

FINBUD FINANCIAL SERVICES LIMITED

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To, 2nd December, 2025

Listing Compliance Department National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (E), Mumbai – 400051

Company Code : FINBUD

ISIN : INEOEDU01014

Sub: <u>Investor Presentation under Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.</u>

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015. Please find enclosed herewith the "Investor Presentation" for the half year ended 30th September, 2025 of the Company. The aforementioned presentation has been uploaded on the company's website https://www.financebuddha.com/.

You are requested to kindly take the same on your records.

Thanking you, Yours faithfully,

For FINBUD FINANCIAL SERVICES LIMITED

VIVEKANAND Digitally signed by VIVEKANANDA UDAYA
A UDAYA
BHANDARKAR
Date: 2025.12.02
BHANDARKAR 14:18:01 +05'30'

Vivekananda Bhandarkar Udaya Company Secretary & Compliance Officer

Membership No.: 52278





Finbud Financial Services Ltd

India's Hybrid Loan Aggregator



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About the Company





Finance Buddha Got Listed on NSE SME Platform On Nov 13,2025













Finbud Financial Services Ltd (Finbud – At a Glance)





Incorporated in 2012, led by a seasoned founding team
(Ex Citi Bank) over five decades of cumulative experience: across retail lending, credit risk, digital banking



Retail loan aggregation platform in India that helps people get personal loans, business loans, and home loans from banks and non-banking financial companies



The only major player to have a hybrid business model - conventional lending i.e.,
Agent channel and Digital Lending i.e., Digital Channel



Capital efficient business model with low operating costs, aids in High Returns on Capital.

Backed by marquee Investors like Ashish Kacholia, Bandhan MF and Shankar V (Part of TCA)

Robust Financials

FY 2025 Disbursals ₹7,267 Cr

FY 2025 Revenue ₹223 Cr

Lender Partners 100+

4.5 Cr+ Customers
30,000+Cr Disbursals till date

Distribution and Reach

Geographic Reach	PAN INDIA
States Covered	30+
Master Agents	2,500+
Pin Codes Covered	19,000+

Capital Efficiency Metrics

Return Metrics - 2025

ROE 23.6%

ROCE 32.1%





Business Model - Integrated Growth Engine: From Agent Engine → Data Intelligence → Digital Scaling → Multi - Product Cross - Sell (1/2)



Agent Engine -

The Core Acquisition Backbone (86% of Business)



2,500+ master agents and 40,000+ last-mile reach supplying high-intent customers at positive CAC.

Large, recurring volume of curated applications (PL/BL) creates the foundation layer of the platform.

Data Lake -

Built From Agent – Led Volumes



Demographics

cycle behavioural and

financial data across:

Income & Employment trajectory

Bureau signals

Intent behaviour across products

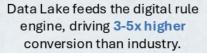
This creates India's largest hybrid borrower intelligence graph, compounding with every transaction



High-Margin Flywheel Enabled by Data (14%)



Tech Platform with API integration, smaller ticket PL (11.5%)



Digital contributes ~15% of revenue but delivers 15%+ EBITDA margins.

Pre-approved journeys, automated eligibility scoring & seamless funnels reduce CAC and improve approval probability. Cross - Sell Expansion -

Zero - CAC Monetisation Layer (2.5%)

Using the borrower graph, Finbud cross - sells:

Gold Loans - scaled to ₹50

Cr+/month through remarketing.

Wellness / OPD Wallet with 50%+ attach rate.

All of these have negligible CAC, lifting margins and LTV.

