

Date: November 19, 2024

Ref. No.: MMFL/13/2024-25

To,  
Listing Compliance Department  
National Stock Exchange of India Limited,  
Exchange Plaza, C-1, Block-G,  
Bandra Kurla Complex,  
Bandra (E), Mumbai – 400 051

NSE Symbol: MYMUDRA

Subject: Investor Presentation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

This is in continuation of the Intimation for Conference Call to discuss the Unaudited Financial Results of the company for the Half Year ended on September 30, 2024 and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation of My Mudra Fincorp Limited highlighting the performance of the Company for the half year ended September 30, 2024.

This is for your kind information and record.

Thanking You,

For **My Mudra Fincorp Limited**

**Piyushi Jindal**  
Company Secretary  
Membership No.: A37242

Place: New Delhi

Encl.: As above



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**REGISTERED ADDRESS**  
17A/45, 2nd Floor, WEA, Karol  
Bagh, New Delhi, 110005

# MY MUDRA

BHAROSE KA DUSRA NAAM

## MY MUDRA FINCORP LIMITED

*INVESTOR PRESENTATION – H1FY25*

*One of the Leading Corporate DSAs and Channel Partners*



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**Company  
Overview**



**Growth  
Enablers**



**Financial  
Performance**

















# Company Overview

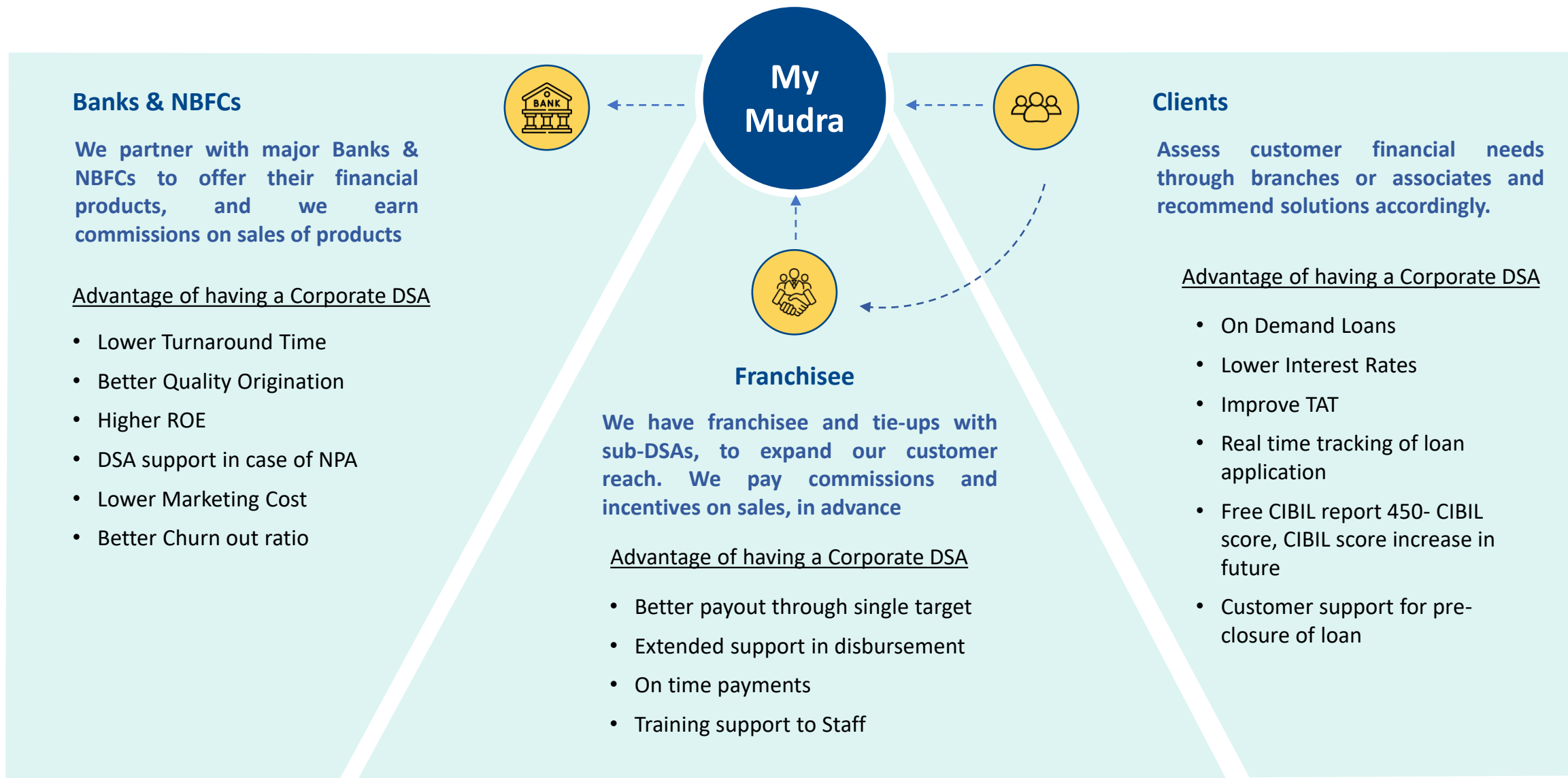


