance@baidgroup.in Website: www.baidfinserv.com CIN: L65910RJ1991PLC006391

Ref. No.: BAIDFIN/2023-24/25

Date: June 21, 2023

To,

BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400001 (Maharashtra)	National Stock Exchange of India Limited, Exchange Plaza, C-1 Block-G, Bandra Kurla Complex, Bandra (East), Mumbai Maharashtra-400051
SCRIP CODE: 511724	NSE SYMBOL: BAIDFIN

Sub.: Investor Presentation under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations').

Dear Sir / Ma'am,

With reference to captioned subject and pursuant to Regulation 30 of the Listing Regulations, please find enclosed herewith investor presentation to be made to Analyst/ Investors .

Pursuant to Regulation 46 of the Listing Regulations, the presentation is also hosted on the website of the Company i.e. www.baidfinserv.com. The said presentation will also be shared with various Analyst/ Investors.

We request you to take the same on record.

Thanking you,
Yours Sincerely,

FOR BAID FINSERV LIMITED
(Formerly known as “Baid Leasing and Finance Co. Ltd.”)

SURBHI RAWAT
COMPANY SECRETARY AND COMPLIANCE OFFICER
MEMBERSHIP NUMBER: A49694

Encl :- A/a



BAID FINSERV LIMITED

(FORMERLY KNOWN AS BAID LEASING AND FINANCE CO. LTD.)

AAPKI PRAGATI HAMARA SAATH



We are Experienced - biggest attribute to get Trusted

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COMMERCIAL
VEHICLE
LOAN



CAR LOAN



MSME
(BUSINESS)
LOAN



LOAN
AGAINST
PROPERTY



INSURANCE
SERVICES



Company Overview

Baid Finserv – Financing the Underserved



Valuing Aspirations and Dreams more than Documentation

- Incorporated in 1991, Baid Finserv is a **non-deposit taking NBFC** that offers **Asset backed financing**
- The Company is **deeply penetrated** in the semi urban and rural areas in **Rajasthan and recently forayed into Madhya Pradesh**
- Transformed from a Vehicle Finance Company to an important credit center that offers loans for Agri and Rural utility
- Currently Offers **MSME Loans (LAP) and Vehicle Loans** and Insurance products
- The Company is operating through its **37 branch offices** located at semi-urban and rural areas spread all over Rajasthan and Madhya Pradesh

AUM (Rs Cr)	Borrowings (Rs Cr)	CAR (%)	Revenue (Rs Cr)	Net NPA (%)	TOL/TNW (x)
305	171	50.7	56	0.64	1.20

Strategically Present in Underbanked Areas of Semi Urban and Rural



Rajasthan

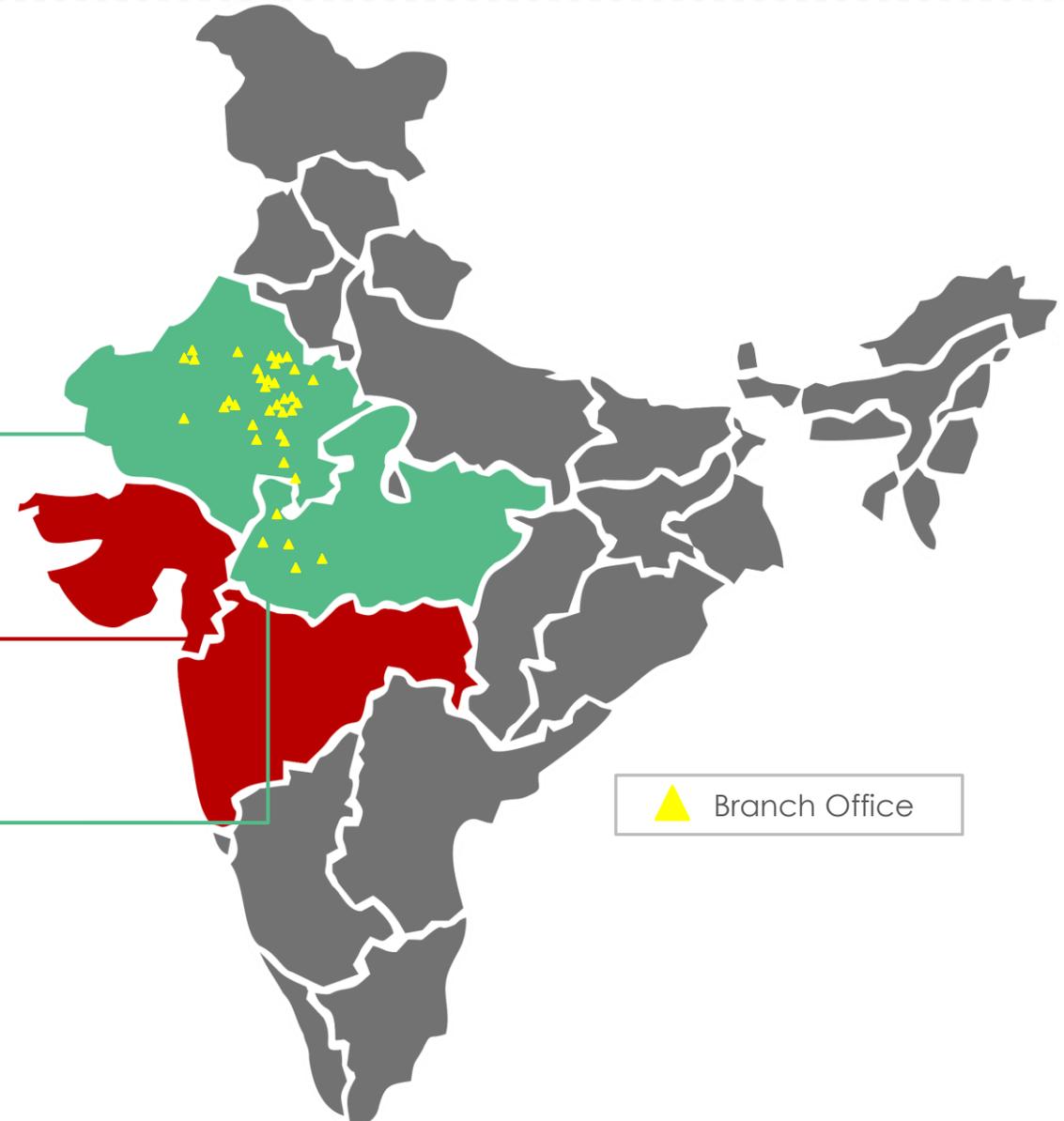
Well penetrated in East Rajasthan with presence across 25 districts via 32 branch offices