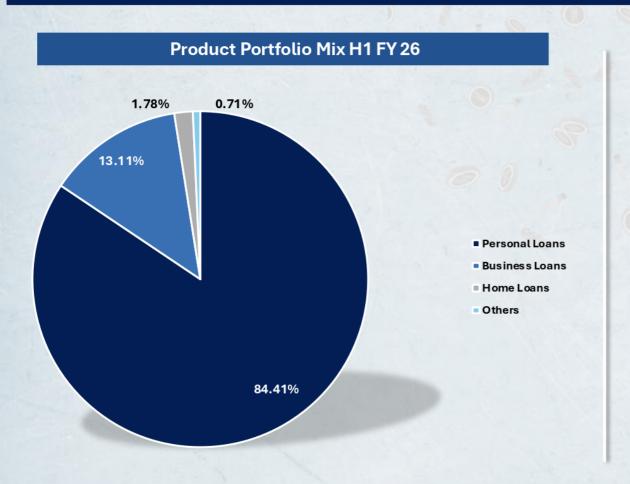


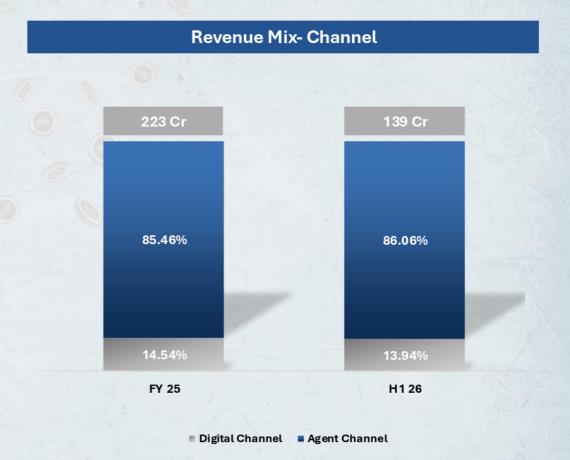


Business Model - Integrated Growth Engine: From Agent Engine → Data Intelligence → Digital Scaling → Multi - Product Cross - Sell (2/2)



IPO to fund technology, customer insights and analytics and growth





Finbud's agent-led scale creates a rich data lake → powering high-margin digital conversions → enabling multi-product cross-sell → delivering a diversified, compounding financial-services platform.





Finbud's End-to-End Business Process - Creating Value at Every Step

applications.



Lead Generation

Leads sourced via agent network and digital marketing (SEO, paid ads, app, website). Contact **Customer Retention & Cross - Sell Strategy** Customer expresses loan intent → Fin Buddha advises the Use initial loan data to upsell top-ups, credit cards, insurance.; Maximize customer's lifetime value at lower customer. incremental cost. 01 0 Service **Profile** This service is free for customer.; Commission from 8 Proprietary platform runs credit checks + profiling. lender (fixed / percentage per loan).; Fin Buddha bears no credit risk (approval lies with lender). 8 04 Eligibility Disburse Advanced rule-engine maps borrower profiles to Platform and/or agents assist customer 0> lender policies to identify best-fit lending options. රු until loan disbursal. 06 **Approve** Submit Loan approval based on lender's risk criteria; Suggests best-fit loan products based on lender Finbud ensures faster TAT through curated criteria.

Data, documents, and eligibility attributes validated for lender processing.

Verify





Unique Competitive Positioning - Why This Isn't Just Another Loan Aggregator



No direct comparable - hybrid model with structural advantages

Player	Scale (Disbursals)	Data Control	CAC Economics	NBFC Strategy
Offline DSAs	₹1L+ Cr	With Franchisees	Low Margin	No
Digital	~₹28 k Cr to 30k Cr	Full	High CAC	NIa
Aggregators	Loan disbursals ARR	Digital	(Negative)	No
Finbud	₹10,000 Cr ARR	Full Central Control	Positive	Yes

Finbud's Competitive Advantage



Captures multi-cycle borrower behaviour



Uses demographics, income, bureau updates, intent signals



Through its Integrated agent, digital, and NBFC platforms



Creating a unique proprietary data moat



With digital funnels Achieving 3-5x higher conversion rates and deliver over 15% EBITDA



Cross-sells products(gold loans, used car loans, wellness products) without CAC, enabling structurally higher margins

