



**BAID FINSERV LIMITED**

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

AAPKI PRAGATI  
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## Investor Presentation



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## Company Overview















Baid Finserv Limited (BAIDFIN, The Company) is a Non-Deposit Taking NBFC that specializes in providing Secured MSME Loans (LAP), Vehicle Loans, and Insurance products. Established in 1991 and based in Jaipur, the company has more than 30 years of experience serving customers in semi-urban and rural areas of Rajasthan. It is now expanding its presence in Madhya Pradesh and Gujarat.

With a strong customer base of over 50,000 clients across different business sectors, Baid Finserv is dedicated to improving its services to meet the growing needs of its clients. The company has plans to further expand its operations in Maharashtra by the end of Q4 FY24, with the aim of capitalizing on the increasing funding opportunities in underbanked semi-urban and rural regions.



# Key Metrics Overview



 <p><b>30 +</b> Years Of Experience</p>	 <p><b>40</b> Branches</p>	 <p><b>50,000 +</b> Satisfied Customers</p>	 <p><b>300 + Cr</b> AUM</p>
 <p><b>6,500 +</b> Active Customer</p>	 <p><b>BBB</b> Credit Rating Care Edge.</p>	 <p><b>210</b> Employees</p>	 <p><b>0.64%</b> Net NPA</p>
 <p><b>4,301 Customer Addition</b>  From FY21 to FY23</p>	 <p><b>FY23 Disbursement</b> ₹ 113 Cr.</p>	 <p><b>FY23 Collection Efficiency</b> 95.2%</p>	 <p><b>FY23</b> Revenue ₹ 56 Cr EBITDA ₹ 32 Cr Net Profit ₹ 10 Cr</p>

# Vision, Mission, & Core Values



## Our Vision

In its commitment to serving the underserved segments of society, the company endeavors to create value at the bottom of the pyramid. By extending financial services to the weaker and often overlooked sections of society, it aims to generate value for all stakeholder's while fostering a healthy work environment for its employees



## Our Mission

In its core mission of prioritizing people, the company aims to become the preferred customer-centric NBFC. It seeks to cultivate a motivated and friendly working atmosphere for its employees while delivering value to vendors, investors, and lenders.



Integrity



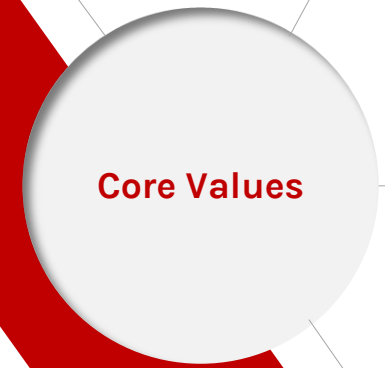
Transparency



Team Spirit

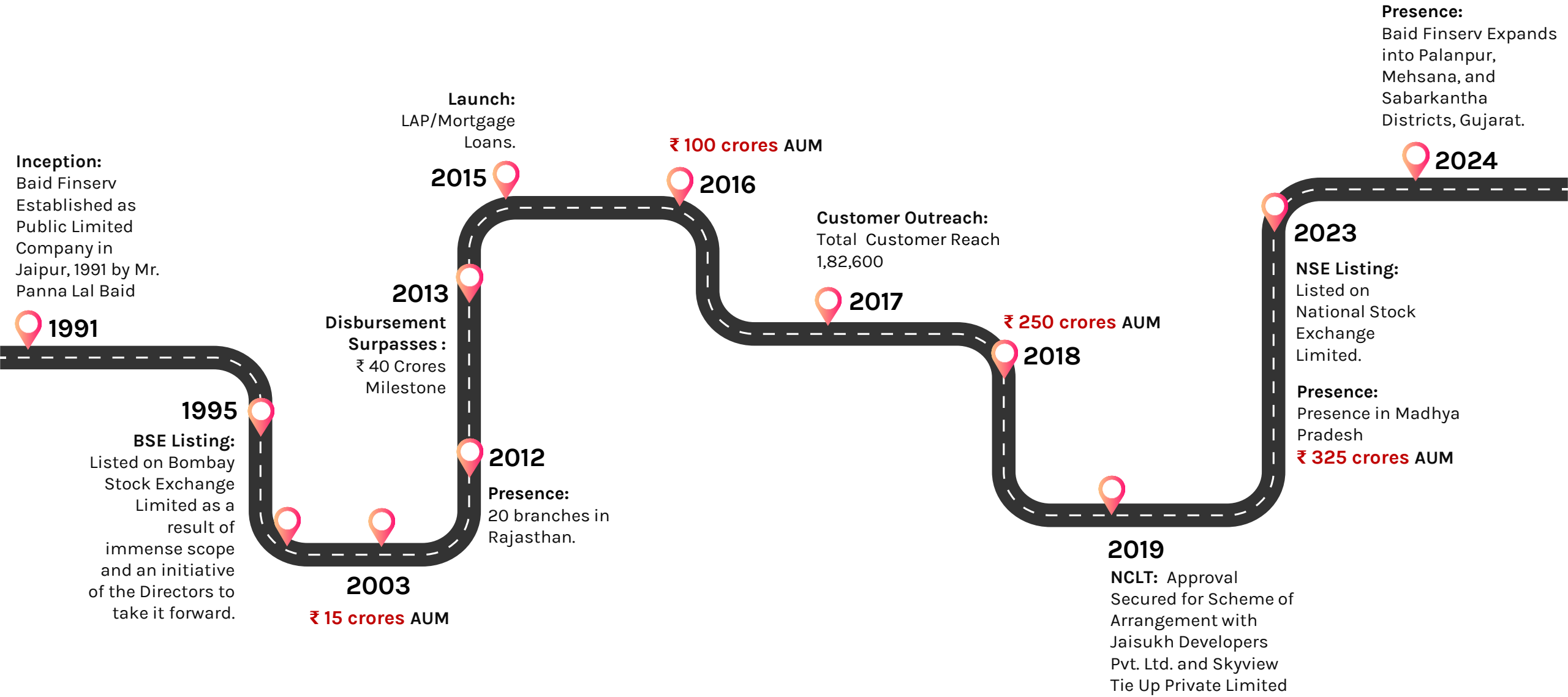


Competency



Core Values

# Key Milestones In Company's Journey

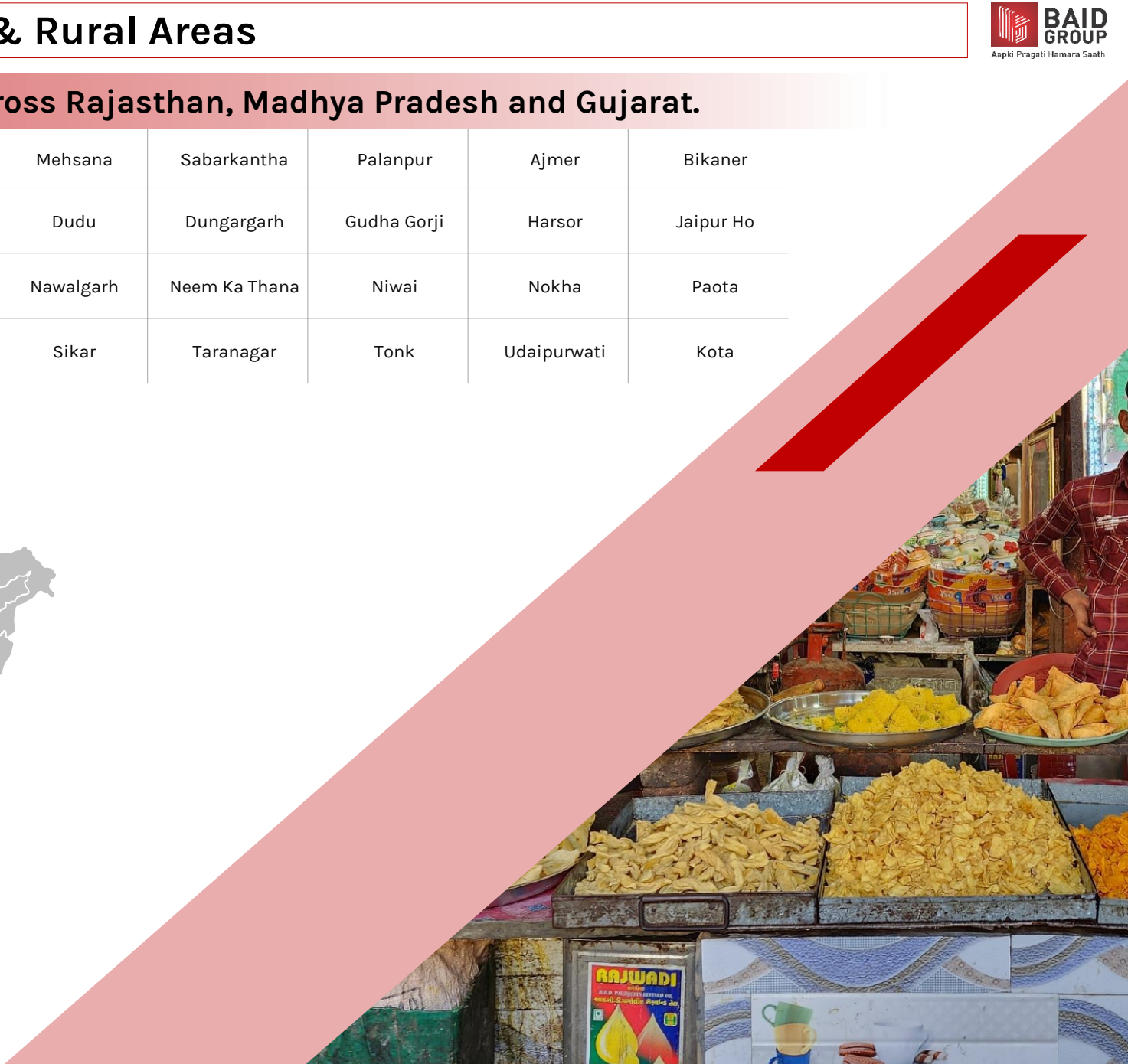
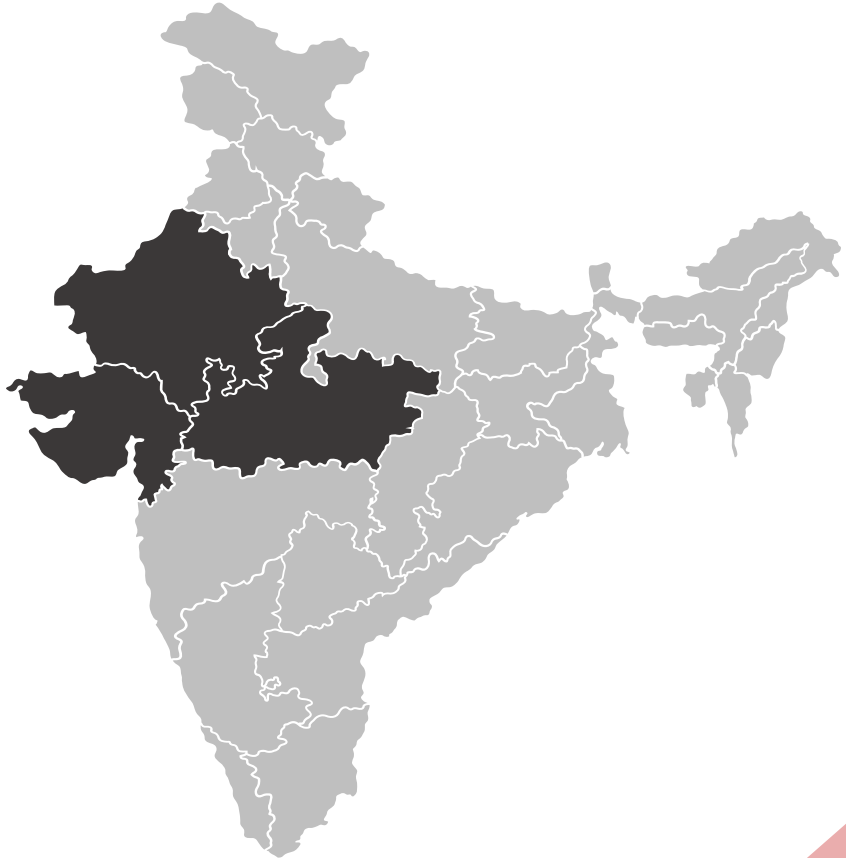




# Serving The Underbanked In Semi-urban & Rural Areas

40 branch offices in semi-urban and rural areas across Rajasthan, Madhya Pradesh and Gujarat.