# My Mudra – One of the Leading Corporate DSAs for Banks and NBFCs in India

- ✓ Specialized in distribution and sales of a diverse range of Financial Products like **Loans (secured & unsecured), Insurance and Credit Cards**
- ✓ Capital efficient business model with low operating costs, aids in **High Returns on Capital**
- ✓ With 10+ years of experience, built a **strong relationship with major Banks & NBFCs** and a **strong network of sub-DSAs / associates**
- ✓ **Phygital approach** leading to Pan India presence, thereby aiding growth
- ✓ IPO of Rs **33.2 Cr** on September 12, 2024, to fund debt repayment, enhance digital infrastructure, and support working capital needs

<b>Distribution Strength</b>	 <b>10+</b> Years of Experience	 <b>15+ states</b> Pan India Presence	 <b>9</b> Owned Branches	 <b>154+</b> Franchisees	 <b>90+</b> Banks & NBFCs
<b>Delivered so far...</b>	<b>Only Corporate DSA which has been listed on NSE - Emerge</b>	 <b>10,000+</b> Satisfied Customers	 <b>Rs 10,000 Cr +</b> Loans Disbursed	 <b>190-210 Cr</b> Monthly Loan Disbursement	 <b>100+</b> Awards Won
<b>Robust Financials (FY24)</b>	 <b>Rs 711 Mn</b> <b>58% CAGR</b> Revenue	 <b>Rs 129 Mn</b> <b>219% CAGR</b> EBITDA	 <b>Rs 84 Mn</b> <b>322% CAGR</b> PAT	 <b>66% ROE</b> <b>46% ROCE</b> <b>37% ROI/ROTA</b>	 <b>0.6x</b> Debt/Equity

Recently opened a branch in Basti, (Ayodhya, Uttar Pradesh) and plan to launch three more in Himachal Pradesh, Bihar, and Delhi in the month of November, followed by two additional branches in the month of December.