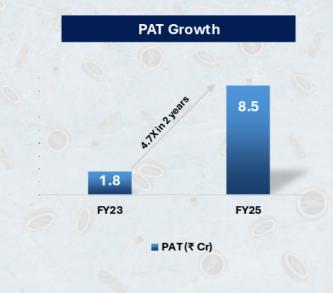


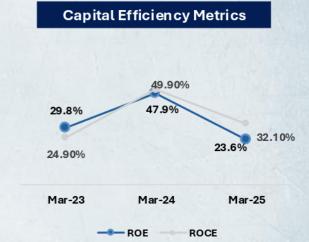


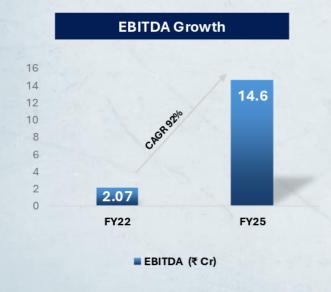
Key Financial and Operating Metrics



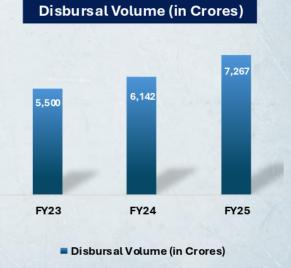














Half Yearly Performance



Key Financial Performance highlights



H1FY26 Financial Performance Metrics

Total Revenue ₹139Cr

↑ 36% YoY

EBITDA

₹9Cr

↑ 37% YoY

EBITDA Margin

6.5%

PAT

₹5.1Cr

↑ 34% YoY

PAT Margin

3.7%

Net Debt/Equity

0.43x

FY 25 Financial Performance Metrics

Total Revenue

₹223Cr

↑ 17.4% YoY

EBITDA

₹14.6Cr

↑ 38% YoY

EBITDA Margin

6.6%

PAT

₹8.5Cr

↑ 50% YoY

PAT Margin

3.8%

+80bps

Net Debt/Equity

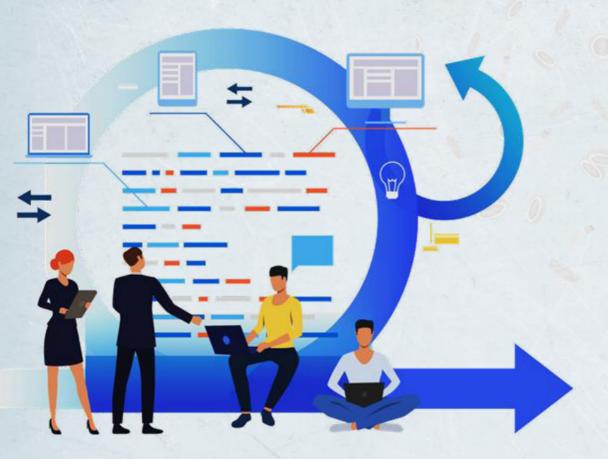
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Operational Highlights H1 2026







H1FY26 Operational Performance Metrics

- H1-26 Disbursals ₹ 4247 Cr
- Annualised Expected FY 26 DISBURSALS ~₹9700 Cr



Network Expansion

Added 350 new master agents and onboarded ~7500+ last-mile agents, strengthening reach across Tier-1/2/3 markets.



Ticket Size

- Digital Rs 1,40,000
- Non Digital Rs 14,50,000

Top 10 lenders contributed ~70% of total disbursals (Top 5 lenders like HDFC Bank, ICICI Bank, Bajaj Finance, Axis Bank, L&T Finance accounted for 51%), demonstrating diversified yet focused partner engagement





Strategic Highlights H1 2026 (1/2)





Introduction of New Products – Gold Loan & Wellness Products





- Zero incremental CAC entirely driven by remarketing to the existing PL funnel.
- Strengthens secured product mix and enhances customer stickiness.

Introduced a wellness plan covering doctor consultation, diagnostics & pharmacy purchases

- Acts as a low-cost engagement layer improving repeat behaviour and cross - sell potential.
- 50 lac + monthly premium collection on Health and wellness product
- Achieving 50%+ attachment rates on digital flows - serves as both a margin enhancer and an engagement layer.



01





Strategic Highlights H1 2026 (2/2)







Successful IPO Listing - Performance Overview



The company completed a successful SME IPO listing, reflecting strong investor confidence in the hybrid loan-aggregation model.