Indore (RO)	Mandsaur	Ratlam	Sehore	Ujjain	Mehsana	Sabarkantha	Palanpur	Ajmer	Bikaner
Bundi	Chirawa	Chomu	Danta	Deedwana	Dudu	Dungargarh	Gudha Gorji	Harsor	Jaipur Ho
Jhunjhunu	Kishangarh	Kuchaman City	Mukandgarh	Narayanpur	Nawalgarh	Neem Ka Thana	Niwai	Nokha	Paota
Phulera	Renwal	Savad Badi	Shahpura Rural	Shahpura Hub	Sikar	Taranagar	Tonk	Udaipurwati	Kota





# Diverse Lending Portfolio With Proven Long Term Relations

## Banks

## Financial Institutions

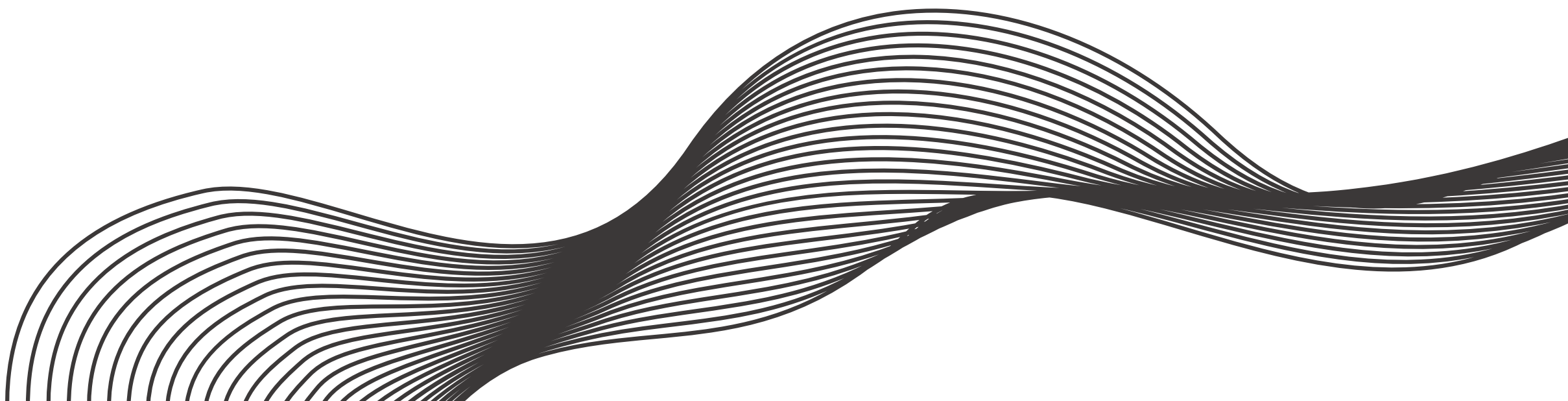
The company has 15 active lenders, each providing valuable resources to support its financial endeavors.

# Empowering Communities: Baid Finserv's CSR Initiatives

- Baid Finserv Limited's CSR initiatives aim to uplift the disadvantaged/marginalized segments of society by enhancing their quality of life. This includes assistance for serious illnesses, educational support for underprivileged students, and efforts towards eradicating extreme hunger and poverty, as well as providing relief during natural calamities.
- The Company channels its CSR contributions through reputable charitable foundations and funds authorized to carry out permissible CSR activities.
- CSR activities encompass a wide spectrum, including education, preventive healthcare, environmental sustainability, maintaining ecological balance, protecting flora and fauna, animal welfare, training and skill development, hunger eradication, poverty and malnutrition alleviation, promoting healthcare and gender equality, empowering women, ensuring access to safe drinking water, supporting higher education, and other activities stipulated under Schedule VII of the Companies Act, 2013.



# Business Overview





## Vehicle Loans

- Tractor Loan
- Commercial Vehicle Loan
- Car Loan



## Mortgage Loans

- MSME Loan
- Loan Against Property



## Insurance

- Life Insurance
- Dwelling Insurance
- Motor Insurance



# Empowering New Borrowers: Service Offering Insights

## Unlocking Mobility For New Vehicle Owners

**Vehicle Loans**



Loans of upto ₹ 10 Lakhs to first time vehicle owners

- Tractor Loan
- Commercial Vehicle Loan
- Car Loan

**Categories:** Tractor, Commercial Vehicle, Personal Vehicle

**Purpose:** Transportation, Commercial and Personal Use.

Avg. Ticket Size: **up to 10 Lakhs**

Avg. Interest Rate: **16%-28%**

Avg. Tenure : **12-48 months**

Avg. LTV: **70-80%**

Security: **Hypothecation**

AUM Share: **12%**

Revenue Share: **7%**

## Empowering Dreams, Empowering Entrepreneurs

**Mortgage Loans**



Secured loan designed for first-time loan takers, offering financing of up to ₹ 25 Lakhs

- MSME
- Mortgage Loans/LAP

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

**Purpose:** Working Capital and Business Expansion, Inventory

Avg. Ticket Size: **up to 25 Lakhs**

Avg. Interest Rate: **16%-28%**

Avg. Tenure : **60-120 months**

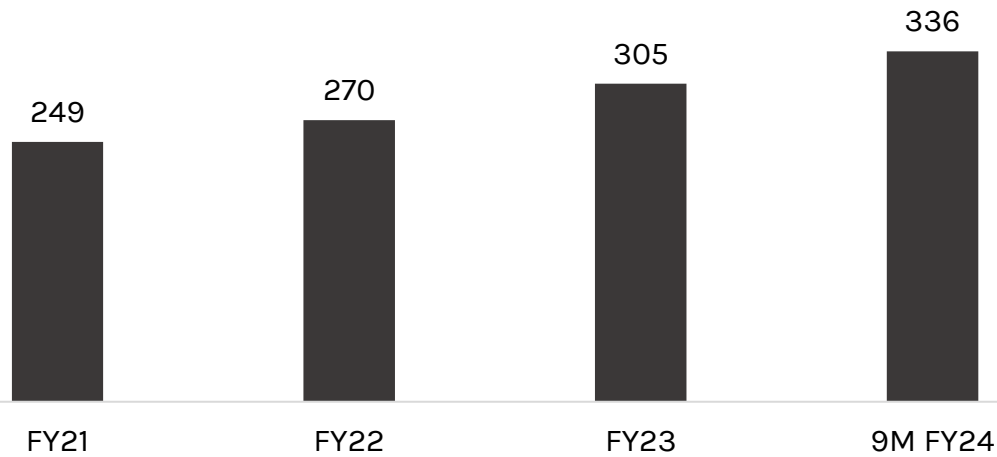
Avg. LTV: **30% - 45%**

Security: **Residential / Commercial Property**

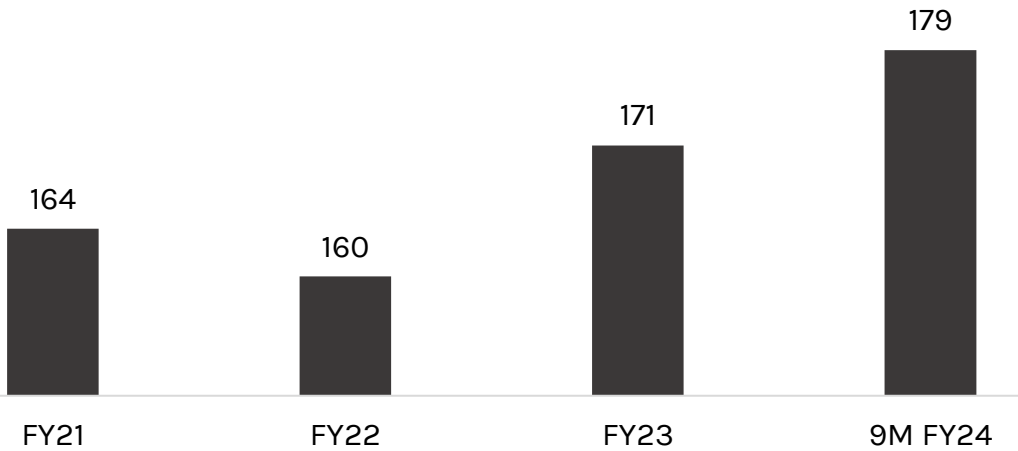
AUM Share: **88%**

Revenue Share: **92%**

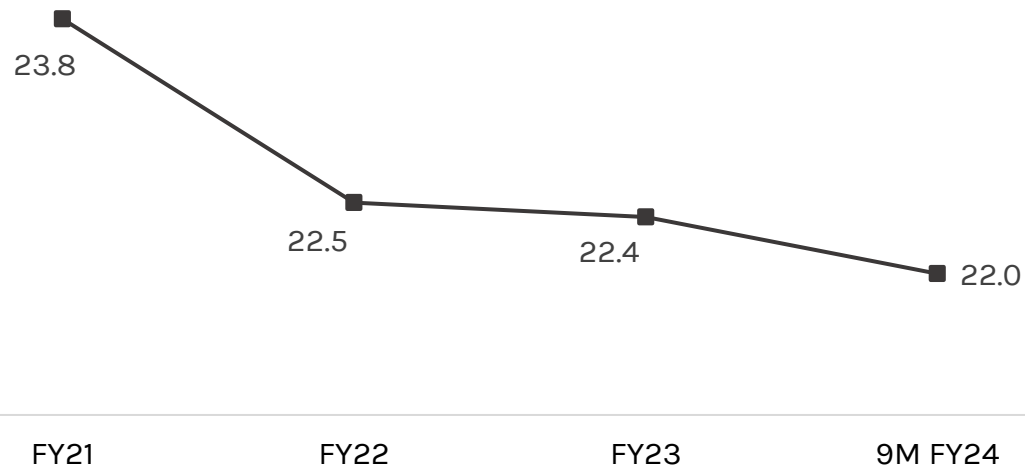
### Total AMU (In ₹ Cr)



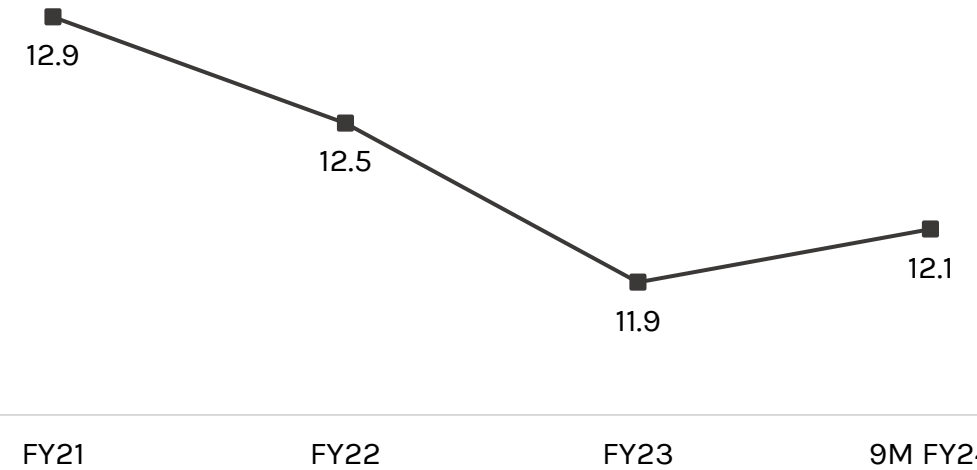
### Total Borrowing (In ₹ Cr)