# Execution Path

1. Lead Generation



2. Initial Contact



3. Customer Profiling



4. Loan Eligibility Check



8. Loan Approval



7. Credit Appraisal



6. Verification Process



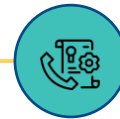
5. Application Submission



9. Loan Agreement & Disbursal



10. Post Disbursement Services

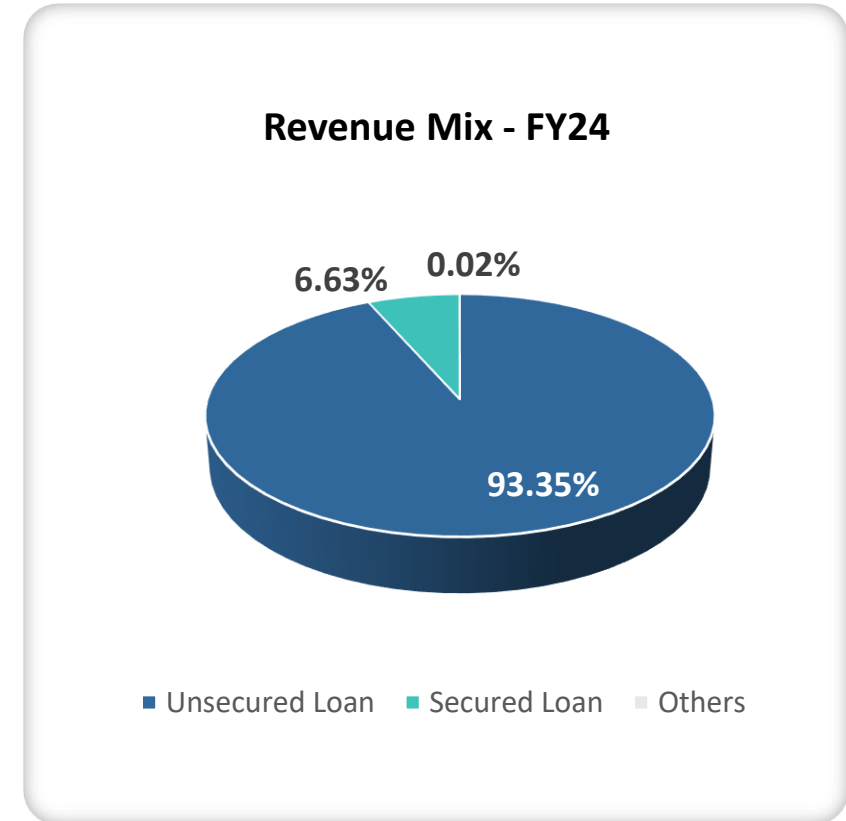
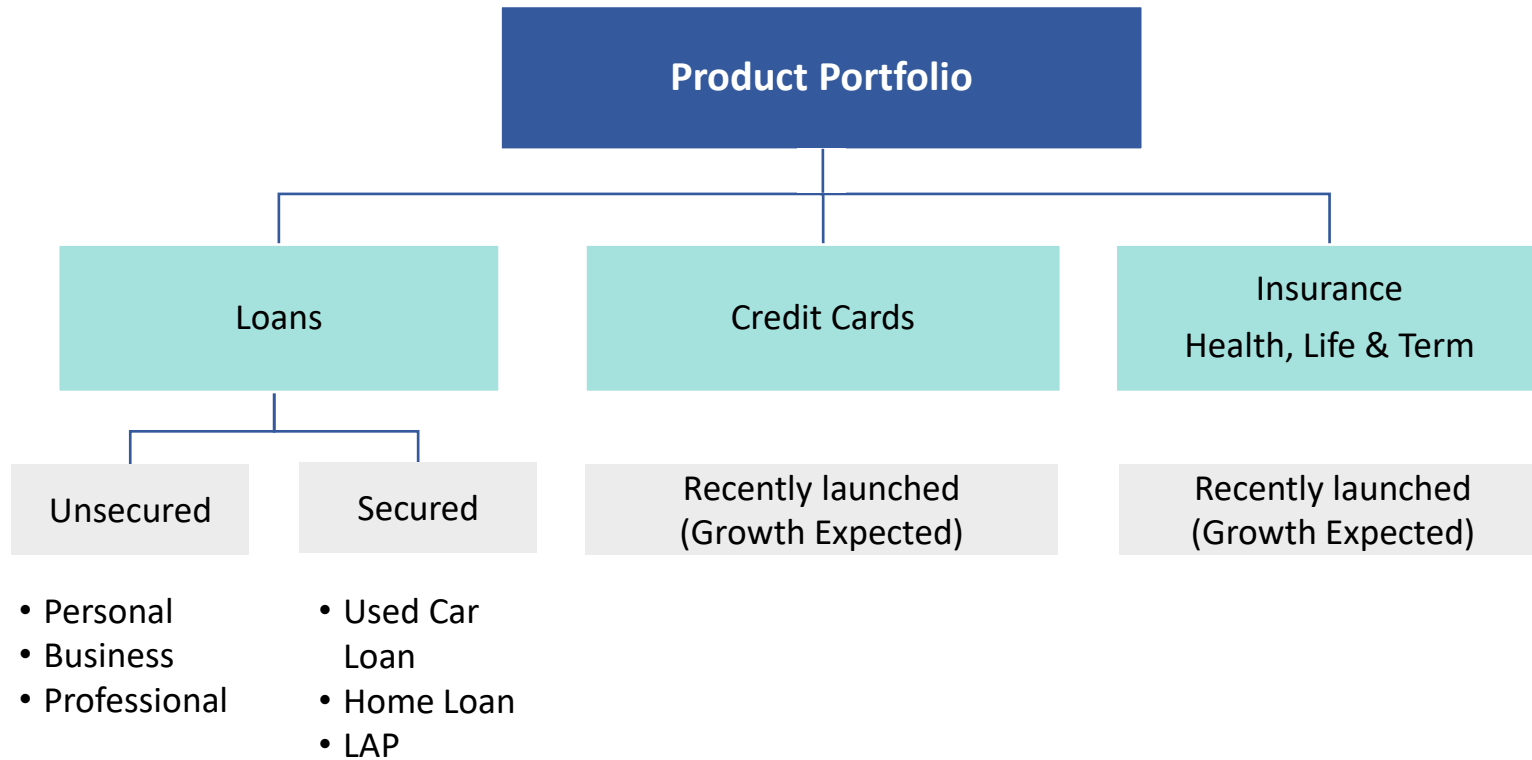