Listed at a 10.56 % premium to issue price, supported by healthy subscription across investor categories.



The IPO size was ~₹71.68 crore, fully fresh issue of ~50.48 lakh shares, subscribed ~4.2x.







Consolidated Profit & Loss – H1FY26 - Unaudited



Particulars (Rs Mn)	H1FY26	H1FY25	% Change
Revenue From Operation	139.0	102.4	
Other Income	0.1	0.0	
Total Income	139.1	102.4	35.8%
Employee Benefit Expenses	13.7	10.4	
Other Expenses	116.2	85.3	
EBITDA	9.1	6.6	37.0%
EBITDA Margin	6.5%	6.5%	
Depreciation and Amortisation Expenses	1.02	0.7	
EBIT	8.1	5.9	36.7%
EBIT Margin	5.8%	5.8%	
Finance Cost	1.1	0.7	
Profit Before Tax	7.12	5.2	33.3%
Tax Expense	2.0	1.5	
PAT	5.12	3.7	33.5%
PAT Margin	3.6%	3.6%	



Consolidated Balance Sheet in Crores



EQUITY AND LIABILITIES				
Particulars	Sep,2025	March,2025	March,2024	March,2023
1. Shareholders' Funds				
(a) Share Capital	14.00	14.00	0.02	0.02
(b) Reserves and Surplus	27.25	22.13	11.77	6.11
Total Shareholders' Funds	41.25	36.13	11.79	6.13
2. Non-current Liabilities				
(a) Long-term Borrowings	2.23	3.40	5.25	6.19
(b) Long-term Provisions	1.87	1.55	1.29	1.04
Total Non-current Liabilities	4.10	4.95	6.54	7.23
3. Current Liabilities				
(a) Short-term Borrowings	32.59	15.11	7.17	1.21
(b) Trade Payables - MSMEs	0.12	0.01	0.03	1-
(b) Trade Payables - Others	5.95	4.49	12.69	8.41
(c) Other Current Liabilities	5.25	4.56	4.13	4.01
(d) Short-term Provisions	5.94	3.84	2.62	0.48
Total Current Liabilities	49.85	28.01	26.64	14.11
Total Equity and Liabilities	95.20	69.09	44.97	27.47

ASSETS					
Particulars	Sep,2025	March,2025	March,2024	March,2023	
1. Non-current Assets					
(a) Property, Plant & Equipment	3.06	2.80	2.43	2.18	
(b) Intangible Assets	0.00	0.00	0.00	0.00	
(c) Deferred Tax Assets (net)	1.30	1.28	1.13	0.96	
(d) Long-term Loans and Advances	1.88	2.94	1.43	0.74	
Total Non-current Assets	6.24	7.02	4.99	3.89	
2. Current Assets					
(a) Trade Receivables	42.16	35.14	27.15	15.34	
(b) Cash and Cash Equivalents	17.07	8.09	2.51	2.39	
(c) Short-term Loans and Advances	23.78	13.14	7.03	4.66	
(d) Other Current Assets	5.95	5.70	3.29	1.19	
Total Current Assets	88.96	62.07	39.98	23.58	
Total Assets	95.20	69.09	44.97	27.47	





Growth Outlook - FY 26 and Beyond



Metric	FY25	FY26 Outlook	
Total Disbursals	₹7200 Cr	~₹9700 Cr	
Revenue	₹222 Cr	~₹300 Cr+	
Digital Mix	15%	~15%	
EBITDA Margins	6.7% (blended)	~6.7% (blended)	
Customer Base (Cumulative)	4 Cr+	~4.5Cr+	
Agent Network	2,500+ master agents	3000+ master agents	

Company Expected to grow between 35-50% in FY27 with improving Digital Mix





Key Growth Strategies



VISION 2030- INDIA'S # 1 HYBRID FINANCIAL SERVICES AGGREGATOR





Revenue Mix Shift Toward High-Margin Digital Lending

- Shift from 85% Agent / 15% Digital → 70% / 30% mix by FY30.
- Higher proportion of pre-approved programs, signal-driven targeting, native loan platform and end to end loan journeys.
- Lowers overall CAC, increases margins and customer retention/engagement.