### Average Lending Rate (In %)

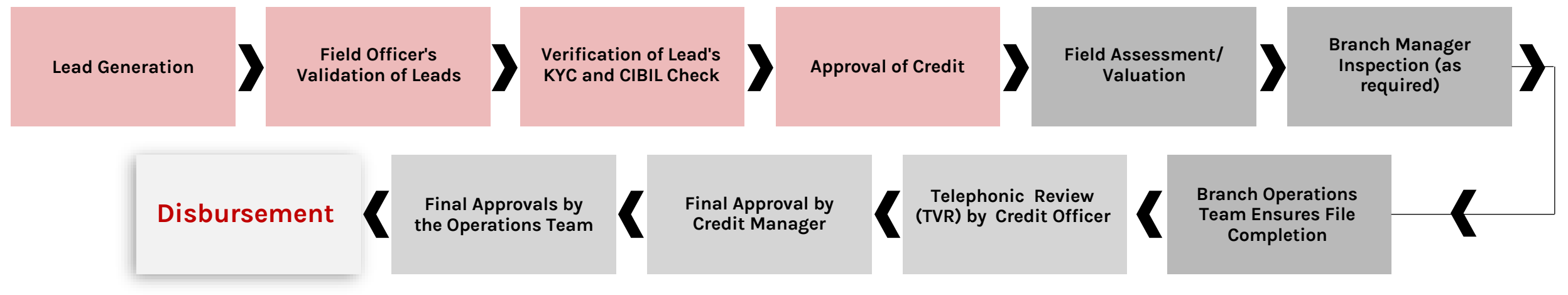


### Average Cost Of Borrowings (In %)

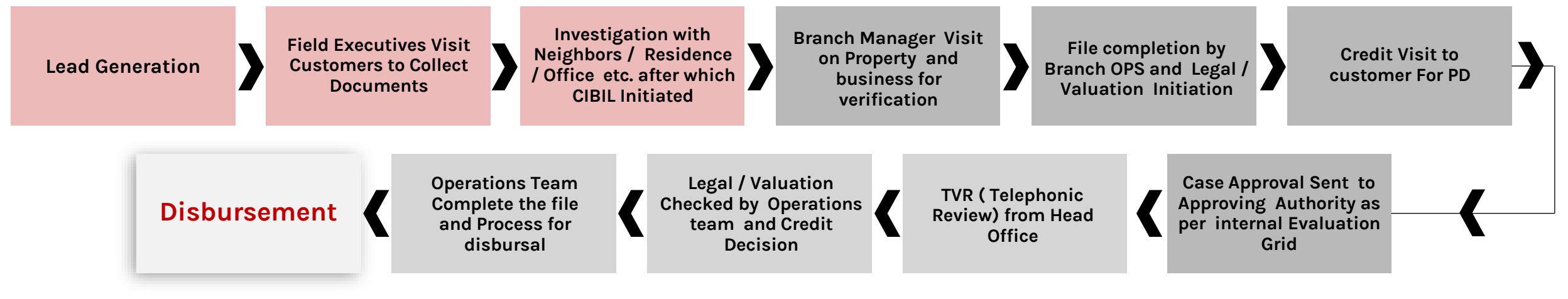


# Baid Finserv's Loan Disbursement Framework

## Vehicle Loan



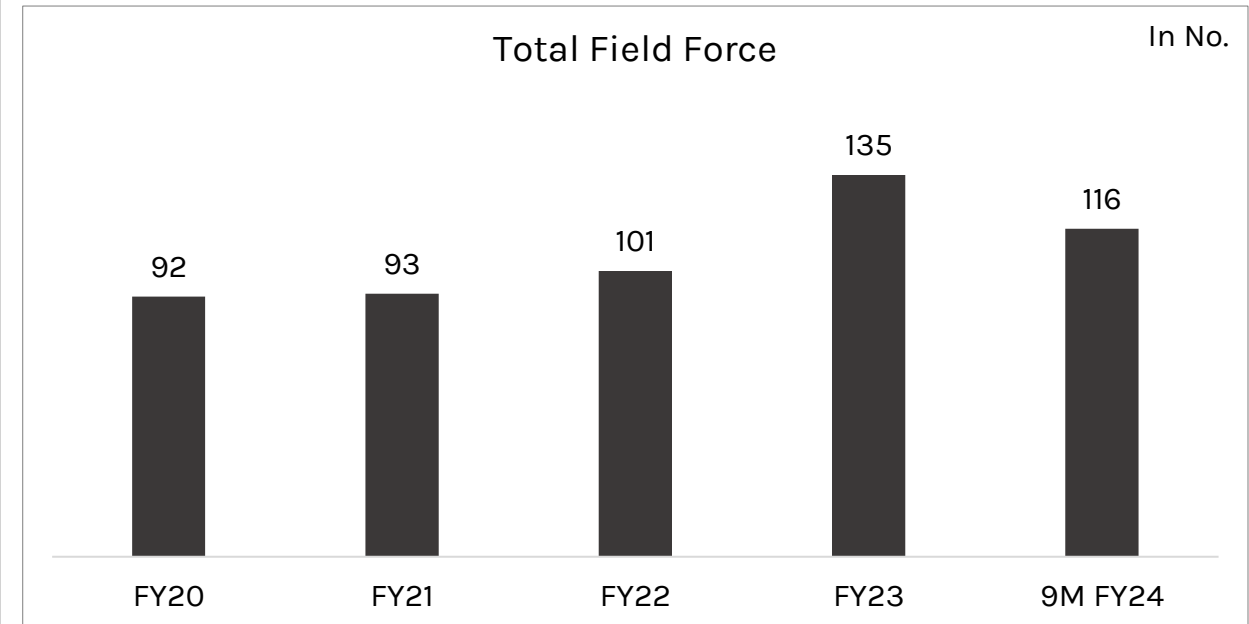
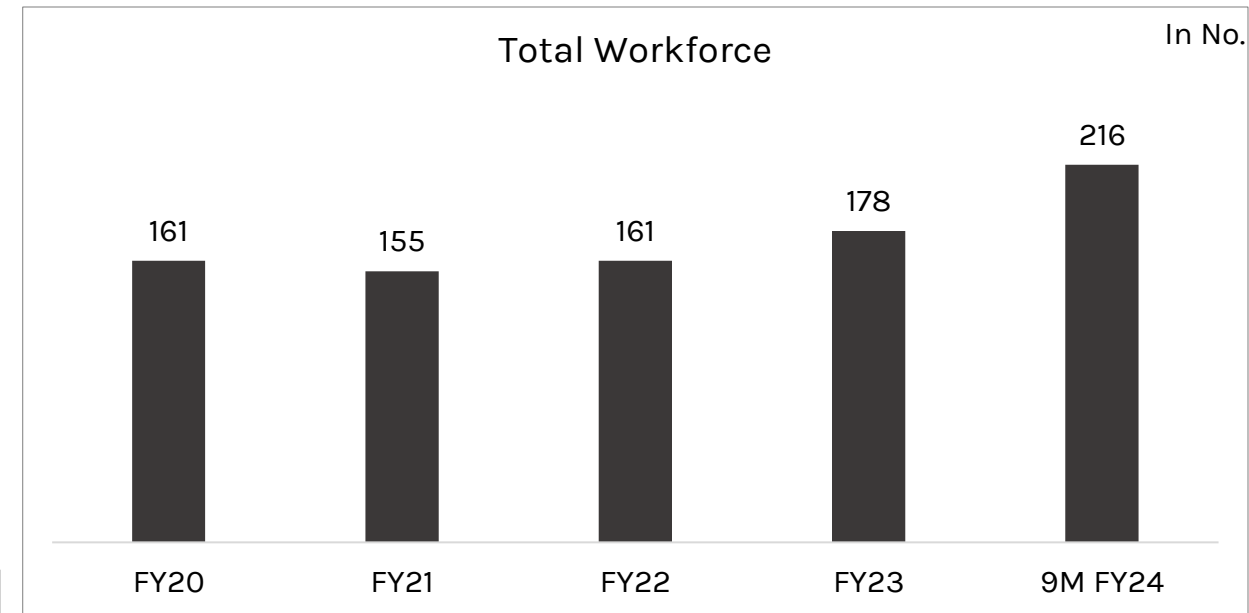
## MSME / Mortgage Loan



Field
  Branch
  Head Office

# Training & Development Initiatives: Empowering Growth & Efficiency

- New Hire Induction: Comprehensive program introducing company, policies, and structure.
- Department Training: Regular sessions at HQ to update on roles and policies.
- Internal Communication: Weekly emails for policy updates and information sharing.
- Educational Videos: Shared resources for learning about processes and policies.
- Interdepartmental Training: Weekly sessions for cross-functional understanding.
- Software Training: Zoom, videos, and in-house sessions for tool proficiency.





## Vehicle valuation

Real-time Vehicle Valuation: Instantly Initiating Valuations via the Auto Swift App to External Vendors, with Reports (TAT).“



## Information Technology

Planning to introduce an IT portal to address all IT-related issues and keep records of asset allocations and usage.

## Data Security

All data is centrally backed up on the head office server, with email/ folders password- protected. Internet access rights are centrally monitored and controlled to ensure data security.



## Networking

All offices/branches utilize a real-time attendance biometric system and are connected via networking. Access to Jaguar Software for Learning Management System (LMS) and Accounting is available across all branches.

**Building Bridges, Securing Networks: Driving Efficiency through Technology Integration.**

## 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 machine to fetch data of tier customers and generates print of collection receipt.



**Data Security:** All data is centrally stored on the HO server with password protection for emails and folders. Internet access rights are monitored and controlled to uphold data security.

	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	✓	✓	✓	✓	✓	✓	✓	✓

**Maintaining Vigilance Strategizing Debt Recovery**

1

## Notice

- Defaulter Notice 30-60 Days
- Asset Verification Notice 60-90 Days
- Pre-Repo Auto Mode > 90 Days

2

## Arbitration

- Issue a notice U/s 21 of Arbitration Act
- Receiver order takes in sec 17 through arbitrator in arbitration act or Sec 9 through ADJ court ( Addition District Judge)
- Award Taking a period of 75 to 90 Days
- Award Maturity Period is 90 to 120 Days From the Order Date

3

## Sec 138 of Negotiable instrument Act

- Process start after cheque bounces
- Legal Notice for 15 Days
- After 30 Days from serving of Notice file Complaint in Court (Sec 138)