Gujarat & Maharashtra

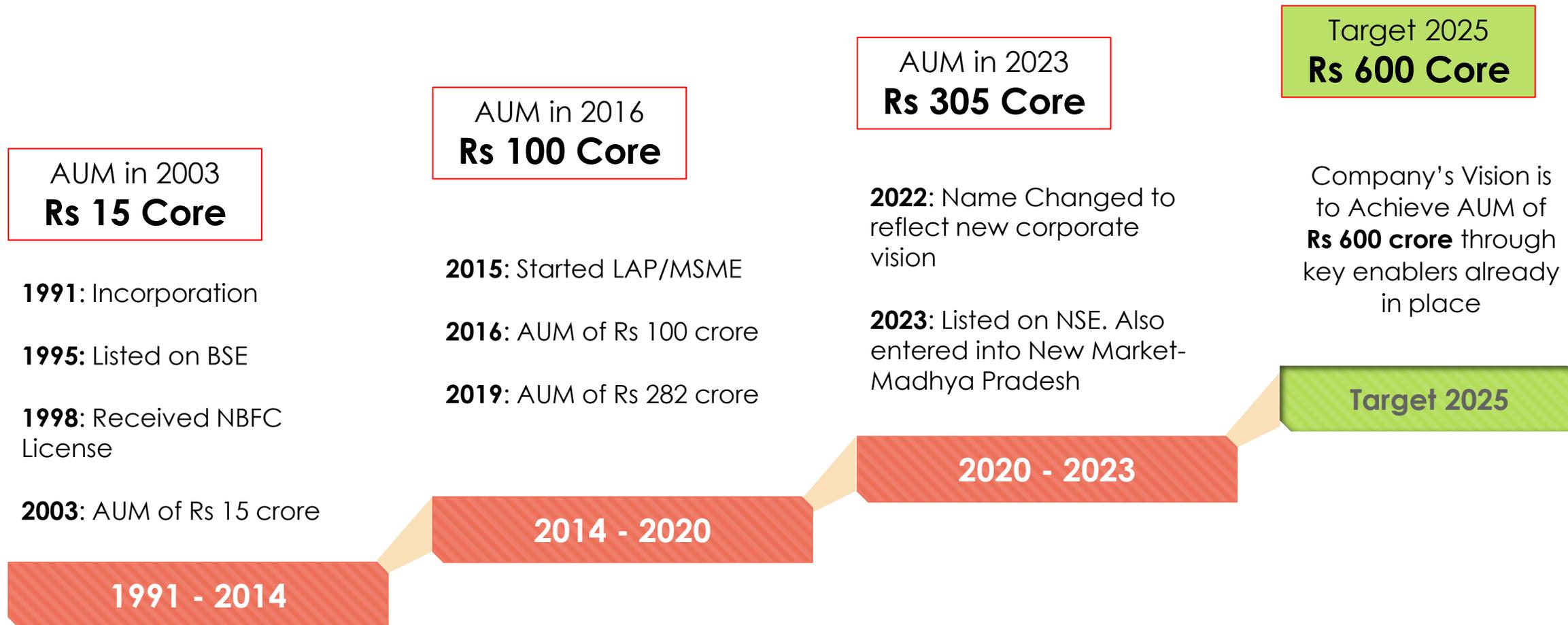
Planning to enter in Q3FY24

Madhya Pradesh

Recently forayed into West Madhya Pradesh in 8 districts with 5 branch offices



Over 3 Decades of Delivering Dreams



Key Growth Drivers Towards Doubling the AUM by FY25



Product

To introduce new products and services catering to existing and new customer segments such as **Affordable Housing Loans (Co-lending) and Electric Vehicle Financing**

Market

Recently expanded into **Madhya Pradesh with 8 districts** and planning to enter **Gujarat & Maharashtra in Q3FY24**

Sector

Tapping into the burgeoning financing opportunities in the **unbanked Semi Urban and Rural Areas**