End to End Agent Management Ecosystem

- Wide array of products & partnerships.
- Agent super app- Ability to access cross sell ecosystem, product offer engine, data and CRM services will make FB # 1 destination for agents across products.
- Strengthens agent stickiness and increases margins.



Multi Product cross-Sell Monetization Across the Customer Lifecycle

- High margin Cross sell: Gold Loans, Car Loans,
 Health & Wellness Plans, Housing Loans, Loans
 Against Property, Cards etc.
- Higher LTV through repeat loans, refinances, and product a djacencies.
- Margin Expansion via a basket of product approach for customers.



Strategic Investments-FB Value Enhancers

- Investments in NBFC will unlock significant value for FB, along with better funnel conversions and customer engagement.
- Use data & insights to create a separate monetizable FB Insights business.
- Identify multiple acquisition and roll up opportunities to enhance FB value.



Entering new Categories-Full Stack Financial Services Powerhouse

- Evaluate and enter new categories like Insurance and Investments etc.
- End to end customer lifecycle management.
- Leverage tech / data & AI to create a next best product (NBP) framework for all customers.

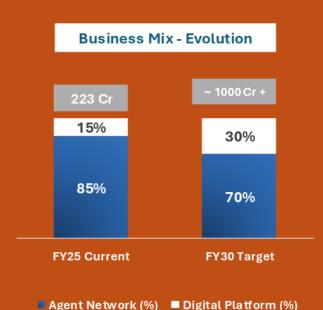


Strategic Outcome → Revenue Expansion + Margin Expansion

Higher-quality funnel through digital intelligence → better conversions; Cross-sell + product adjacencies → incremental revenue per customer; Digital shift + agent bundle → operational leverage and EBITDA expansion; Diversified portfolio → more resilient, stable growth; Strategic Investments & New Categories- Clear differentiation.

LONG - TERM VISION (FY30 Projected)









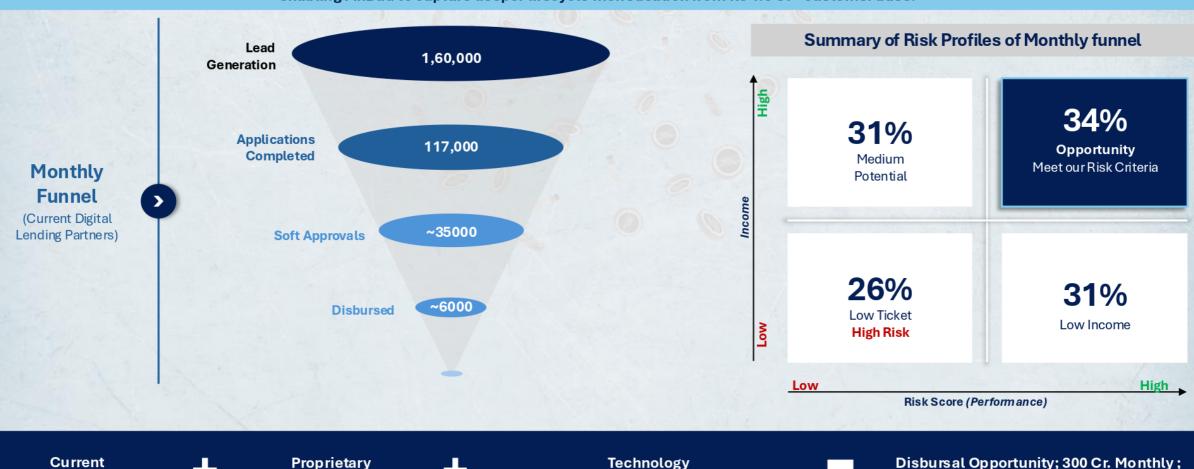
Funnel

LTCV Credit (FinBud's NBFC arm) "Strategic Value Unlocking"

Risk model



The NBFC arm serves a dual purpose - (1) optionality value and (2) improved funnel conversion - by acting as a controlled fallback engine, funnel optimization and enabling FinBud to capture deeper lifecycle monetisation from its 4.5 Cr+ customer base.