11. Feedback & Follow-Up





# A Diverse Product Portfolio Designed for All Consumer Needs



We are planning to introduce Gold Loan Services, allowing customers to leverage their gold assets for quick loans with flexible terms and competitive interest rates. Additionally, we are planning to expand into mutual fund distribution.



## Risk-Free Product Distribution

- We aggregate and distribute insurance and personal credit products from established insurers and lenders.
- Since we don't create our own products, we avoid underwriting and credit risks.



## Direct Platform Usage & Lower Marketing Costs

- As our brand strengthens, more users will engage with our platform directly, reducing the need for marketing expenses



## Increased Operational Efficiency

- As the platform grows, a larger percentage of customers will complete purchases unassisted or with minimal assistance.
- This shift towards self-service enhances both capital and operational efficiency.

**Generating Strong Return Ratios of 66 % ROE and 46% ROCE (FY24)**

# Long-Standing Partnerships with 90+ Banks and NBFCs



ADITYA BIRLA GROUP



**Partnered with Ugrow to provide exclusive Green Financing for Solar Rooftop and other projects.**

We will be also providing financial solutions in other sectors like acquiring or upgrading essential machinery and equipment.

These alliances ensure customers get competitive financial solutions with the best terms and rates.

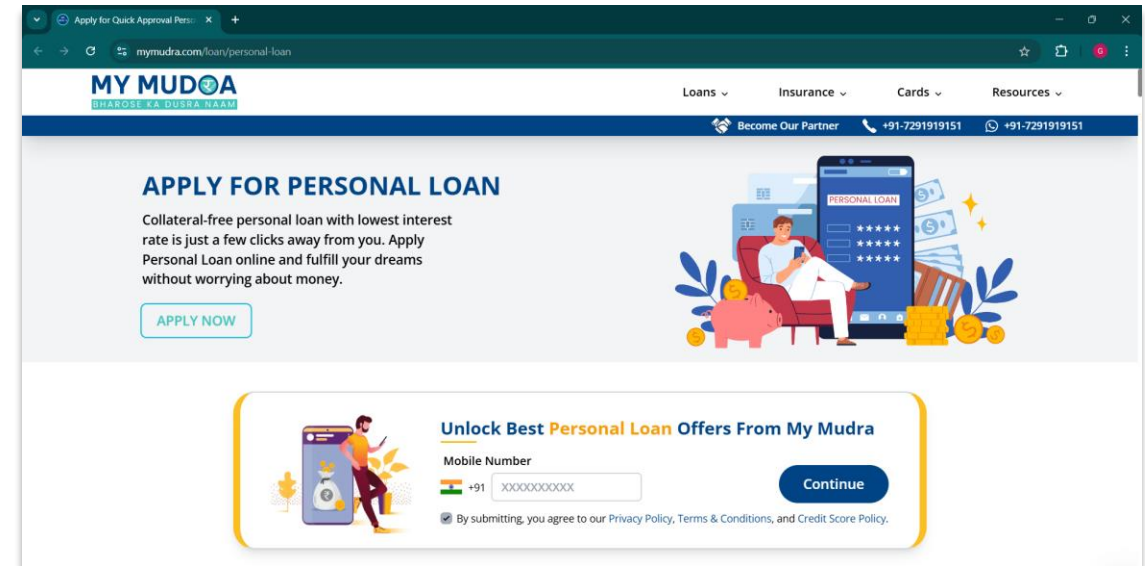
# Phyigital approach leading to Pan India presence