Margin

Improving Margins through **Technology Adoption** and **Product Offerings**

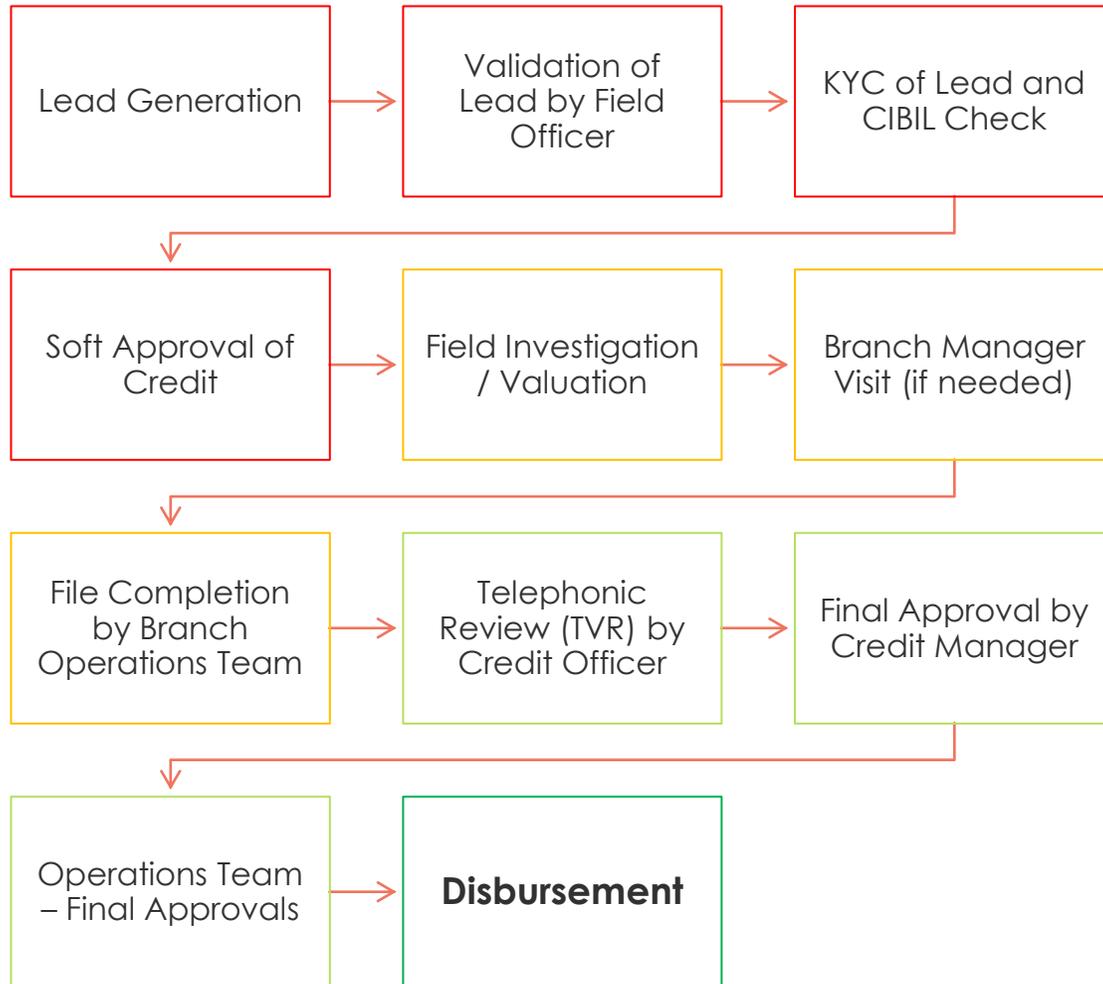


Key Enablers in Place

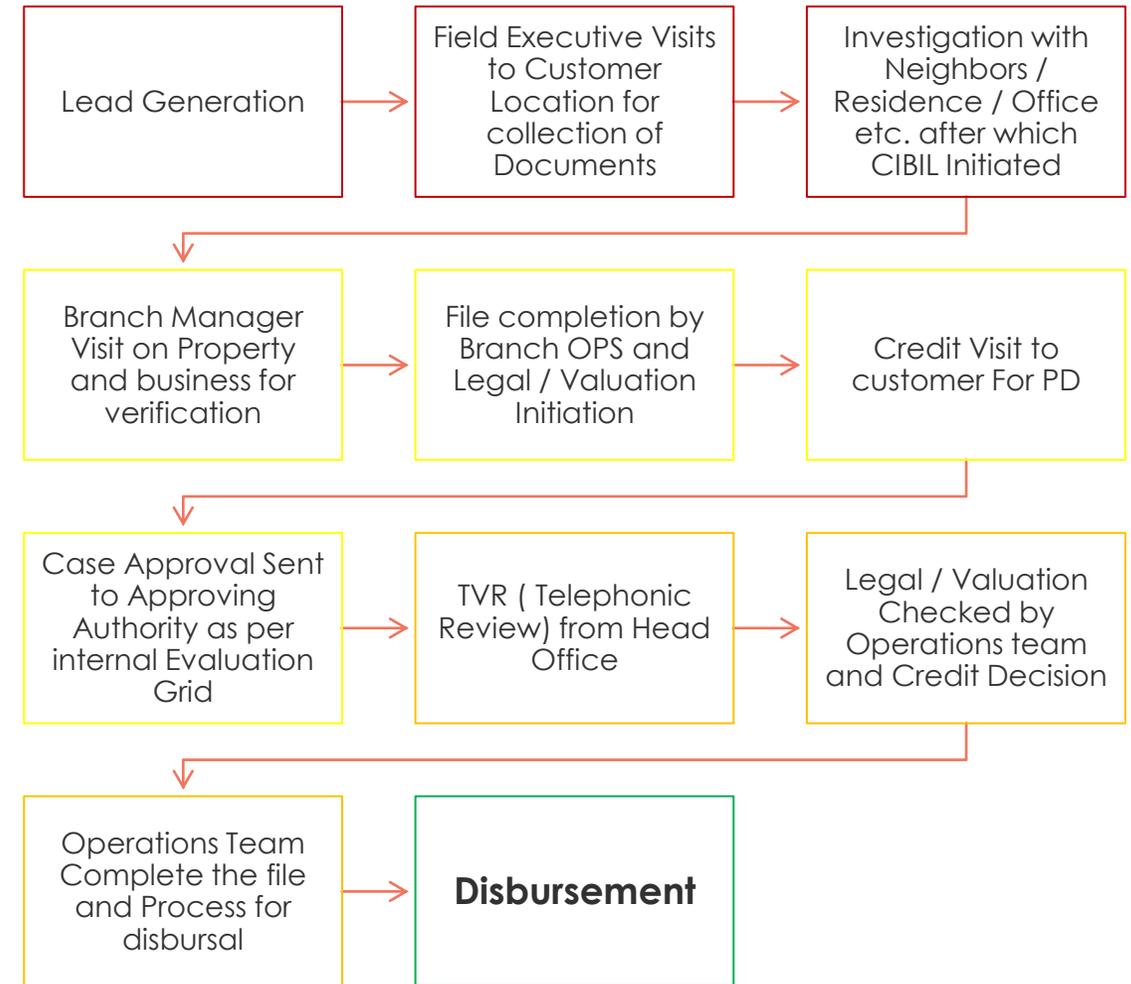
Robust Credit Origination and Validation Process ...



Vehicle Loan



MSME / Mortgage Loan

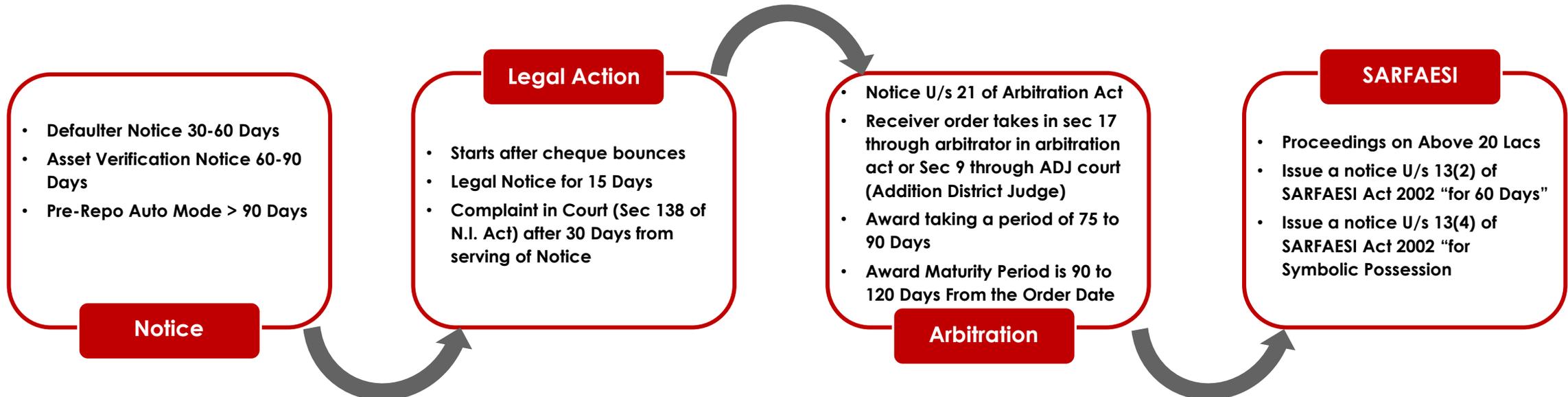




... with Strong Escalation Matrix for Collection Process

	SMS	Collection Calls	Relationship Executive	Branch Manager	Credit Manager	Collection Executive	Collection Manager	Collection Head
0 - 30 Days	✓	✓	✓	⚠	⚠	⚠	⚠	⚠
31 – 60 Days	✓	✓	✓	✓	⚠	✓	✓	✓
61 – 90 Days	✓	✓	✓	✓	✓	✓	✓	✓
91 – 150 Days	✓	✓	✓	✓	✓	✓	✓	✓
> 150 Days	✓	✓	✓	✓	✓	✓	✓	✓

Constant multi-layered vigilance to ensure collection is on track, followed by Strict Legal Action



Digital Prowess to Oversee Every Aspect of the Business



Risk Management



Vehicle Valuation: Real time triggering Valuation through Auto Swift App to external vendor and reports within 2 Hrs. of TAT.



Planning to introduce IT portal to address all IT related issues as well as keeping record of asset allocations and usage.

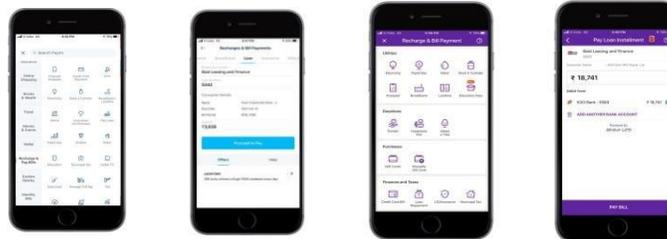


Networking: All offices / branches are on real time attendance Biometric system and are over networking. LMS and Accounting access of Jaguar Software is available across branches.

Digital Payment Mode



- **NACH:** Activation of NACH in less than 48 hrs. with high level of accuracy and least manual interference. 80% NACH presentation making EMI collection more efficient.
- BBPS/UPI availability for every customer to make payments digitally from anywhere at ease.



Collections

Collect-ON: This application helps getting real time collection receipt by printer to customer. All Collection executives are issued machines to fetch the data of their customers and generates print of collection receipt.



Data Security: All data is backed up centrally at HO server and e-mails/ folders are password protected. Access rights to internet are also monitored and controlled centrally ensuring data security.

Human Capital – Well Trained and Motivated Work Force



Training and Development



Induction Program for New Joinees



Software Training including Jaguar and ESS



Videos for E-Learning of Processes, Policies and Procedures

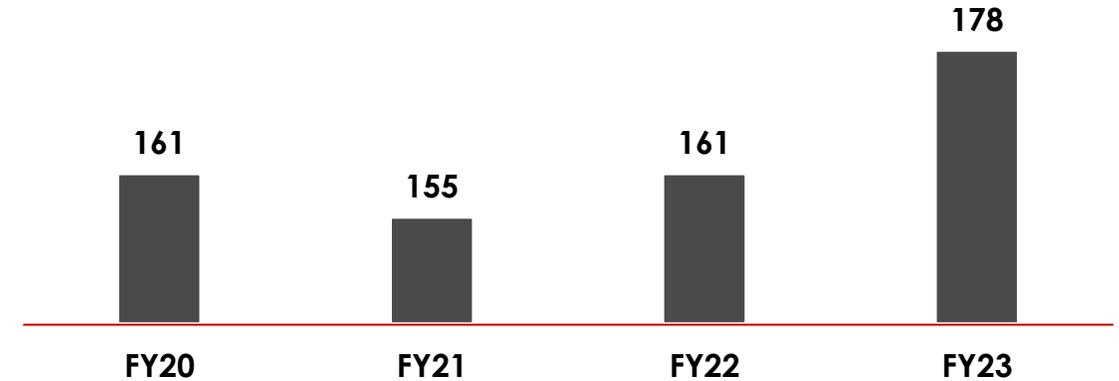


Weekly internal mail on various policies and updates.