Enhanced funnel efficiency unlocks a potential of 2.5x ramp-up over the current disbursals

(Fully integrated product Journey)



Growing at 30% CAGR



Annexures



The problem statement - We are Addressing Across Consumers, Agents and Banks





Borrowers' Pain Points:

- Limited options when approaching a single bank
- Lengthy paperwork
- High rejection rates for many
- Slow disbursals



Agents'/Partners' Pain Points:

Independent loan agents face slow commission payments
 (90+ days) can only offer one bank's products

Banks' Pain Points:

High Cost of Customer Acquisition (CAC): High cost to acquire retail customers

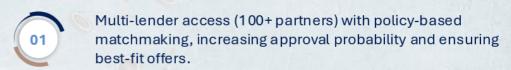
- Banks' traditional CAC structure is mostly fixed.
- Fintech platforms like Finbud offer variable cost CAC i.e., banks pay only on successful disbursals, making cost more efficient.

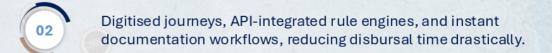


Limited Reach Beyond Metros & Tier 1 Cities:-

- Branch networks are expensive to set up and maintain in low-density or semi-urban areas.
- Disconnected systems (e.g., CRM not integrated with credit policy engines) lead to poor lead quality filtering.

Finbud Advantage





Instant payouts & upfront financing, helping agents reinvest and scale their business without capital strain.

Access to **entire multi-lender stack**, digital training, CRM, curated leads and full processing support.

Variable-CAC model, API-driven funnels & deep reach into Tier-2/3 markets.

Finbud brings policy-aligned screening, curated funnels, and real-time rule runs, drastically improving lead quality.





Long-Standing Partnerships with 100+ Banks NBFCs and Fintechs



Total Lending Partners 100+

Major Banks:









Top NBFCs:









Fintech Partners:











Key Milestones of Finbud Financial Services Ltd





2015

Entered multiple geographies; opened office in Delhi.

2016

Equity investment received from The Chennai Angels (TCA) consortium.

2022

Invested significantly in building digital and tech teams.

2023

Significant revenue growth of 54% in FY2023. Surpassed ₹ **100 Cr** topline.

2024

Company became profitable with ₹593.1 lakh profit in FY2024.

Converted to a Public Ltd Co in July.

Received equity investment from marquee investors like Ashish Kacholia. 2025

Surpass ed

₹ 200 Cr topline

Listed on NSE Emerge
in Nov 2025.

Received Anchor
Investment from
Bandhan AMC





Key Investment Highlights





Strong Macro Tailwinds Driving Multi-Year Retail Credit Upsurge



Proven Track Record with experienced founders



A Compounding
BorrowerIntelligence
Flywheel Driving
Its Transition Into a
Data-Led Lending
Powerhouse



Technology and Analytics



End-to-End Fulfillment



Extensive Agent Network with PAN Reach



Finbud (Finbud Financial Services Ltd) is a retail loan aggregation platform that connects consumers seeking loans with partner banks and NBFCs. A Full-stack loan fulfillment model from lead to disbursement. Zero credit risk, earns commissions on successful disbursals.

Average commission ~ 3 to 3.5% of the loan amount. Supports onboarding to post-disbursement service.





Macro Momentum: Expanding Credit, Rising Digital Engagement, Strong Disbursal Growth



India is a large Consumer Credit Market

India continues to be one of the world's most underpenetrated credit markets

Retail credit in India, covering housing, vehicles, gold loans, education, personal loans, credit cards, and microfinance, reached Rs. 82 trillion in FY25.



With an increasing share of Digital*

Digital payments have witnessed substantial growth



Transaction volume increased significantly from 43.7 billion to 222.0 billion @ CAGR of 50 % between FY21 and FY25.