4

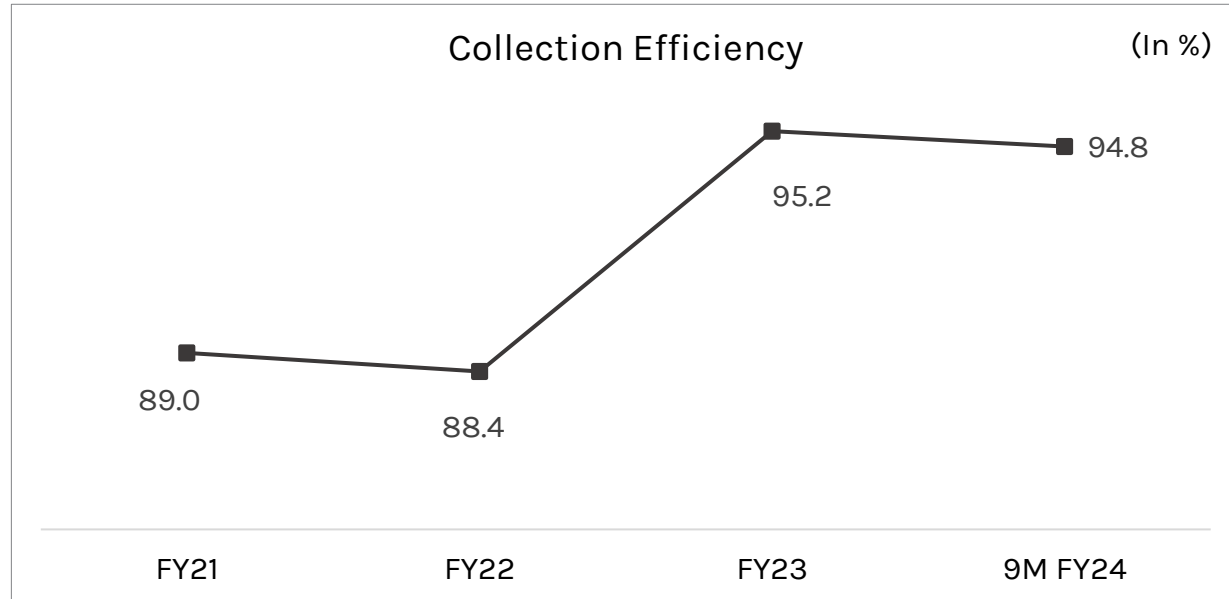
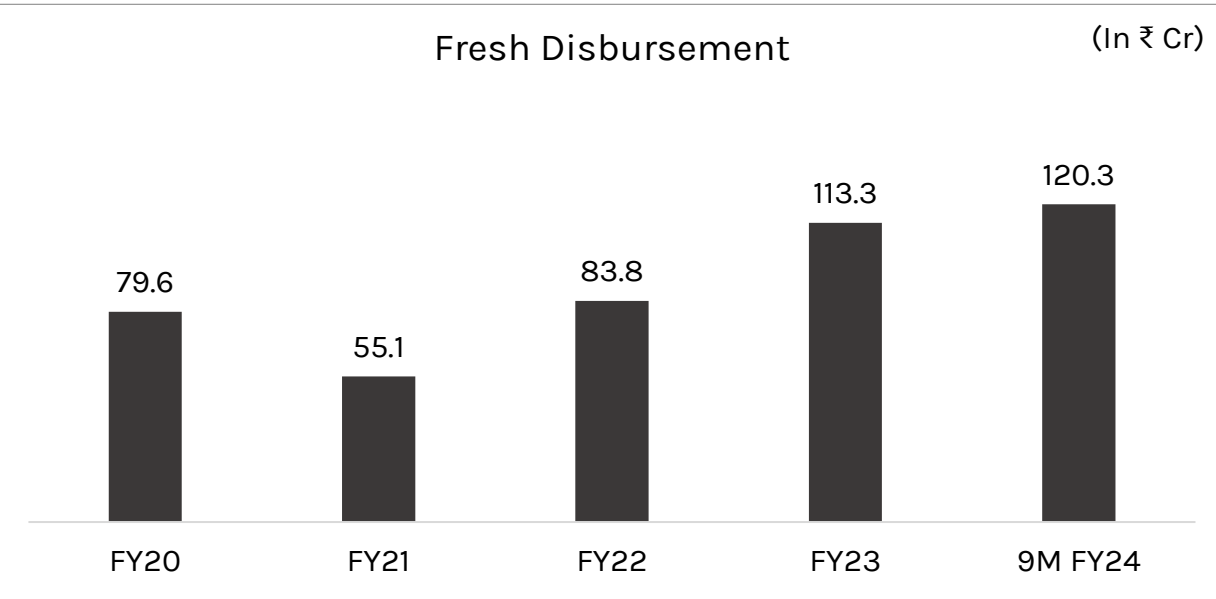
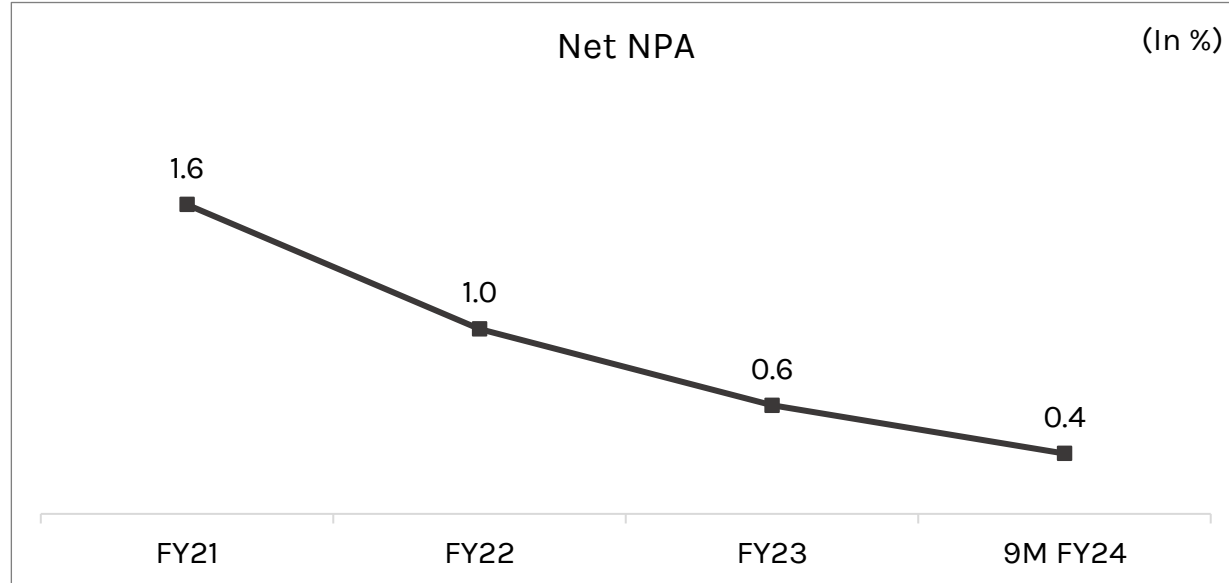
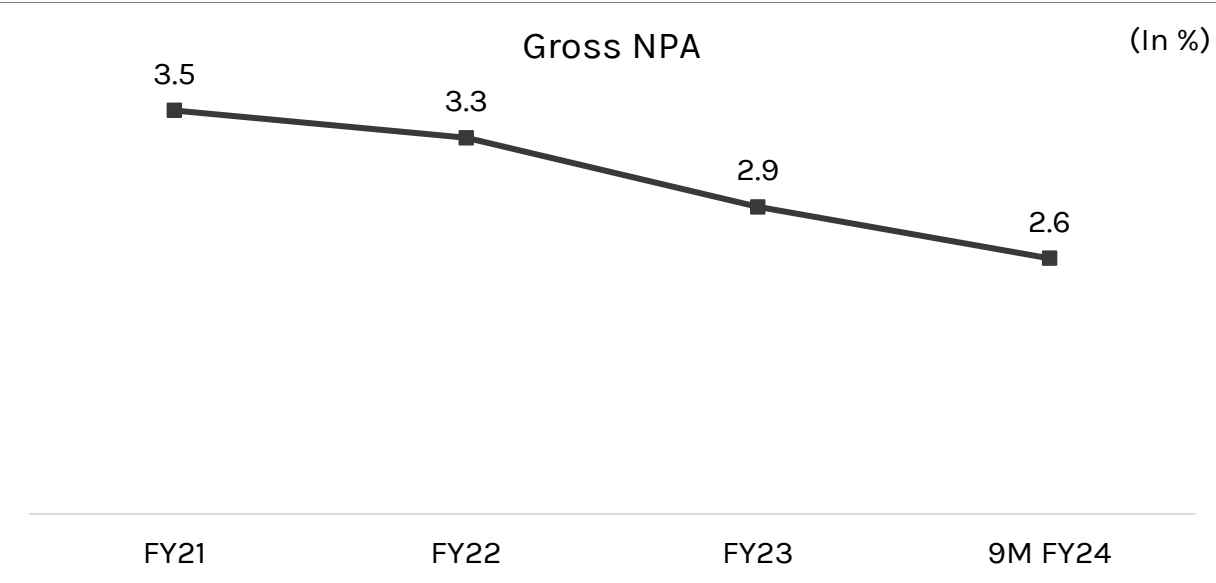
## SARFAESI

- Proceedings on Above 20 Lacs
- Issue a notice U/s 13(2) of SARFAESI Act 2002 “for 60 Days”
- Issue a notice U/s 13(4) of SARFAESI Act 2002 “for Symbolic Possession”

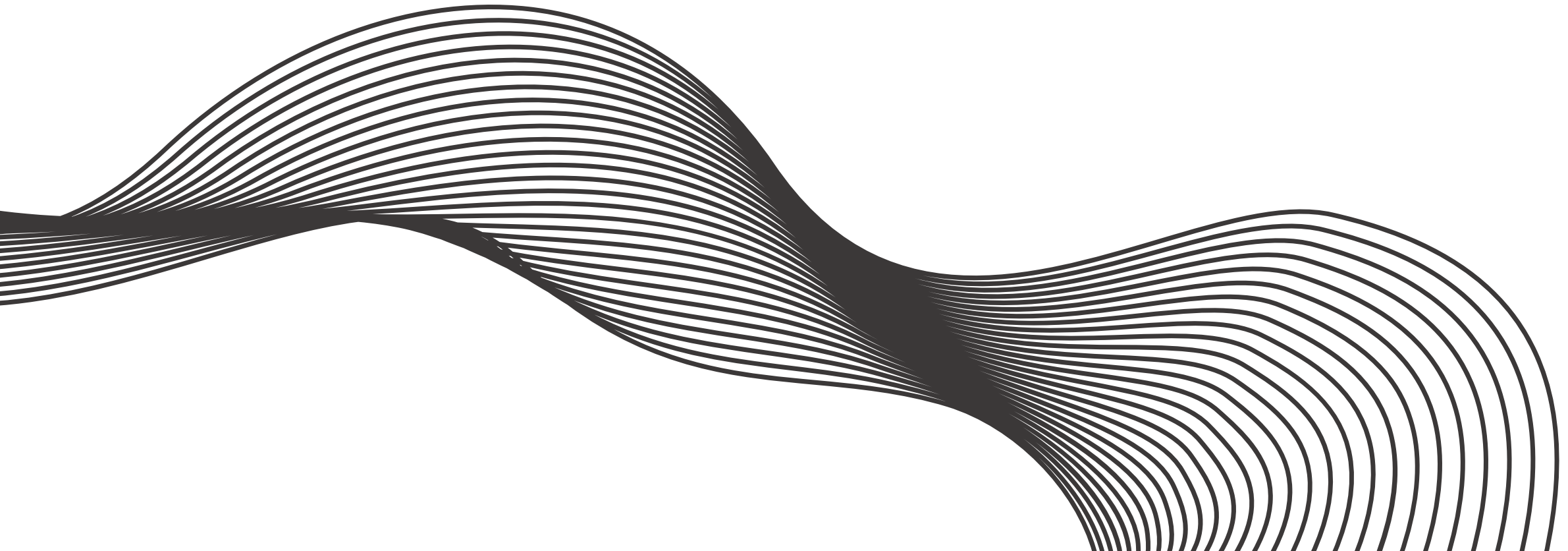
**Navigating Legal Channels: Ensuring Efficient Debt Recovery and Asset Protection**



# Key Operational Efficiency Indicators



# Management Overview





**Mr. Panna Lal Baid**

Chairman and Managing Director

Mr. Panna Lal Baid, the founder of Baid Finserv Limited is a first-generation entrepreneur with over 53 years of experience across various sectors, notably excelling in the core finance sector. He strategically established the company's strong presence in the high-yield pre-owned vehicle financing segment, showcasing his expertise in loan origination, valuation, and collection.



**Aman Baid**

Whole Time Director

Mr. Aman Baid, a post-graduate in FMB from SP Jain School of Global Management and an alumnus of the Lawrence School, Sanawar, has been an integral part of the company since 2013. Over the past decade, he has played a proactive role in establishing new distribution points, evaluating new products, and formulating as well as deploying the company's credit policy. With a curious mindset and keen attention to detail, he has facilitated the company in analyzing challenges and effectively mitigating risks, leading to the expansion into newer geographies.



**Mr. Aditya Baid**

CFO and Product Head  
(Msme Loans and Property Loans)

Mr. Aditya Baid, a seasoned third-generation entrepreneur, boasts extensive expertise in MSME Loans and secured Property Loans, backed by a solid background spanning over 9 years. An esteemed alumnus of renowned institutions such as The Lawrence School, Sanawar, and the S.P. Jain Institute of Management and Research, he brings a wealth of knowledge and a distinguished educational pedigree to his professional endeavors.



**Mr. Abhishek Rathore**

Business Head

Mr. Abhishek Rathore, a Banking and Finance postgraduate from ICFAI, Hyderabad, is a seasoned Business Development Professional specializing in the startup financial sector, specifically Affordable/MSME segments. As the Business Head at Baid Finserv since May 2022, he brings over 16 years of leadership experience in Sales, Business Development, and Channel Partnerships within leading NBFCs and HFCs, playing a pivotal role in directing the organization's business planning and strategy implementation.

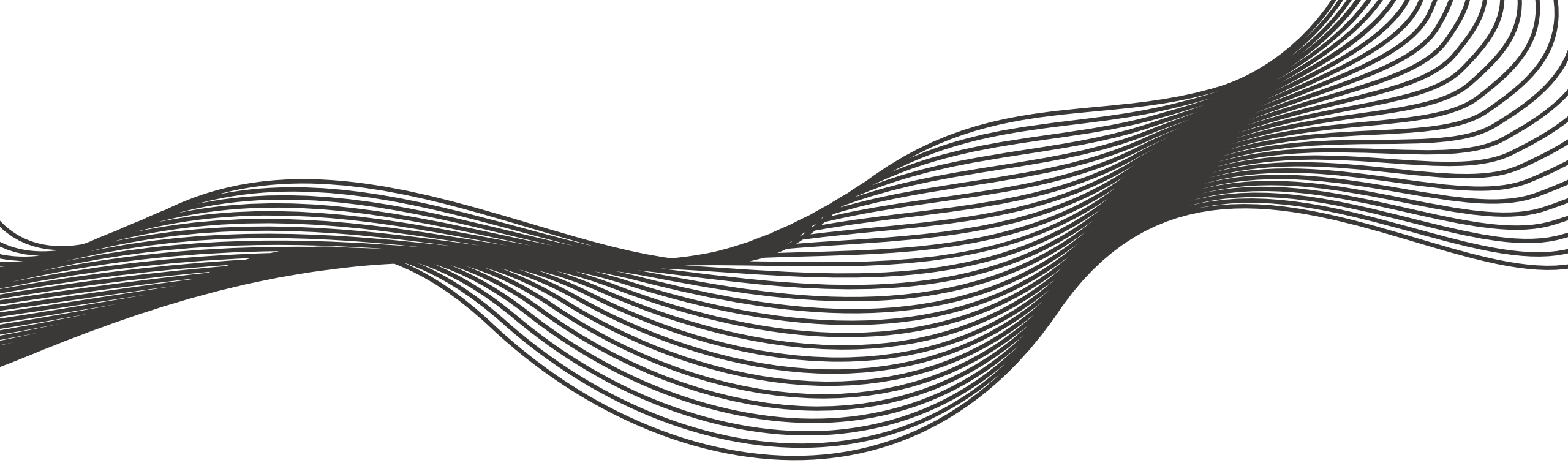


**Ms. Surbhi Rawat**

Company Secretary and  
Compliance Officer

Ms. Surbhi Rawat, a qualified Company Secretary, oversees the Regulatory Compliance and Corporate Secretarial functions of the company. With 6 years of experience, she specializes in Corporate & Securities Laws, SEBI Listing Compliances, RBI Compliance, Secretarial Compliances, Audits, Due Diligence, corporate governance, and loan documentation. Her expertise plays a crucial role in ensuring the company's adherence to regulatory standards and maintaining sound corporate governance practices.