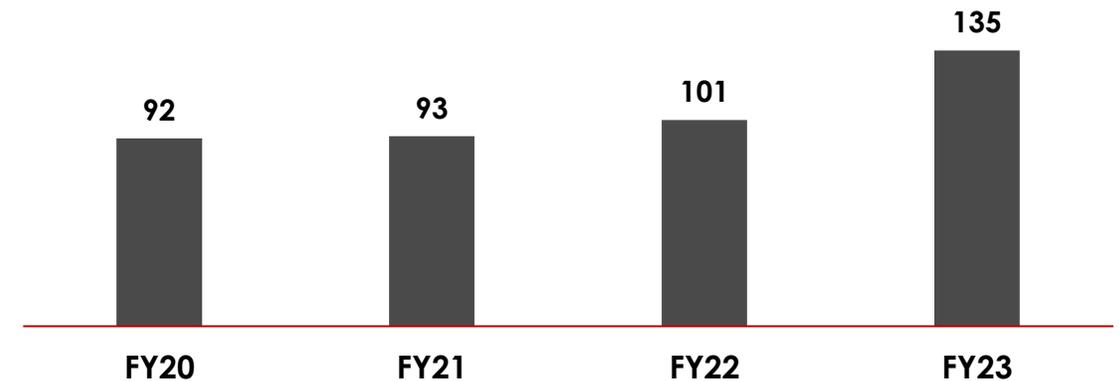


Regular Training session for employees at HO

Total Workforce (Nos.)



Total Fieldforce (Nos.)



Dynamic Young Management led by an Experienced Pioneer



Panna Lal Baid
Chairman and
Managing Director

He is the founder of Baid Leasing and Finance Co. Ltd. and a first-generation entrepreneur bearing more than 50 years expertise in diversified sectors and more particularly into core finance sector. He created the strategic presence of the company in high yield – pre-owned vehicle financing segment with expertise in loan origination, valuation and collection. He is also engaged in various philanthropic and social service activities.



Aman Baid
Whole Time Director

Third generation professionally, post-graduate in FMB from SP Jain Institute of Management, he is actively handling vehicle portfolio of the company for the last 9 years.

In addition, he looks after branch and business expansion and fund-raising functions of the Company. He is heading the operations, credit and collection for the vehicle portfolio. He has a team for every different ambit viz. operations, credit and collection reporting to him.



Aditya Baid
Chief Financial Officer

Third generation professional, postgraduate in FMB from SP Jain Institute of Management, he is the CFO of the Company and actively handling the LAP/MSME portfolio of the company for the last 9 years.

He is heading the operations, credit and collection for the LAP/MSME portfolio. He has a team for every different ambit viz. operations, credit and collection reporting to him.



Abhishek Rathore
Business Head

Post-graduate in Banking and Finance from ICFAI, Hyderabad, he is a successful Business Development Professional with comprehensive knowledge about start-ups in the financial sector catering Affordable/MSME segment.

Been with Baid Finserv since May 2022 as Business Head, has over 16 years of experience with leadership Roles in Sales, Business Development and Channel Partnerships with leading NBFCs and HFCs.



Surbhi Rawat
CS & CO

Qualified Company Secretary, is responsible for Regulatory Compliance and Corporate Secretarial function of the company.

With 6 years of work experience, she has acquired expertise in Corporate & Securities Laws, SEBI Listing Compliances, RBI Compliance, Secretarial Compliances, Audits, Due Diligence, corporate governance and loan documentation.



Assets and Liabilities

INSURANCE



Robust Growth in AUM to Rs 305 Crore in FY23

MSME / Mortgage Loans: ~93% of AUM

Categories: Self Employed, Vendors, Small Shop Owners, Dairy Operators

Purpose: Working Capital & Business Expansion, Inventory

Security: Residential / Commercial Property

Avg. Ticket Size	Avg. Tenure	Avg. LTV
4-8 Lakhs	60-120 months	30-45%

Vehicle Loans: ~7% Of AUM

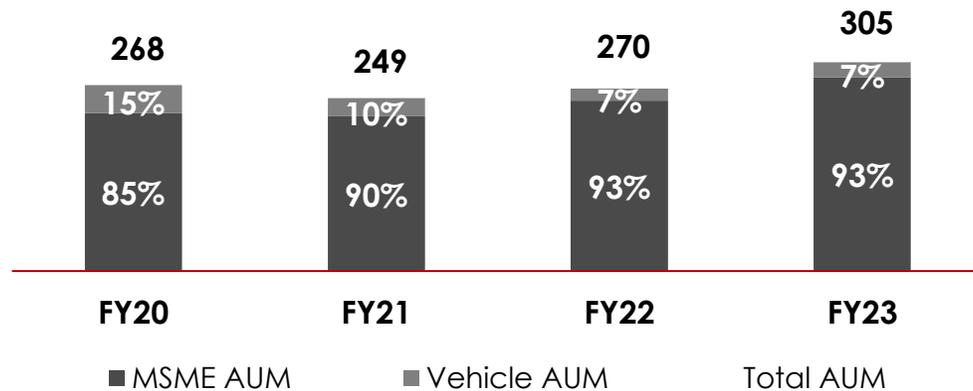
Categories: Tractor, Commercial Vehicle, Personal Vehicle

Purpose: Transportation, Commercial & Personal Use.

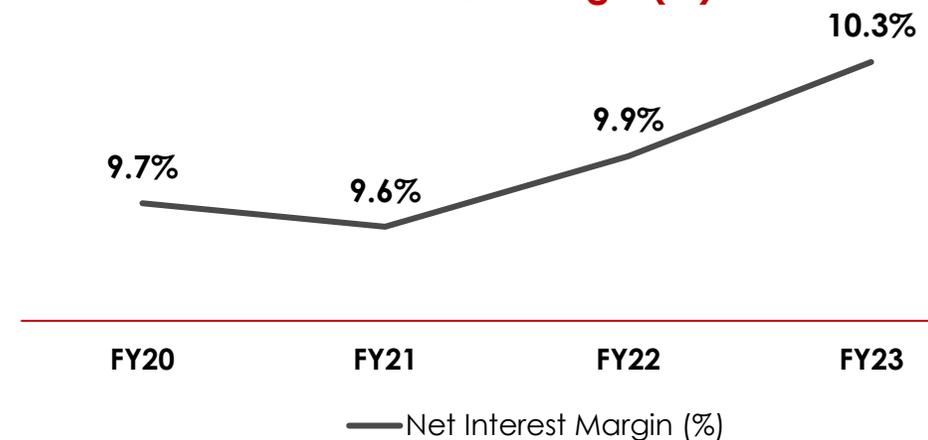
Security: Hypothecation

Avg. Ticket Size	Avg. Tenure	Avg. LTV
2-5 Lakhs	12-48 months	70-80%

Total AUM (Rs Cr)



Net Interest Margin (%)