## Physical Presence

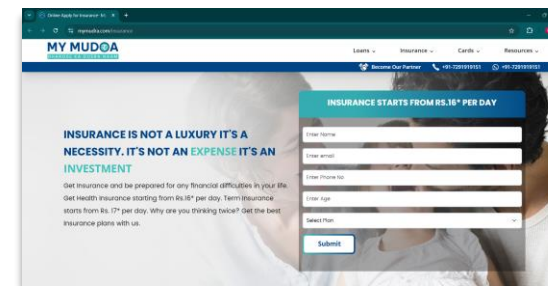


## Digital Presence

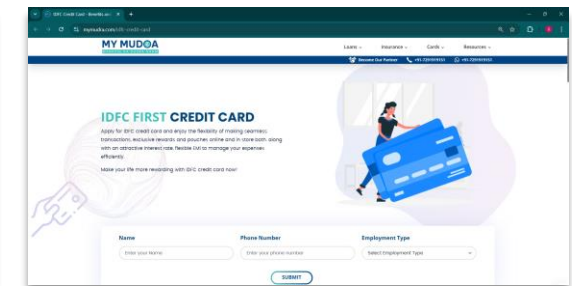
### Loans



### Insurance



### Credit Card



# Maximizing Value with the Phygital Model (Physical + Digital)



Lead Gen Model

Online

Online + Offline

Offline

Lead Fulfilment Model

Online

Online + Offline

Offline

One Stop Shop



LTV – Life Time Value

Low



Customer Acquisition Cost

High

Low

Average

Customer Experience and Relationship

Average

High

Average

Physical Presence

Low

High

High



**Vaibhav Kulshrestha**  
Chairman & Managing Director

- **Experience:** 14 years in the Financial Services Industry
- **Qualification:** Bachelor of Commerce from Dr. Bhimrao Ambedkar University, Agra (2005)



**Abhisek Dhal**  
Whole Time Director

- **Experience:** 12 years in Sales and Marketing
- **Qualification:** Post Graduate Diploma in Management from Institute of Management and Information Science, Bhubaneswar (2011)

**Ganesh Kumar Mishra**  
Non-Executive Director

**Sarita**  
Independent Director

**Sudhir Kumar Jain**  
Independent Director

**Vidit Jindal**  
Chief Financial Officer

**Piyushi Jindal**  
Company Secretary & Compliance Officer

# Honored with 100+ Awards and Recognitions



Yes Bank for  
exemplary  
performance  
towards Business  
Loan in FY 2023



IDFC First Bank for  
exemplary  
contribution and  
Support for the  
year 2022



Kotak Mahindra  
Bank for exemplary  
performance and  
contribution to the  
business for FY  
2021-22



ICICI Bank for  
valuable  
contribution &  
Support in FY  
2018-19



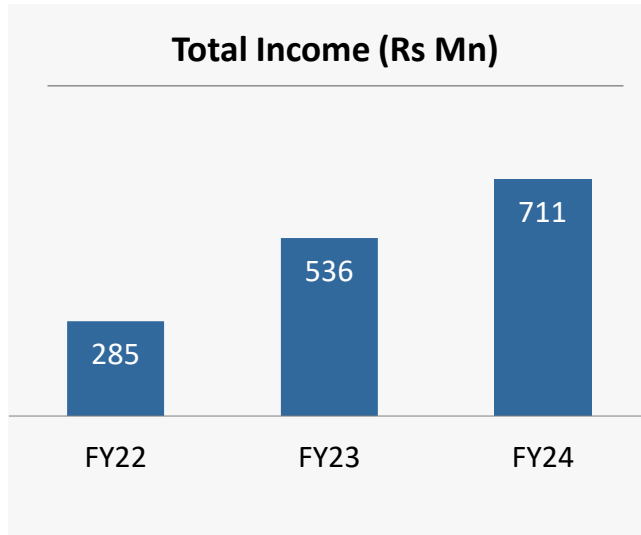
HDFC Bank for  
Outstanding  
Performance in  
Unsecured Loan in  
March 2019