## Industry Overview



**NBFCs expect 13–14% credit growth in FY24, Lending businesses are prospering without needing large physical setups. Projections suggest NBFCs credit will grow at a rate of 13–15% from FY23 to FY25.**

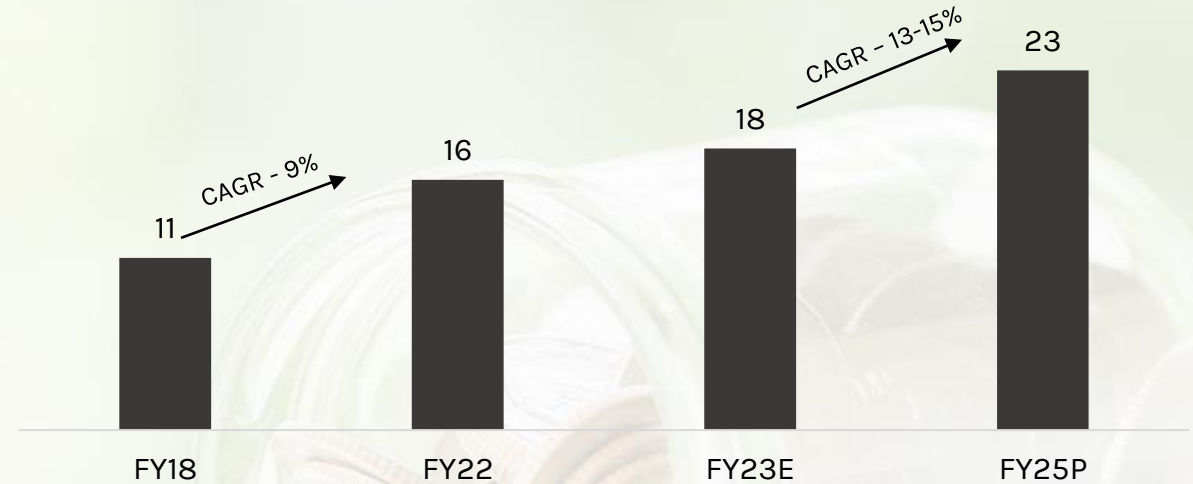
- Non-banking financial companies (NBFCs) are rapidly gaining prominence as intermediaries in the retail finance space.
- The public funds of NBFCs increased from US\$ 278.23 billion in 2016 to US\$ 470.74 billion in 2020 at a CAGR of 14.04%
- New distribution channels such as bank assurance, online distribution and Non-Banking Financial Companies (NBFCs) have widened the reach and reduced operational costs.
- Two-thirds of India's population lives in rural areas where financial services have made few inroads so far. **Rural India has seen steady rise in incomes creating an increasingly significant market for financial services.**

# Navigating Growth Trajectories: Insights Into NBFC AUM Expansion

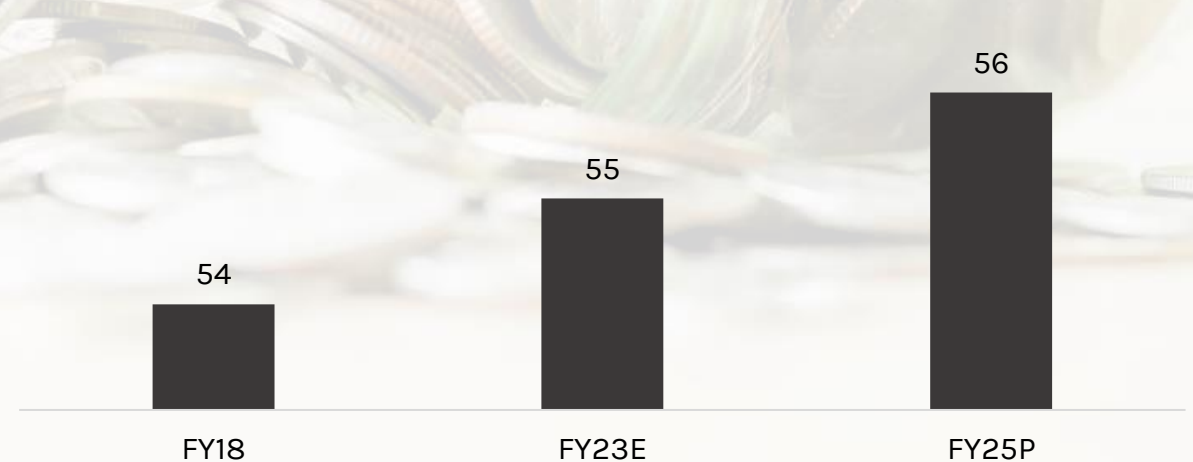
Vehicle finance anticipated to sustain 17-18% growth, supported by solid underlying-asset sales.

- Assets under management (AUM) of non-banking financial companies (NBFCs) projected to grow by 14-17% next fiscal.
- Retail credit growth driven by robust macro and micro factors, including strong private consumption.
- Home loans and vehicle finance constitute 25-27% each of NBFC AUM, with steady growth expected in both segments.
- Affordable home loans (<Rs 25 lakh) to fuel 12-14% growth in the home loan segment.
- After three years of single-digit growth, NBFCs are poised to witness an 11-12% growth in AUM by the end of FY23.
- Future growth is expected to be supported by the strong push towards digitization, better consumer non-deposit-taking NBFCs, except for changes in governance and prudential guidelines.

NBFCs Retail Credit Is Expected To Increase At 13-15% CAGR In Next 3 Years (In Tn)

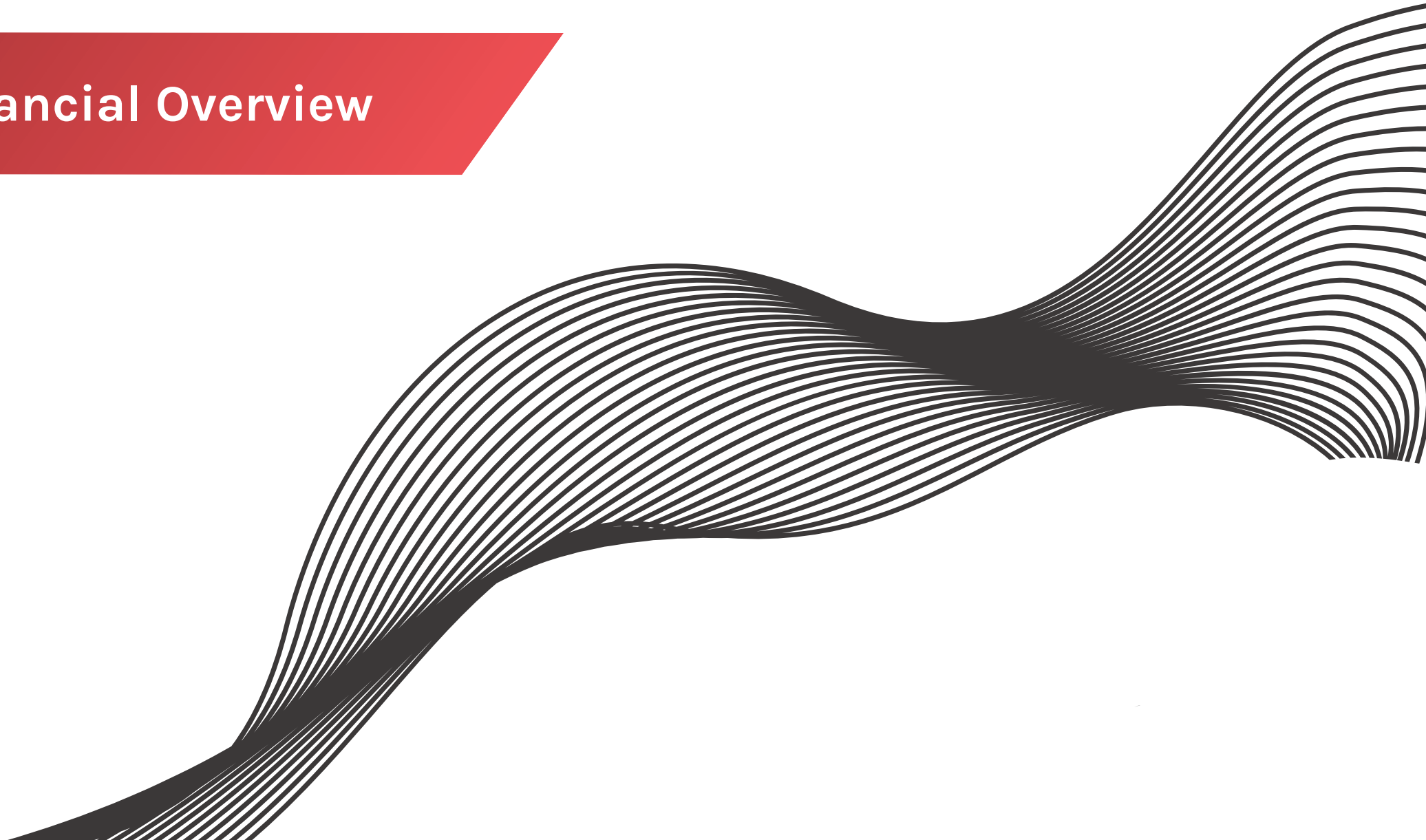


Share Of Retail Credit In Total NBFC Credit To Continue To Grow (In %)



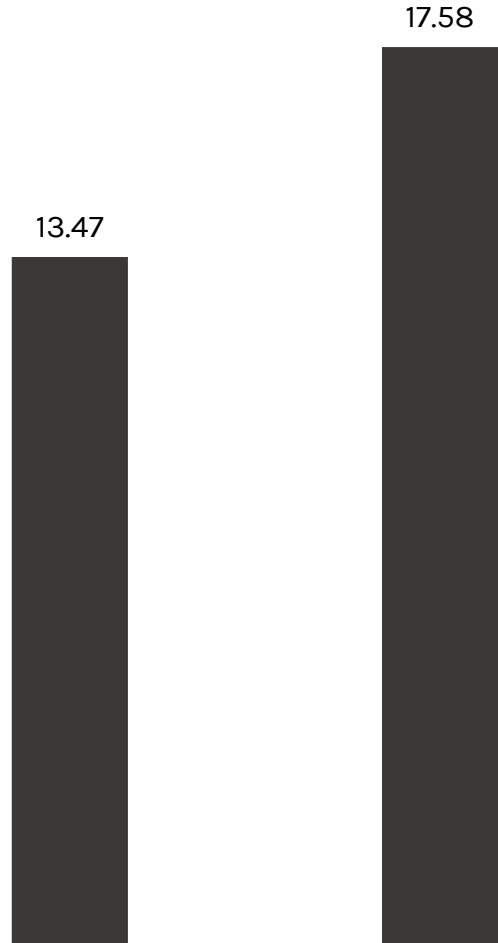
Source - KPMG, IBEF

# Financial Overview





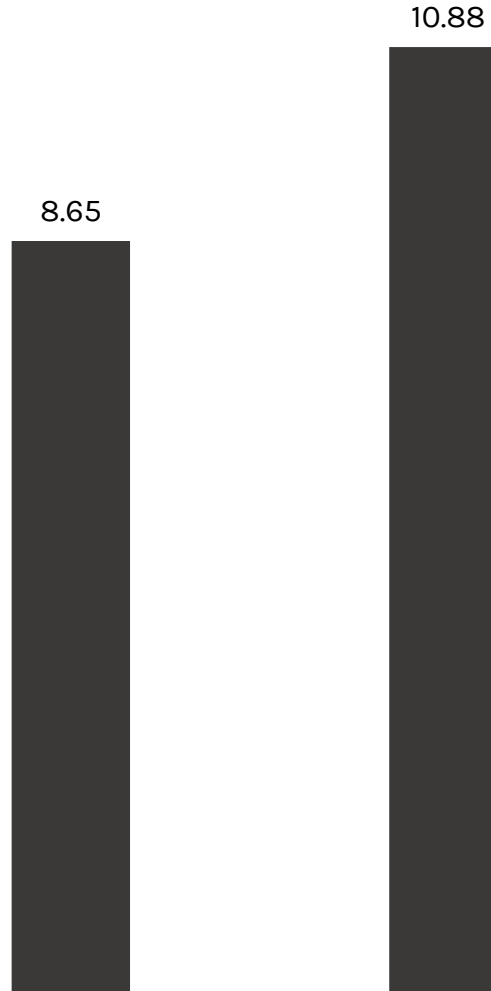
Total Income (In ₹ Cr)