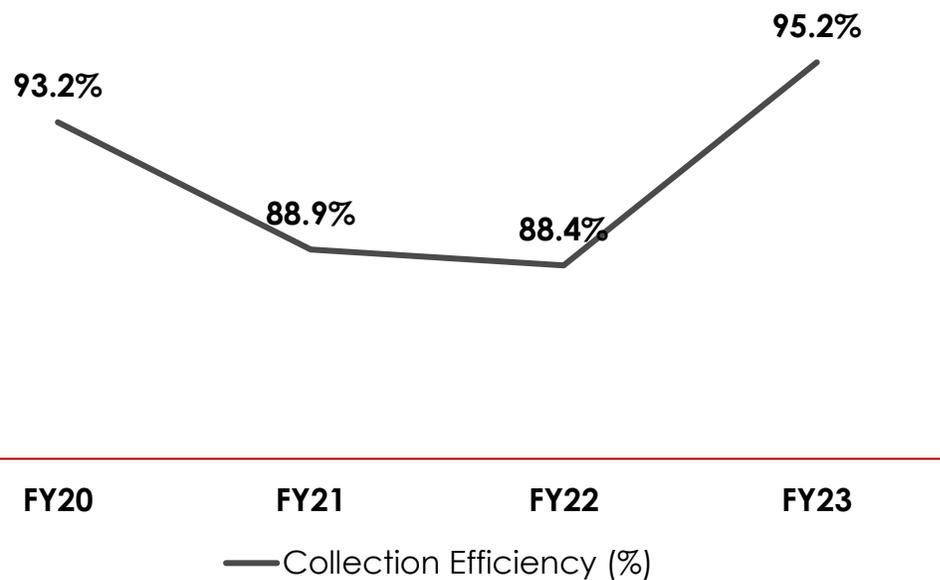
Demonstrated Strong Collection Efficiency



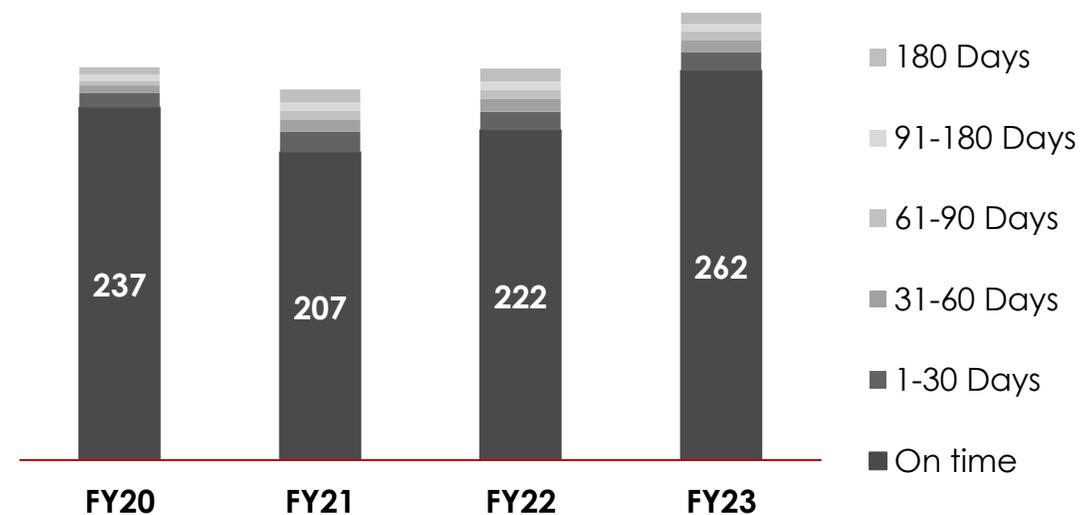
~90% of the Book is On-Time, underscoring our collection efficiency.

GNPA at 2.91% and **NNPA at 0.64%** as of 31-Mar-23

Collection Efficiency (%)



AUM Bucket (Rs Cr)





Well Diversified Lender Profile with 14 Active Lenders

NBFCs



PSU



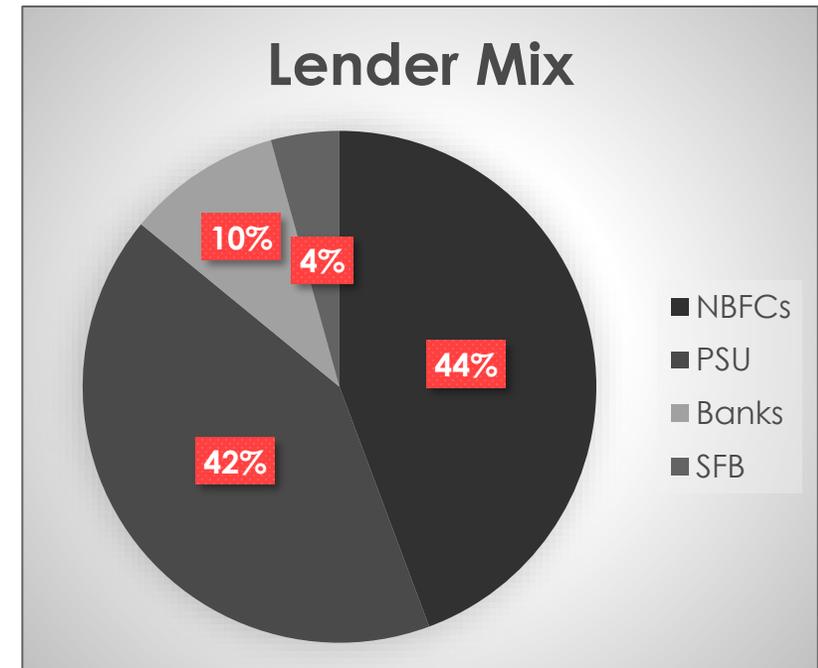
Banks



SFB



Lender Mix



Strong Relationship Across Multiple Lenders for over 3 Decades

Strong Financial Position with Disciplined Borrowing Profile

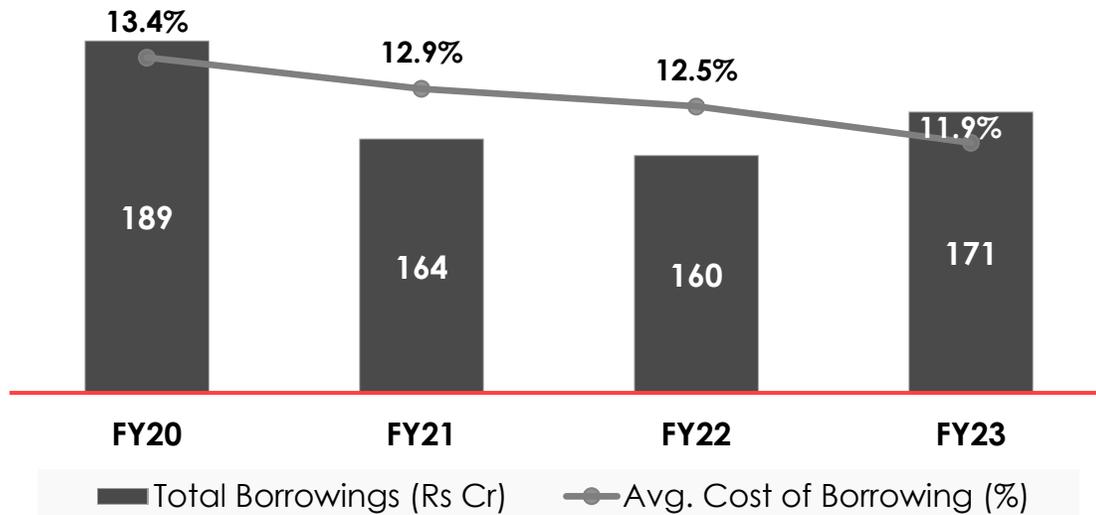


Disciplined Borrowing Profile with Average Cost of Borrowing reducing year-on-year