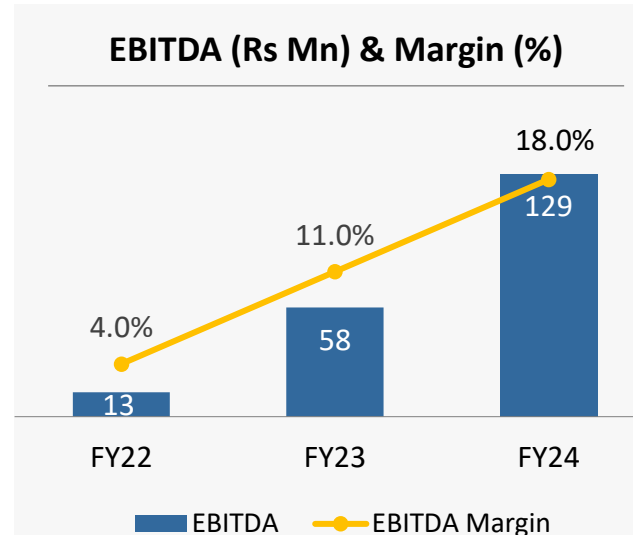
L& T Finance for  
being a Valued  
partner in the  
milestone of Rs.  
3000 Cr. of SME  
Assets

# Track Record of Robust Financial Performance

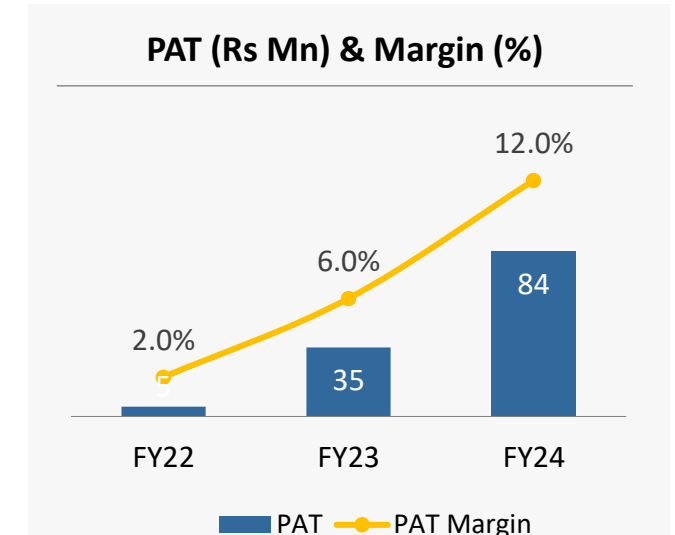
### Total Income (Rs Mn)



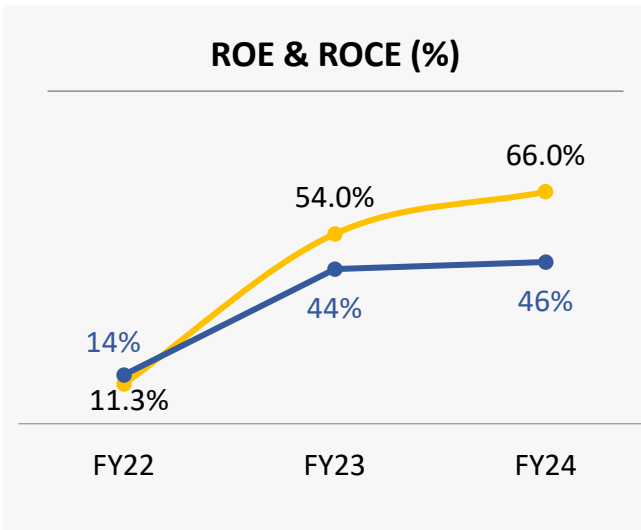
### EBITDA (Rs Mn) & Margin (%)



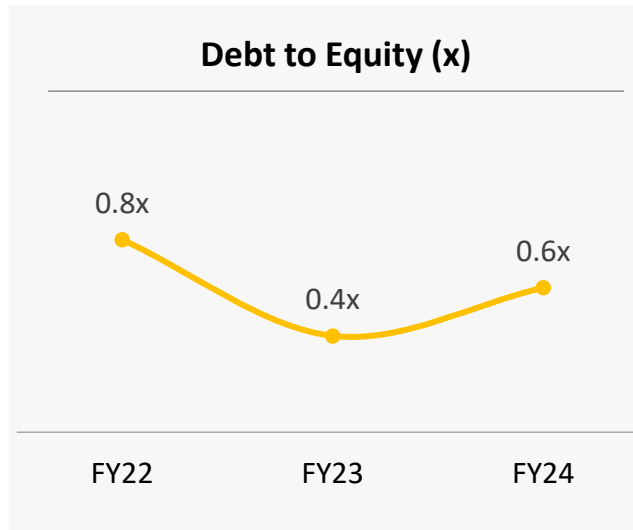
### PAT (Rs Mn) & Margin (%)