Q3 FY23

Q3 FY24

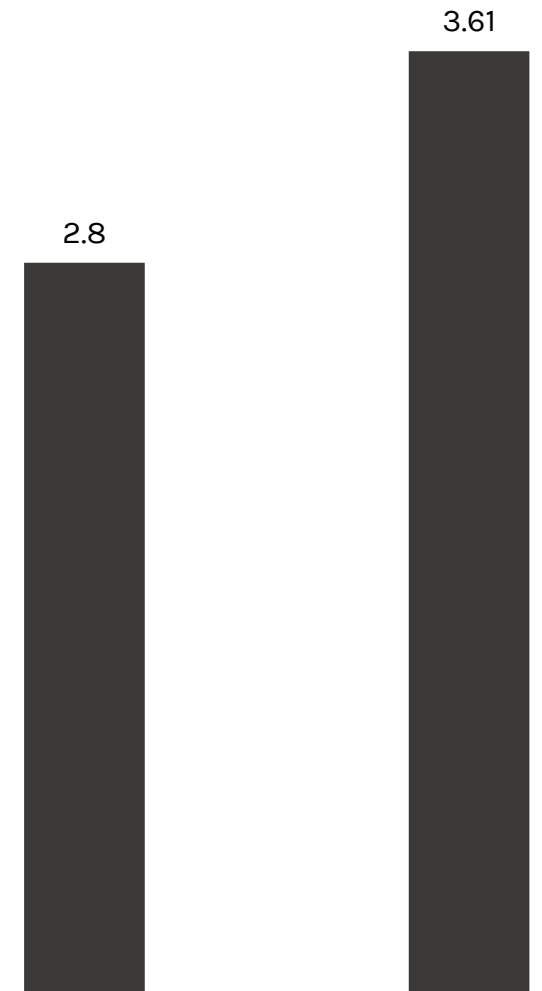
EBITDA (In ₹ Cr)



Q3 FY23

Q3 FY24

Net Profit (In ₹ Cr)



Q3 FY23

Q3 FY24

# Q3 FY24 & 9M FY24 Result Highlights

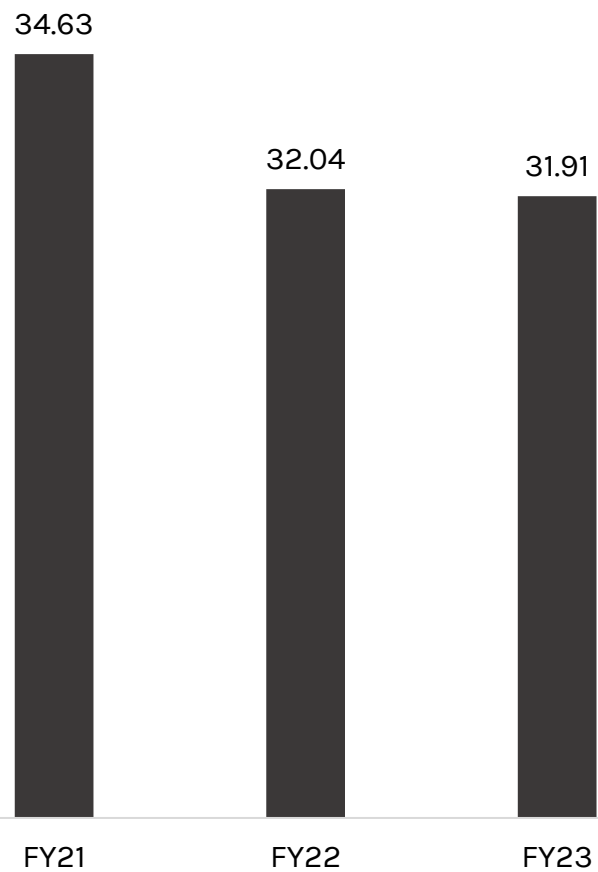
Particulars	Q3 FY23	Q3 FY24	Y-O-Y	9M FY23	9M FY24	Y-O-Y
Revenues	13.46	17.51		39.68	50.76	
Other Income	0.01	0.07		0.94	0.39	
<b>Total Revenue</b>	<b>13.47</b>	<b>17.58</b>	<b>30.51%</b>	<b>40.62</b>	<b>51.15</b>	<b>25.93%</b>
Raw Material Costs	0.00	1.51		0.00	3.58	
Employee Costs	1.53	1.93		4.40	5.04	
Other Expenses	3.29	3.27		11.90	9.69	
Total Expenditure	4.82	6.70		16.30	18.31	
<b>EBITDA</b>	<b>8.65</b>	<b>10.88</b>	<b>25.78%</b>	<b>24.32</b>	<b>32.84</b>	<b>35.03%</b>
<b>EBITDA %</b>	<b>64.20%</b>	<b>61.88%</b>		<b>59.86%</b>	<b>64.20%</b>	
Finance Costs	4.55	5.71		13.65	16.51	
Depreciation & Amortisation Expenses	0.09	0.11		0.27	0.35	
PBT	4.02	5.06		<b>10.40</b>	<b>15.98</b>	
Tax	1.21	1.45		2.69	4.20	
<b>Net Profit</b>	<b>2.80</b>	<b>3.61</b>	<b>28.92%</b>	<b>7.71</b>	<b>11.78</b>	<b>52.78%</b>
<b>NPM (%)</b>	<b>20.80%</b>	<b>20.50%</b>		<b>18.98%</b>	<b>23.03%</b>	
EPS	0.27	0.30	11.11%	0.76	0.98	28.95%

# Key Financial Highlights

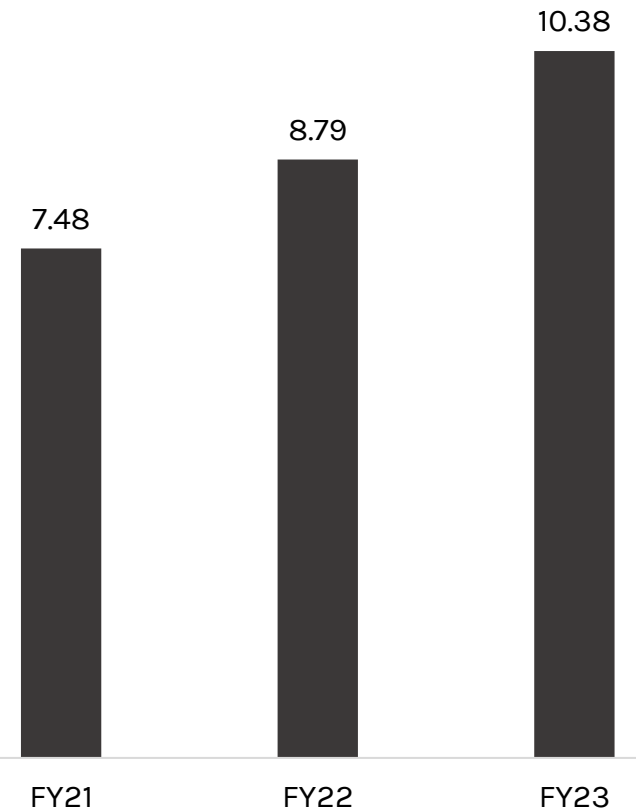
Total Income (In ₹ Cr)



EBITDA (In ₹ Cr)



Net Profit (In ₹ Cr)



# Profit & Loss Statement

In ₹ Cr

Particulars	FY21	FY22	FY23
Revenues	53.46	49.94	54.85
Other Income	0.65	0.11	0.88
<b>Total Income</b>	<b>54.11</b>	<b>50.05</b>	<b>55.73</b>
Raw Material Expenses	-0.04	0.01	1.54
Employee Costs	5.45	4.94	5.47
Other Expenses	14.06	13.06	16.73
Total Expenditure	19.47	18.01	23.74
<b>EBITDA</b>	<b>34.64</b>	<b>32.04</b>	<b>31.99</b>
Finance Costs	24.06	19.60	17.68
Depreciation & Amortisation Expenses	0.29	0.29	0.33
PBT	10.29	12.15	13.99
Tax	2.81	3.37	3.61
<b>Net Profit</b>	<b>7.48</b>	<b>8.79</b>	<b>10.38</b>
<b>Total Comprehensive Income</b>	<b>7.55</b>	<b>8.82</b>	<b>10.37</b>
EPS	6.23	7.32	0.97