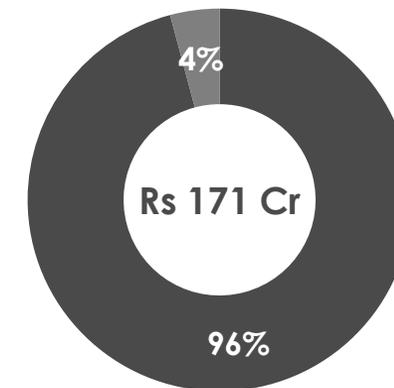


BBB

Total Borrowings and Cost of Borrowing



Borrowing Mix (%)



■ Term Loan ■ Cash Credit



Operating Metrics

Robust Financial Position – Launchpad for Growth

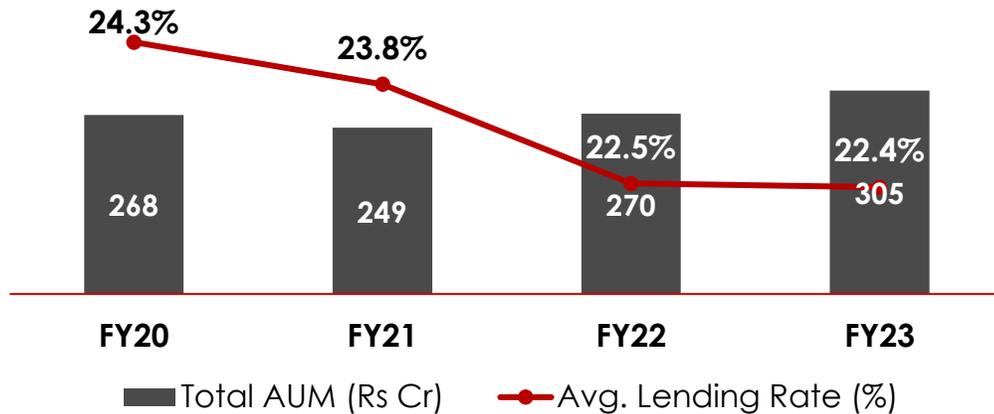


Financial Information (Rs Cr)	FY20	FY21	FY22	FY23
Net-worth	130.02	137.57	145.83	155.01
Total Borrowings	188.60	163.90	159.77	170.72
Total Assets	340.55	316.49	317.84	341.11
Total AUM	267.95	249.05	270.03	304.98
Total Income	62.79	54.11	50.05	55.73
Profit Before Tax	10.36	10.29	12.15	13.99
Profit After Tax	7.61	7.48	8.79	10.38
Capital Adequacy Ratio	41.39%	47.35%	51.01%	50.71%
Collection Efficiency	93.20%	88.96%	88.44%	95.20%
Gross NPA	3.44%	3.51%	3.34%	2.91%
Net NPA	1.94%	1.64%	1.02%	0.64%
TOL/TNW (x)	1.62	1.30	1.18	1.20
AUM/Net-worth (x)	2.06	1.81	1.86	1.97
AUM/Secured Borrowings (x)	1.49	1.61	1.80	1.84
ICR (x)	1.34	1.44	1.63	1.81

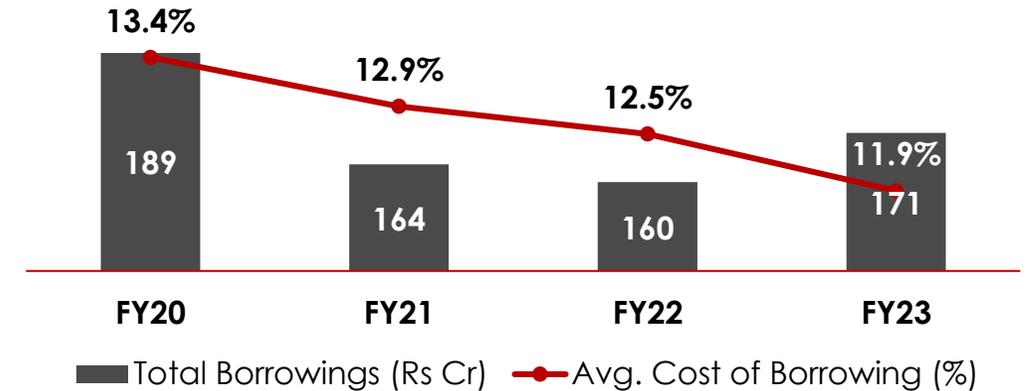
Financial and Operating Metrics (1/3)



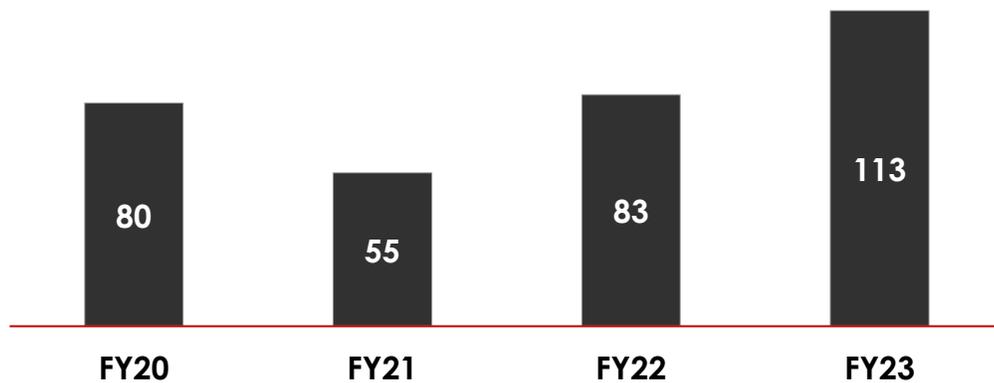
Total AUM and Average Lending Rate



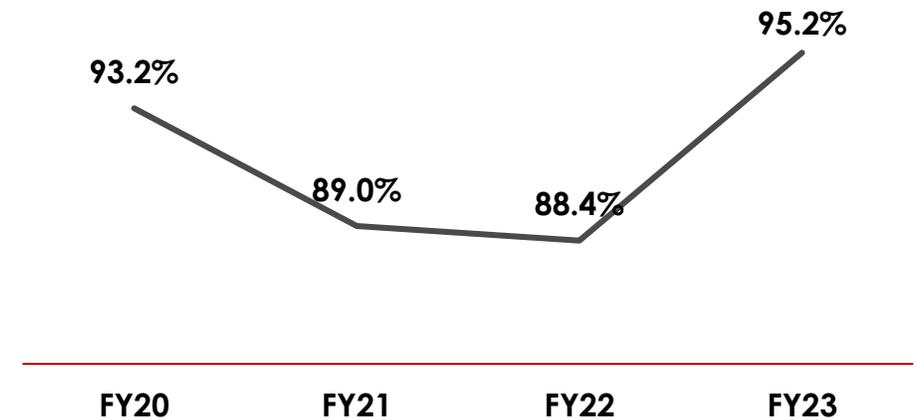
Total Borrowings and Average Cost of Borrowings



Fresh Disbursements (Rs Cr)