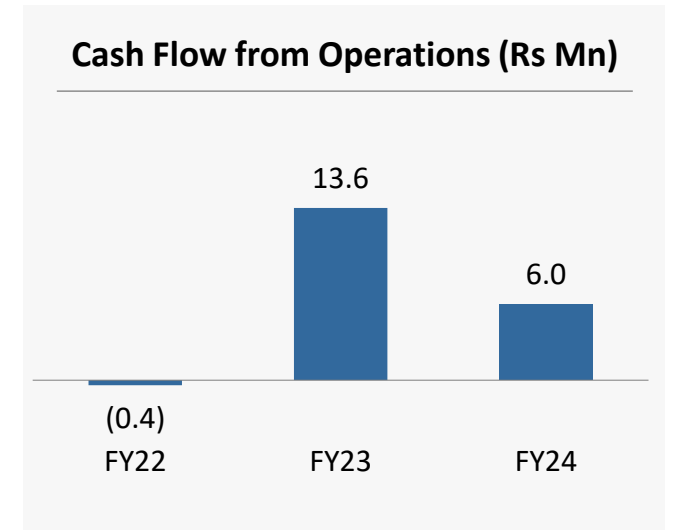
### ROE & ROCE (%)



### Debt to Equity (x)



### Cash Flow from Operations (Rs Mn)





# Growth Enablers



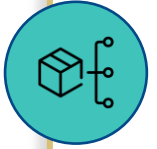


## Expanding Consumer Reach in India

Opening new branch/ offices and appointing more Sub-DSA's in rural areas as well to give assistance to the people according to their requirements.

## Opened a branch in Basti, (Ayodhya, Uttar Pradesh)

and plan to launch 3 more in Himachal Pradesh, Bihar, and Delhi Nov 24 and 2 more in Dec 24



## Product diversification

Recently launched insurance products, with plans to introduce gold loans and mutual funds. Partnered exclusively with Ugrow for green financing, including solar rooftop and other solar projects

## Partnered with Ugrow to provide exclusive Green

Financing for Solar Rooftop and other projects, also financial solutions for acquiring or upgrading essential machinery and equipment



## Increasing Collaboration with Banks & NBFCs

It will open doors to exclusive products and features aiming to become a preferred partner for banks in their credit card and personal loan offerings



## Continue to Invest in Digital and Technology Infrastructure

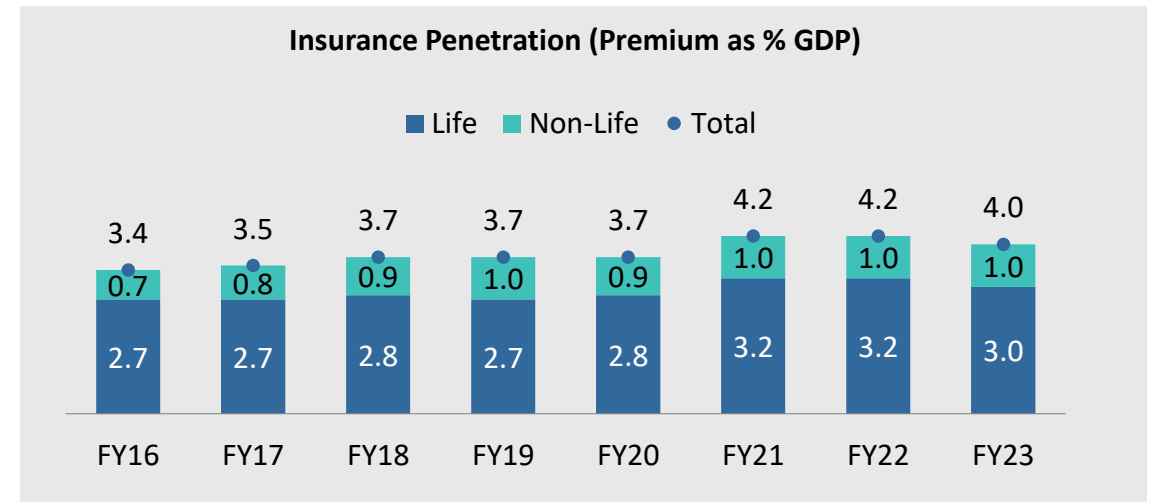
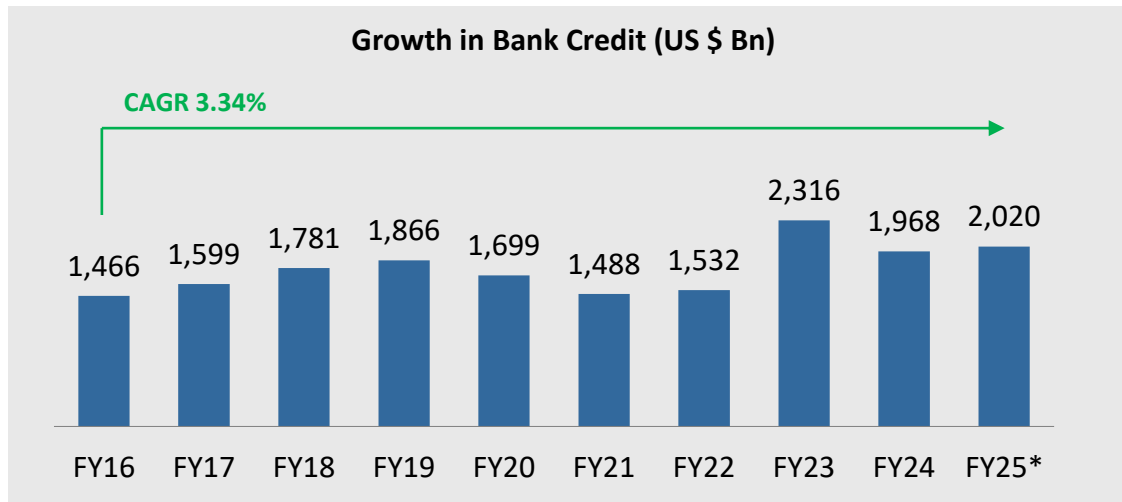
Building advanced digital infrastructure and a user-friendly website to streamline financial services, along with a Partner Portal for easy onboarding and partnership management.