During the same period transaction value expanded from Rs. 1,414.6 trillion to Rs. 2,862.0 trillion.

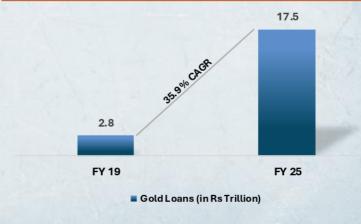
Personal Loan Disbursement was ₹8.8 trillion as of Fiscal 2025, witnessing a CAGR of approximately 20.3% from Fiscal 2019



Unsecured Business Loans witnessed a CAGR of approximately 19.5% from Fiscal 2019-2025



Gold loan disbursement witnessed a CAGR of approximately 36% from Fiscal 2019 to Fiscal 2025, with disbursement in Fiscal 2025 at ₹17.5 trillion.







Proven Track Record with experienced founders





Parth Pande (Whole-Time Director)

Ex-VP at Citibank, 18+ years

in retail lending and credit cycle management; managed a \$1 Bn portfolio at Citi. Leads digital business, marketing, and analytics at Finbud.



Parag Agarwal
(Whole-Time Director & Chief Financial Officer)

18+ years of experience in investment life cycles; co-leads agency business and oversees finance, strategy, and market expansion.



Vivek Bhatia (Whole-Time Director)

20+ years of experience as distribution partner for Citibank; co-leads agency business and oversees partnerships, admin, and HR.

13-year track record with experienced founders with profitability



Scaled to ₹10,000 Cr ARR disbursals on minimal capital



Launched digital platform in **2021-2022**, scaled to **15**% of revenue with **15**%+ margins



Built 4.5 Cr borrower data asset with full processing control





The Hidden Engine: A Borrower-Intelligence Flywheel Transforming Finbud Into a Data-Led Lending Powerhouse



A 10+ Year Borrower Memory Bank

Finbud's hybrid engine (agent + digital) has created a **dynamic borrower graph** with :

- Demographics
- Income evolution
- Employment trajectory
- Multi-lender approval/rejection histories
- Intent signals
- Bureau refresh data
- Product upgrade cycles
- Repeat loan behaviour
- Regional risk patterns



This is *not* a one - event customer snapshot - it is a **multi-cycle behavioural signature**, giving Finbud an unmatched predictive edge.



As the Borrower Graph deepens, Finbud's:

- Digital CAC drops
- Conversion rates rise
- Lender dependency reduces
- NBFC book quality improves
- Marketing efficiency multiplies
- Agent productivity increases 20–25%
- Product expansion accelerates
- This becomes a self-reinforcing loop data → accuracy → margin → scale → more data.



Finbud is building India's most powerful Borrower Graph - an asset that compounds with every transaction, creating a data most that enables unmatched underwriting intelligence, superior conversions, and multicycle monetisation across products, lenders, and channels

Strategic evolution from distributor → intelligence platform

Positions Finbud as India's most informed, efficient and future-ready credit origination partner - creating long-term enterprise value





Technology and Analytics – Our Backbone



Technology Roadmap: Digital Lending



Data Lake Creation

Establishing a large data lake for customer data.

Data Enrichment

Enhancing customer data with credit bureau information.

Platform Upgradation

Upgrading the Lender API marketplace to support multiple products and lenders.

App Transformation

Transforming the native credit app into a comprehensive neo bank super app.

Embedded Credit Platform Launch

Introducing a platform for digital platforms to offer credit products.

Web 3.0 Fintech Development

Building fintech products using advanced frameworks for better experiences.

Investment in technology will enable the company to monetize its data pool of 4crore+ customers with low customer acquisition cost, efficient lending process and better approval rates.





End to End Fulfillment Model





Most peers are:

Either conventional lenders with no digital lifecycle management Or pure digital players with high CAC and thin margins even after multiple years of existence

Finbud's Hybrid Approach:

Eligibility

Evaluating financial

preparedness



- Agent model focuses on reaching a large number of customers with lower profits per loan (EBITDA Margin ~ 6%)
- Digital model focuses on fewer customers but with higher profits. EBITDA Margin ~ 16%)
- Digital + Agent leads → Lending match → Disburs al → Commission → Cross-sell
- Retains customer for lifetime cross-sell (cards, insurance, NBFC)
- Result: Lower CAC + better margins + repeat monetization



This hybrid strategy sets Finbud apart in India's loan distribution space

Lead Gen



Match

Identifying appropriate loan choices



P.S.