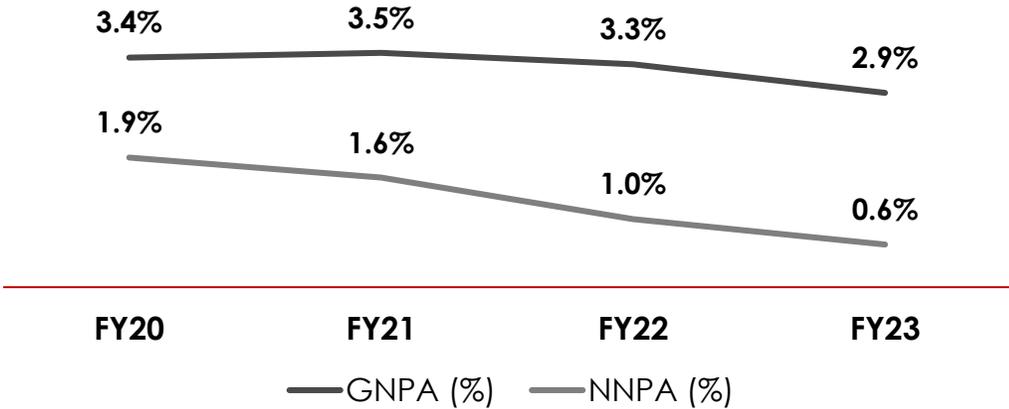
Collection Efficiency (%)



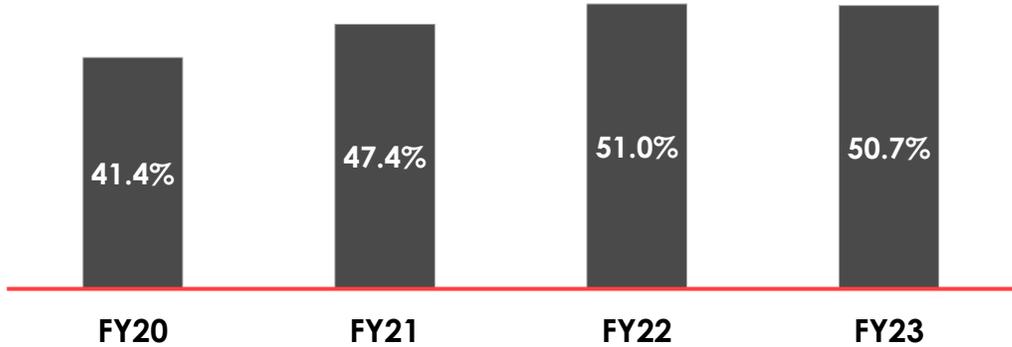
Financial and Operating Metrics (2/3)



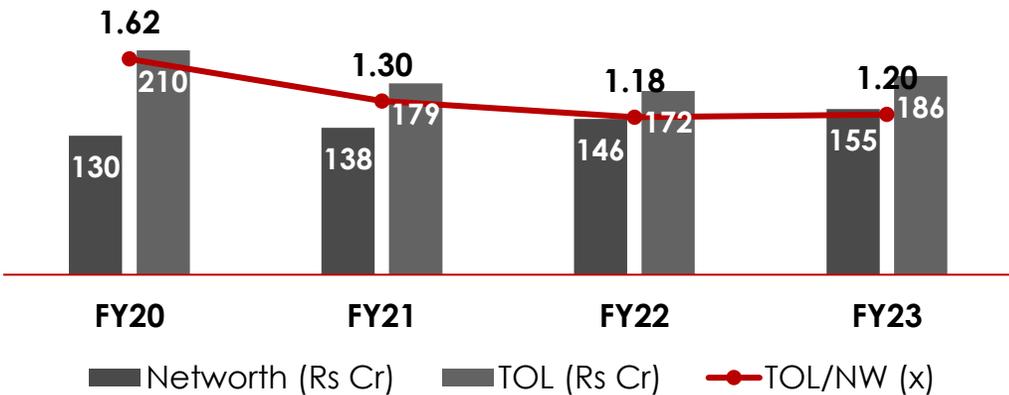
Gross and Net Non-Performing Assets



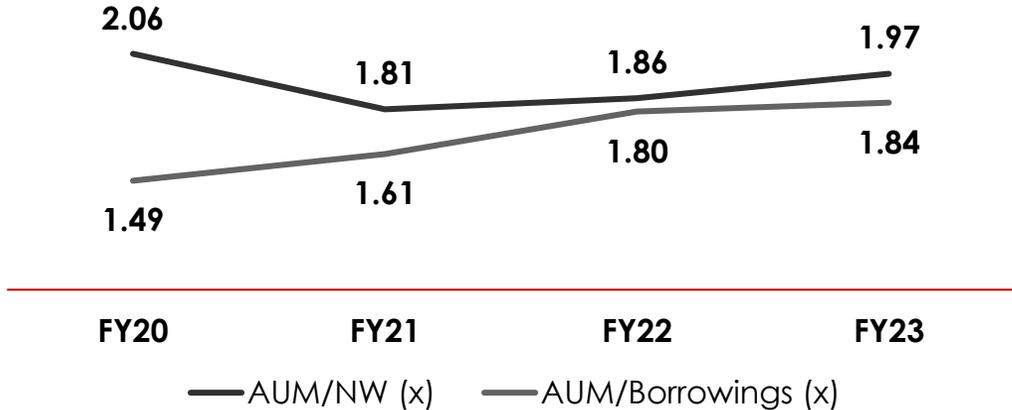
Capital Adequacy Ratio (%)



TOL / TNW Ratio



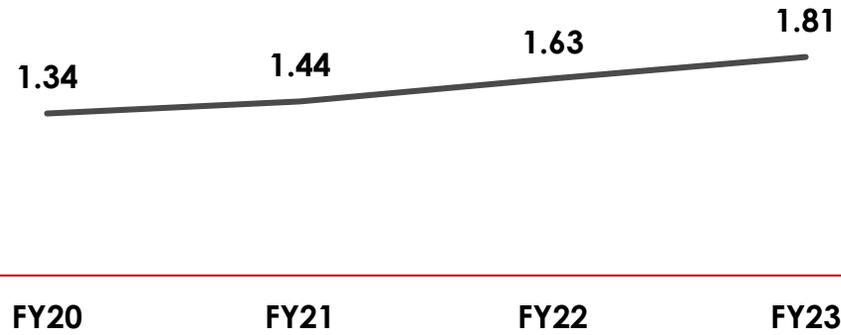
AUM/Net-worth and AUM/Secured borrowing



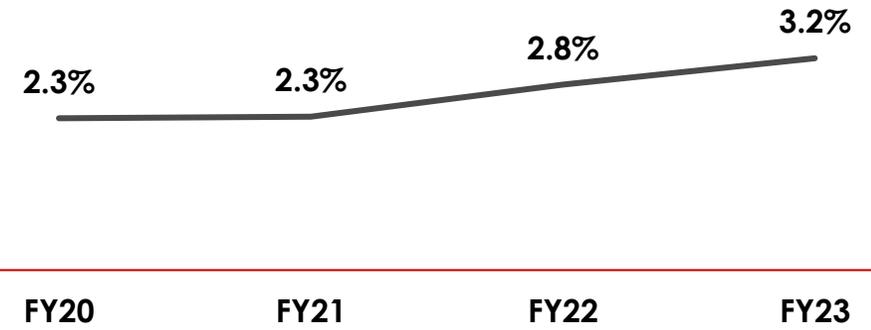
Financial and Operating Metrics (3/3)



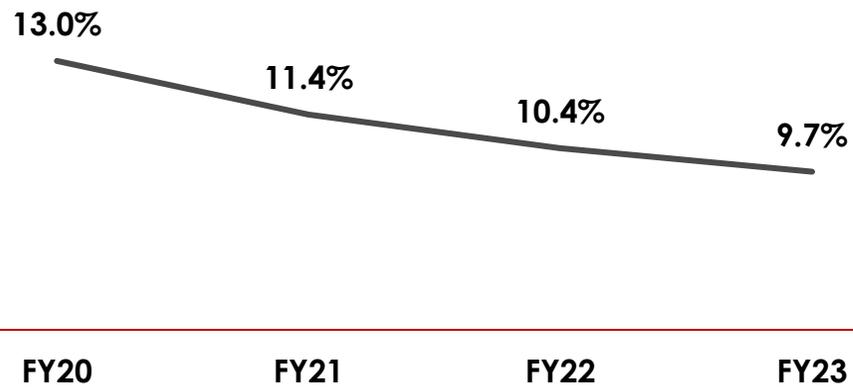
Income to Cost Ratio (x)