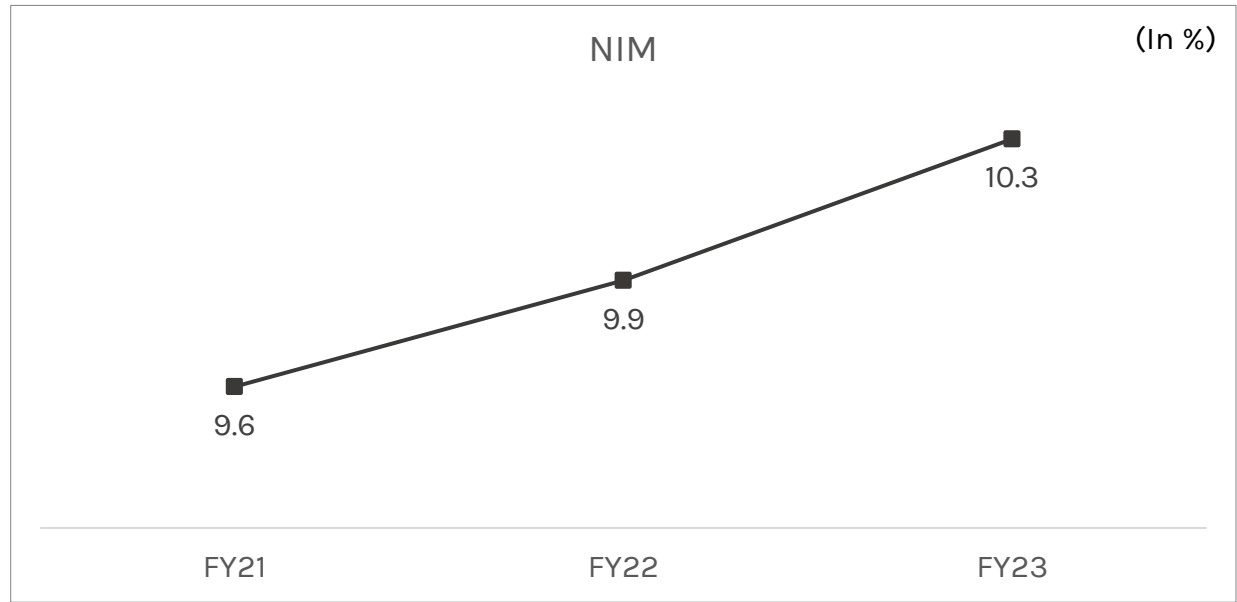
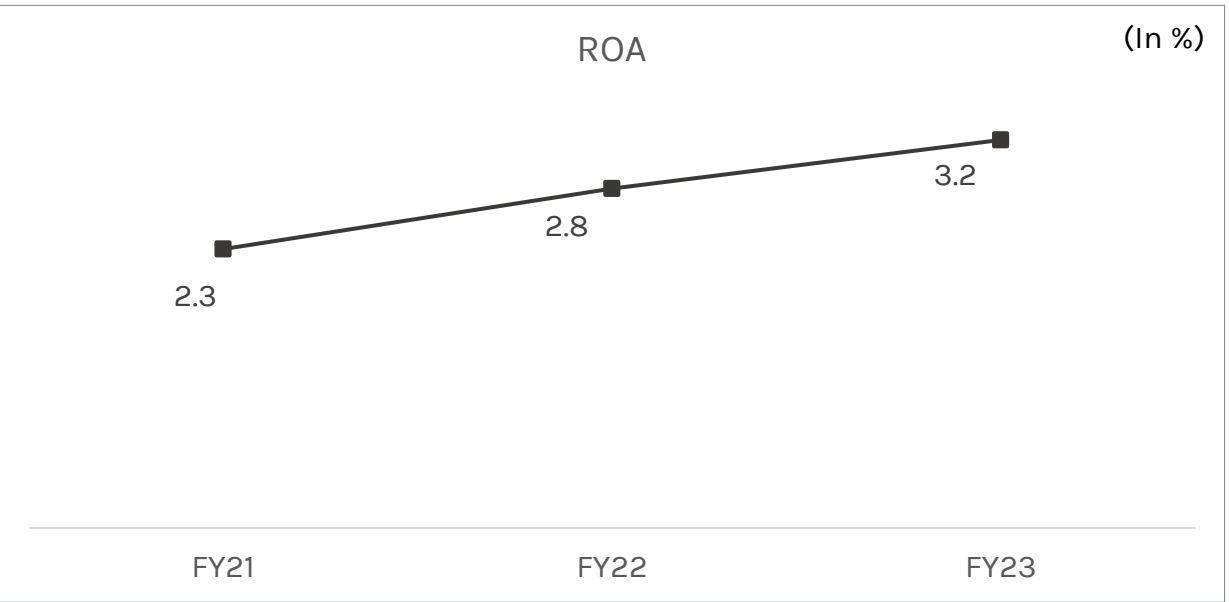
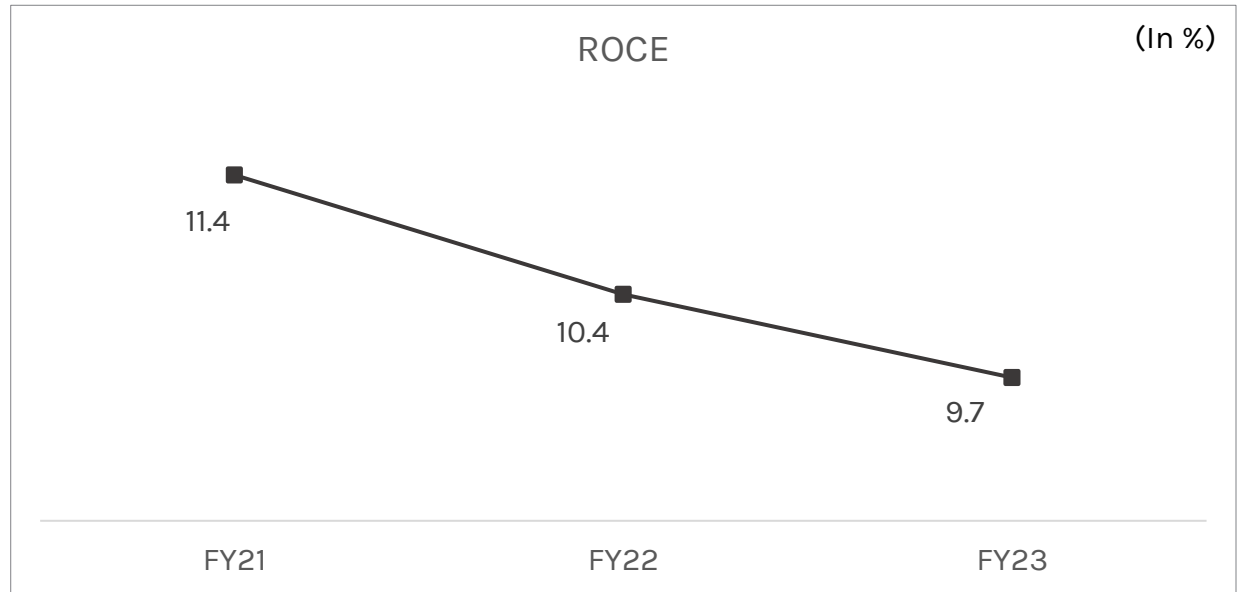
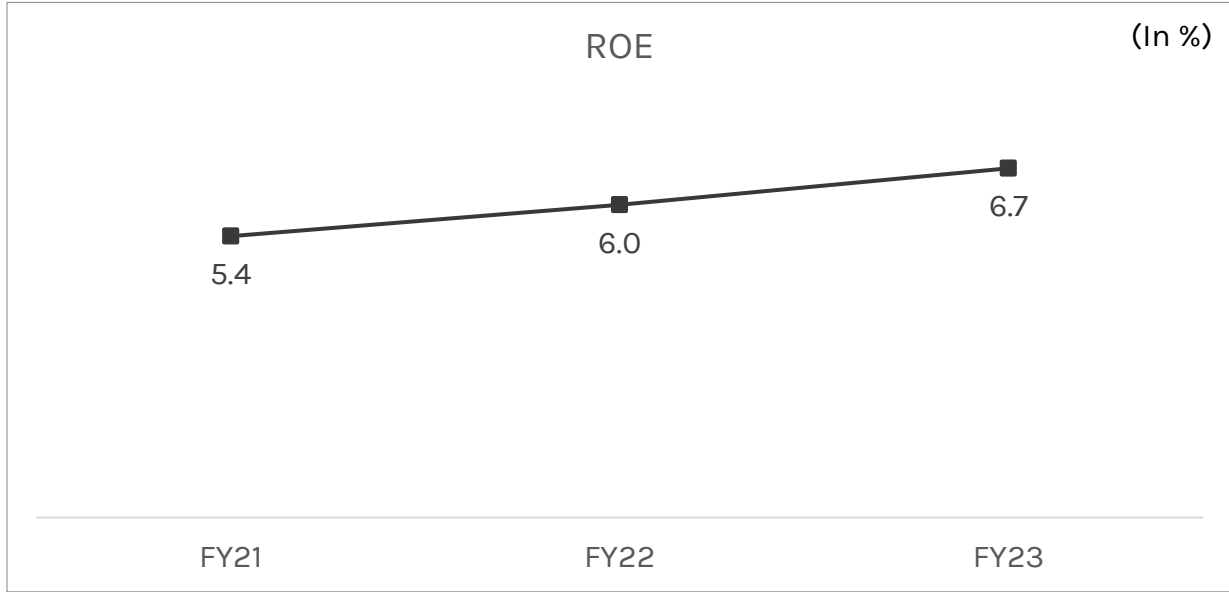
# Balance Sheet

Equities & Liabilities	FY21	FY22	FY23
Equity	12.01	12.01	24.02
Reserves	125.56	133.82	130.99
<b>Net Worth</b>	<b>137.57</b>	<b>145.83</b>	<b>155.01</b>
<b>Financial Liabilities:</b>			
Payables	1.8311	1.91	0.66
Borrowings	163.91	159.77	170.72
Other Financial Liabilities	10.01	6.60	10.66
<b>Financial Liabilities</b>	<b>175.74</b>	<b>168.28</b>	<b>182.04</b>
<b>Non-Financial Liabilities</b>			
Current Tax Liabilities (Net)	2.61	3.10	3.43
Provisions	0.02	0.02	0.02
Other Non-Financial Liabilities	0.54	0.62	0.62
<b>Non- Financial Liabilities</b>	<b>3.18</b>	<b>3.73</b>	<b>4.07</b>
<b>Total Liabilities</b>	<b>316.50</b>	<b>317.84</b>	<b>341.12</b>

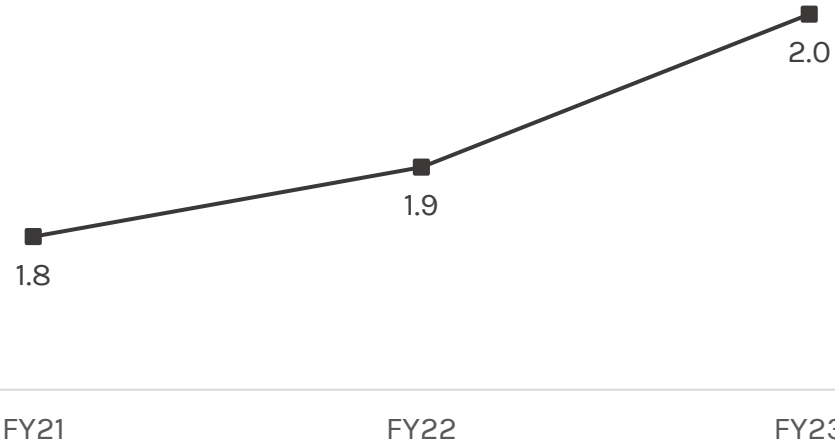
Assets	FY21	FY22	FY23
<b>Non- Financial Assets</b>			
Fixed Assets	1.25	1.27	1.26
Inventories	0.11	0.10	0.04
Deferred Tax Assets (Net)	0.01	0.06	0.04
Other Intangible Assets	0.11	0.10	0.14
Other Non-Financial Assets	5.67	7.41	8.71
<b>Total Non- Financial Assets</b>	<b>7.15</b>	<b>8.94</b>	<b>10.20</b>
<b>Financial Assets</b>			
Cash and Cash Equivalents	12.77	15.79	17.83
Receivables	10.88	6.91	0.00
Loans	272.49	271.12	299.45
Investments	3.23	8.58	6.28
Other Financial Assets	9.98	6.50	7.36
<b>Total Financial Assets</b>	<b>309.35</b>	<b>308.90</b>	<b>330.92</b>
<b>Total Assets</b>	<b>316.50</b>	<b>317.84</b>	<b>341.12</b>



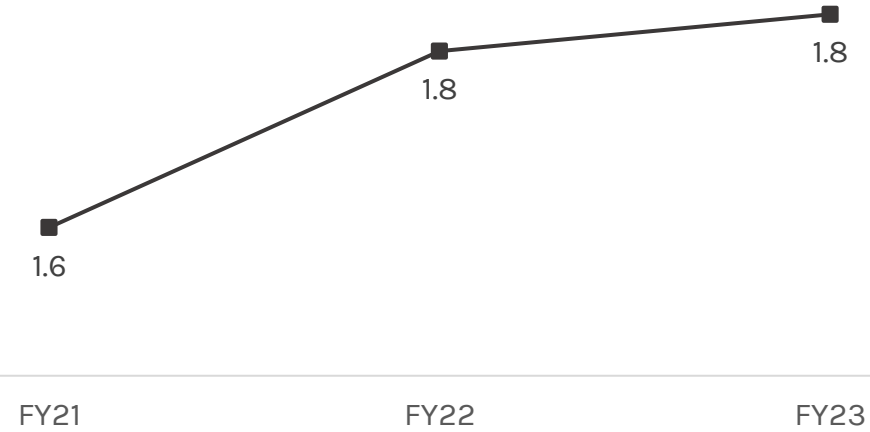
Particulars	FY21	FY22	FY23
Cashflow from Operations	50.48	34.00	5.53
Cashflow from Investments	0.40	-5.58	2.81
Cashflow from Financing	-48.68	-24.27	-7.93
Net Cash flow	2.20	4.15	0.42
Opening Cash & Cash Equivalent	2.22	4.43	8.58
Closing Cash & Cash Equivalent	4.43	8.58	8.99



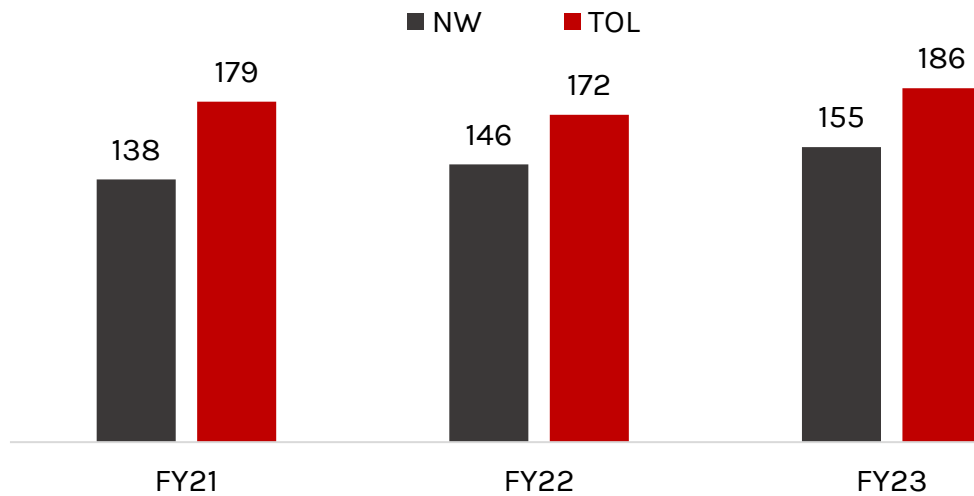
AUM/Net-Worth (In Times)