Docs
Gathering required documents

Lender Submission

Sending an application to the lender





Approval
Approval of loan
application

Disbursal

Money allocated to the borrower





Post - Ioan Support

Continuous support and advice

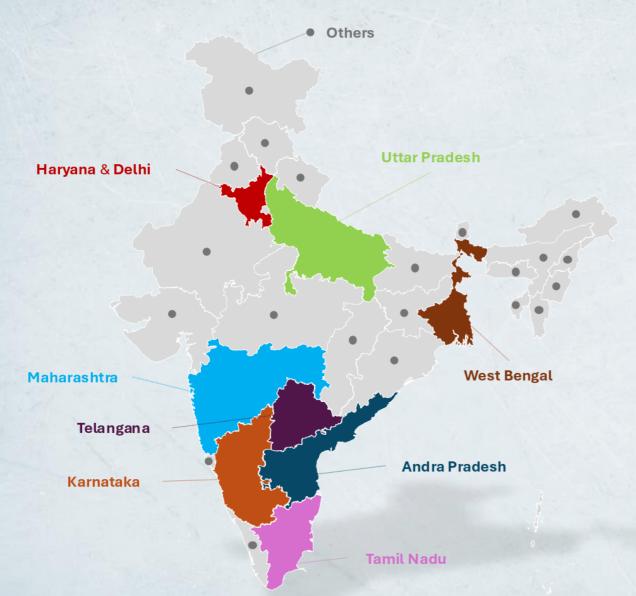
IPO valuation reflects high earnings quality and sustainable growth, offering strong upside vs sector peers.





Extensive Agent Network with PAN Reach





Karnataka: 29%

Maharashtra: 16%

Telangana: 12.9%

Tamil Nadu: 8%

Delhi:7%

Uttar Pradesh: 3.2%

Haryana: 3.2%

Andra Pradesh: 3.2%

West Bengal: 6.4%

• Others: 8.9%

Agent distribution spans all major regions, demonstrating Finance Buddha's PAN-India operational reach."





Summary Of Financial Information



Consolidated Profit and Loss in Crores				
Particulars	March,2025	March,2024	March,2023	
Revenue from Operations	223.28	190.24	135.48	
Other Income	0.22	0.04	0.09	
Total Income	223.50	190.28	135.57	
Expenses				
Employee Benefit Expenses	22.54	18.15	14.45	
Finance Costs	1.41	1.15	0.98	
Depreciation and Amortization Expenses	1.52	1.45	0.90	
Other Expenses	186.08	161.50	116.79	
Total Expenses	211.55	182.25	133.13	
Profit before Tax	11.95	8.02	2.44	
Current Tax	3.68	2.54	0.42	
Deferred Tax	-0.22	-0.17	0.18	
MAT Credit Entitlement	0.00	0.00	0.00	
Tax Expenses	3.45	2.37	0.60	
Profit after Tax	8.50	5.66	1.84	





Consolidated Cash Flow in Crores



Particulars	Sep,2025	March,2025	March,2024	March,2023
CASH FLOW STATEMENT				
Net Cash (Used in)/Generated from Operating Activities	-5.10	-13.33	-2.09	2.69
Net Cash (Used in)/Generated from Investing Activities	-1.11	-1.46	-1.66	-1.46
Net Cash (Used in)/Generated from Financing Activities	15.21	20.37	3.87	0.83
Net Increase/(Decrease) in Cash and Cash Equivalents	8.99	5.58	0.12	2.06
Opening Balance of Cash and Cash Equivalents	8.09	2.51	2.39	0.33
Closing Balance of Cash and Cash Equivalents	17.07	8.09	2.51	2.39



Thank You

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