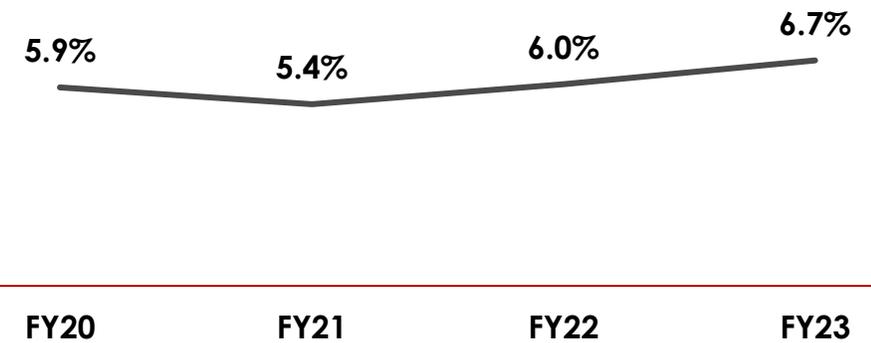
Return on Assets (%)



Return on Capital Employed (%)



Return on Equity (%)



Annual - Profit & Loss



Income Statement (₹ Cr)	FY20	FY21	FY22	FY23
Interest Income	62.04	53.30	49.59	51.27
Other Income	0.74	0.81	0.43	4.48
Total Income	62.78	54.11	50.03	55.74
Interest Expenses	31.04	24.06	19.60	17.67
Net Total Income	31.74	30.05	30.43	38.07
Employee Cost	5.92	5.45	4.84	5.47
Other Expenses	11.52	11.01	9.08	13.16
Operating Profit	14.30	13.59	16.50	19.44
Credit Cost	3.94	3.30	4.37	5.44
Profit Before Tax	10.36	10.29	12.13	13.99
Tax	2.75	2.81	3.37	3.61
Profit After Tax	7.61	7.48	8.77	10.38
Return on Avg. Total Assets %	2.26%	2.28%	2.76%	3.15%

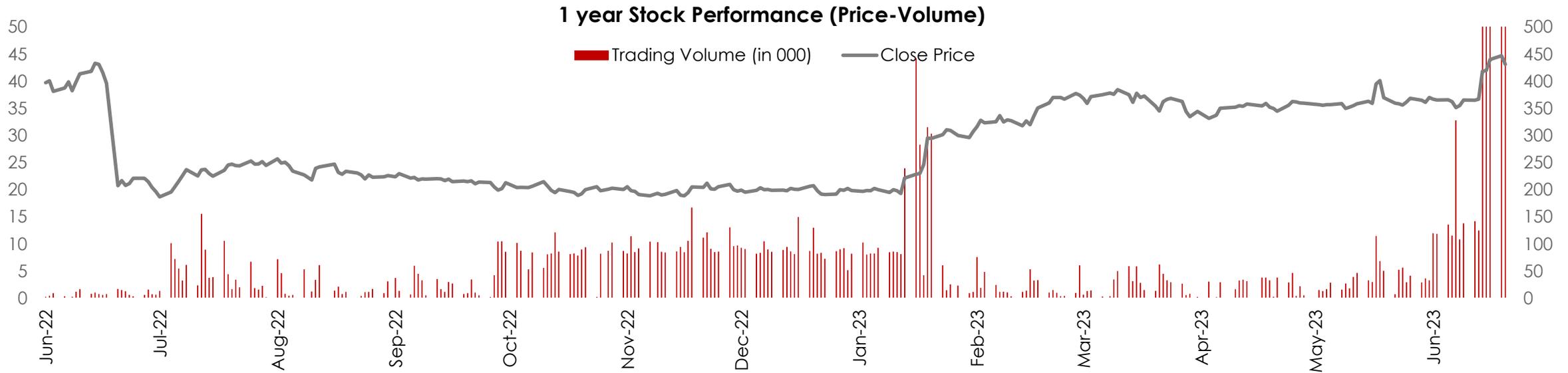
Annual – Balance Sheet



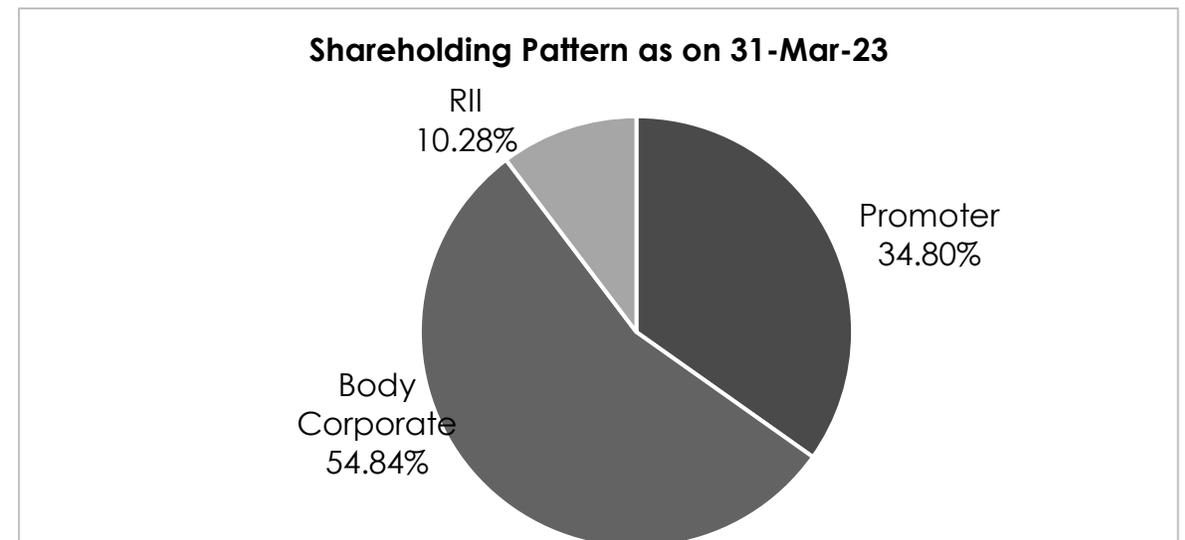
Assets (Rs Cr)	Mar-22	Mar-23
Financial Assets		
Cash and Bank Balance	15.79	17.83
Loans	271.11	299.45
Investments	8.58	6.28
Other Financial Assets	13.41	7.36
Total Financial Assets (A)	308.89	330.92
Non-Financial Assets		
Property, plant and equipment, etc	1.27	1.26
Deferred tax assets and Current tax assets (net)	0.06	0.04
Other Non-Financial Assets	7.61	8.90
Total Non-Financial Assets (B)	8.94	10.20
Total Assets (A)+(B)	317.83	341.12

Assets (Rs Cr)	Mar-22	Mar-23
Financial liabilities		
Trade payables	1.90	0.66
Borrowings	159.77	170.72
Other financial liabilities	6.60	10.66
Total Financial Liabilities (A)	168.27	182.04
Total Non-Financial Liabilities (B)	3.73	4.07
Equity		
Equity share capital	12.01	24.01
Other equity	133.82	131.00
Equity (C)	145.83	155.01
Total Liabilities & Equity (A)+(B)+(C)	317.83	341.12

Capital Market Information



NSE / BSE code	BAIDFIN 511724
CMP (Rs/share)	43.49
Market Cap (Rs Mn)	5,221.8
# Shares (Mn)	120
Face Value (Rs/share)	2.00
Sector	NBFC





Mr. Aman Baid, Whole-Time Director

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