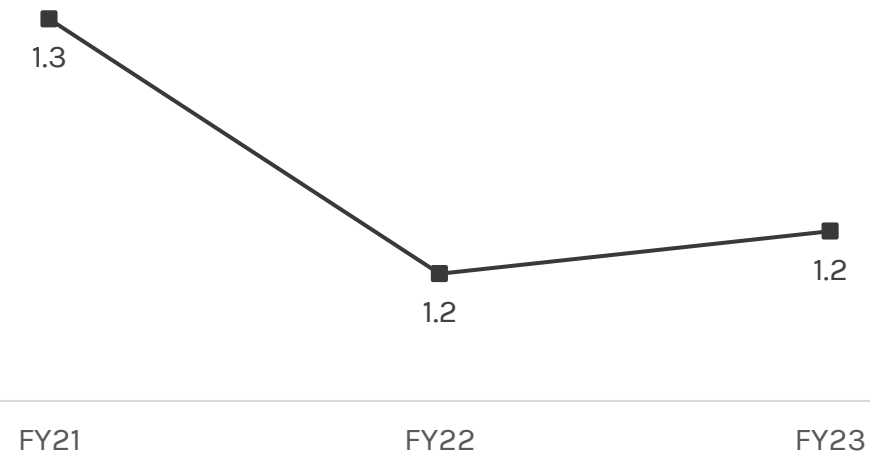
AUM/ Secured Borrowing (In Times)

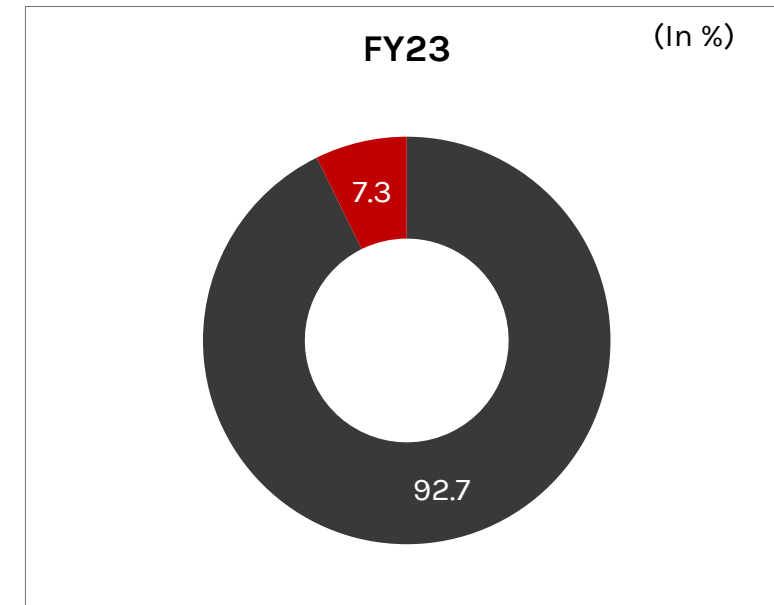
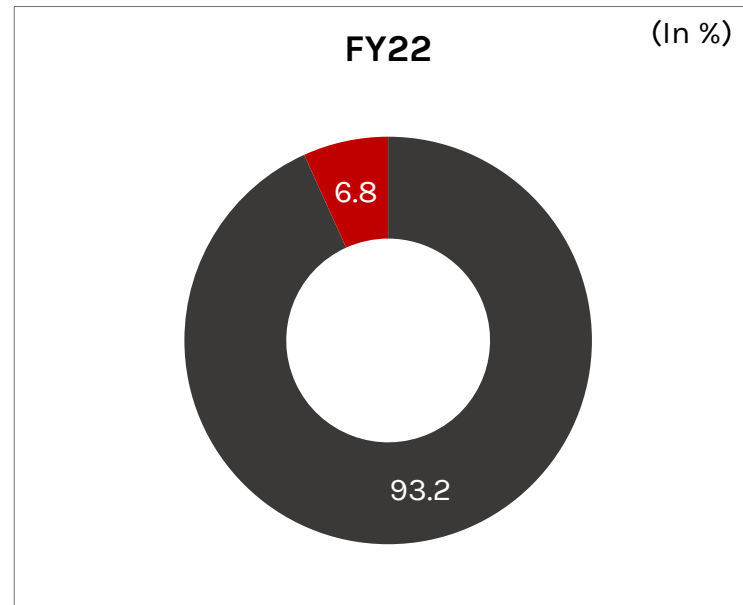
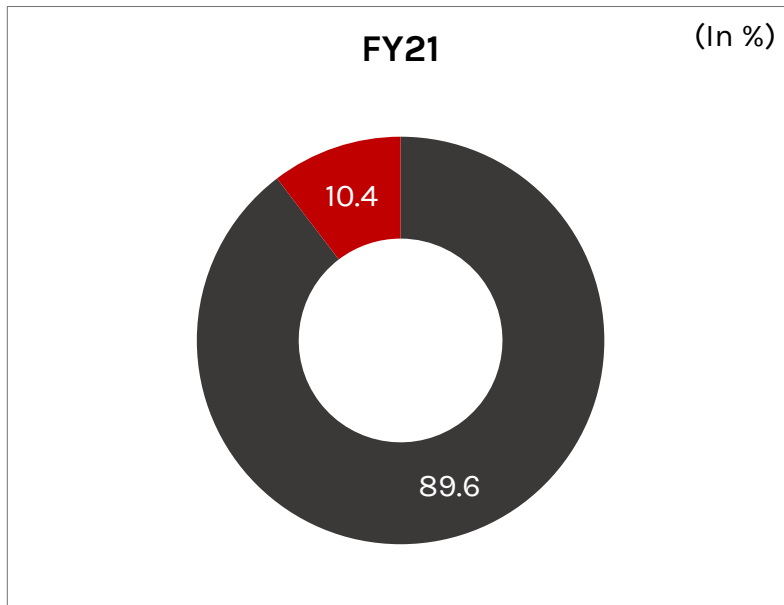


Total Outside Liabilities & Total Net worth (In ₹ Cr)



Total Outside Liabilities/Total Net worth (In Times)





■ Hosing/LAP ■ Vehicle

(In ₹ Cr)

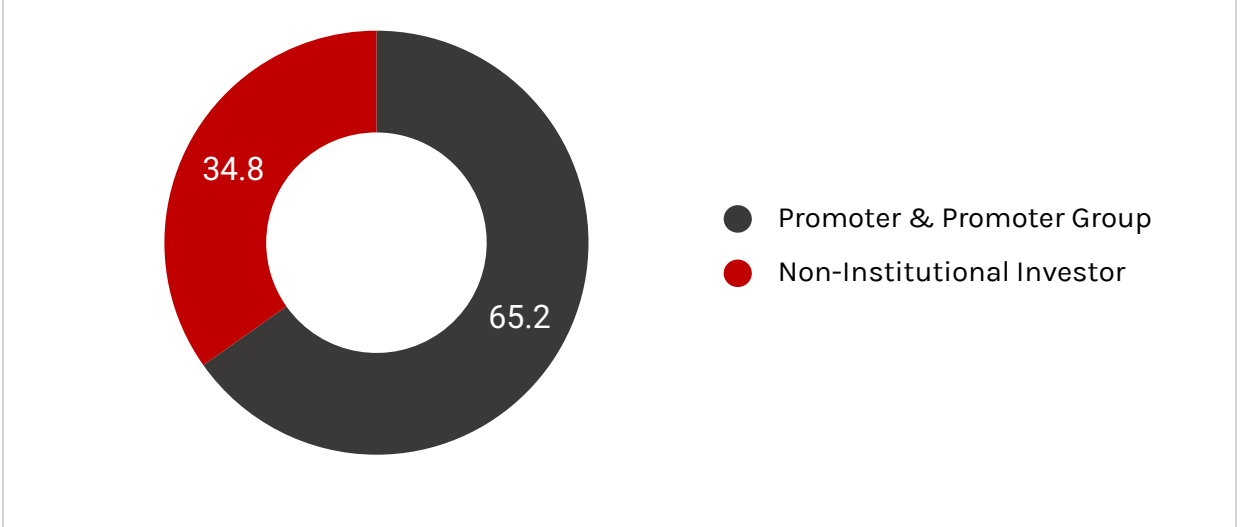
	FY21	FY22	FY23
Housing/LAP	223.22	245.36	278.94
Vehicle	25.83	17.79	21.92
<b>Total</b>	<b>249.05</b>	<b>263.15</b>	<b>300.86</b>

# Stock Data

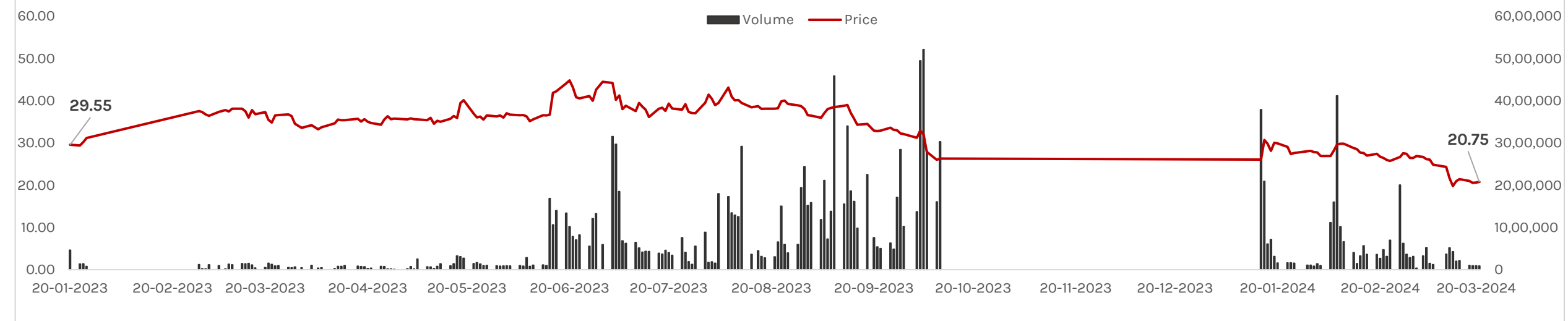
**BSE: 511724 NSE: BAIDFIN | ISIN: INE020D01022** As on 21-03-2024

Share Price (₹)	20.75
Market Capitalization (₹ Cr)	249.14
No. of Shares Outstanding	12,00,68,300
Face Value (₹)	2.00
52-week High-Low (₹)	48.75-19.20

**Share Holding Pattern** As on 31-12-2023



## Share Performance From 1<sup>st</sup> January 2023



Source - NSE



A decorative graphic consisting of numerous thin, black, wavy lines that flow from the top left towards the right side of the page, creating a sense of movement and depth.

# Growth Strategy

# Future Growth Drivers: Unlocking Potential for Success

- The business in Madhya Pradesh is thriving, with operations and growth progressing rapidly. Disbursements are increasing at a steady rate of 15% on a month-to-month basis.
- Company will open new branches in Maharashtra with the employee capacity of 20-30 staffs in each branch by the end of 2024-2025.
- On track to achieve incremental Rs 50 Cr AUM from Madhya Pradesh in FY24.
- Business Partnership agreement with small finance banks executed.
- the company aims to achieve an AUM of ₹ 500 Cr by FY25 & ₹ 600 Cr by FY26
- Expand to 75 branches across four states by FY 2024-25 and 100 branches by March 2026.
- Product Diversification includes Car loan, tractor loan, commercial vehicle, passenger vehicle, 3-wheeler electric vehicles and Loan Against Property.

## Upcoming Products In Consideration



**Driving Expansion & Diversification towards ₹500 Cr in FY25 & ₹600 Cr in FY26 AUM**

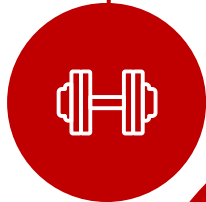


# SWOT Analysis

## Strengths

Company's promoters, comprising both young, dynamic individuals and experienced, visionary leaders, have established a robust presence in the finance sector for over 32 years.

With a strong foothold in operational areas and deep penetration in rural and CAT B/C markets, they employ a unique evaluation grid to assess client segments and credit appraisal. Offering a diversified range of products, the company meets the financial needs of its customers effectively.



## Weakness

Growing competition from finance companies and banks.  
Continual inflationary trends.  
Increasing costs of obtaining funds.



The company sees immense opportunities for geographical expansion, aiming to create a highly diversified portfolio. It emphasizes digitalization and AI integration to alleviate manual workload, ensuring more accurate processes that enhance Turnaround Time (TAT) and customer service efficiency.

## Opportunities



The company faces competition from other similar NBFCs and FIs, compounded by its limited geographical presence.

## Threats





# Thank You



Aapki Pragati Hamara Saath

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