# Factors Driving Industry Growth and Future Prospects (1/2)

- As of July 12, 2024, total bank credit at Rs. 168.12 lakh crore (~\$2,020 billion).
- India's retail lending could triple by 2030, driven by fintech innovations and digital initiatives.
- Set to be the 3rd largest consumer economy by 2030, driven by a young population (65% below 35 years).
- India is among the fastest-growing FinTech markets, with over 2,000 DPIIT-recognized FinTech businesses.
- Strong growth in Indian banking due to economic expansion, higher disposable incomes, and increased consumer credit.
- Rising demand for corporate and retail loans, led by services, real estate, consumer durables, and agriculture sectors.
- Projected to become the 3rd largest domestic banking sector by 2050.

- Premiums from India's life insurance industry is expected to reach Rs. 24 lakh crore (US\$ 317.98 billion) by FY31.
- The penetration of Indian Insurance industry was less than 5% of the GDP. IRDAI data shows that India's Insurance penetration was 4% of the GDP In FY23.
- In 2023, India's insurance premium penetration accounted for 4% of the GDP, with life insurance making up 3% and non-life insurance comprising 1%.
- In 2025 (April- June 2024), life insurers' new business premiums grew to US\$ 10.8 billion, according to Life Insurance Council data.
- India is the 10th largest life Insurance market globally
- The insurance penetration has gone up to 4% in 2023, general insurance has penetration of 1% and it is planning to increase to 1.5% by 2030.



- **Wider Access to Financial Services:**

Digital banking and government schemes are increasing access to financial products for underserved populations.

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- **Rising Incomes and Consumer Demand:**

Growing middle-class incomes are driving demand for loans, credit cards, and insurance.

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- **Government Support and Policies:**

Financial inclusion and credit guarantee schemes continue to stimulate borrowing and insurance uptake.

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- **Technological Advancements:**

Innovations in fintech and mobile banking make financial products more accessible and efficient.

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- **Post-Pandemic Focus on Security:**

The pandemic has heightened the need for financial security, boosting insurance demand.

- **Digital Transformation:**

The rise of digital payments and online loans is making financial services faster and more convenient.

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- **Changing Consumer Behavior:**

More consumers are using credit and loans for personal spending and investments.

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- **Urbanization and Infrastructure Growth:**

Growing cities and infrastructure development are increasing demand for housing and auto loans.

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- **Youthful and Tech-Savvy Population:**

A younger, tech-friendly demographic is more inclined to use digital financial products.

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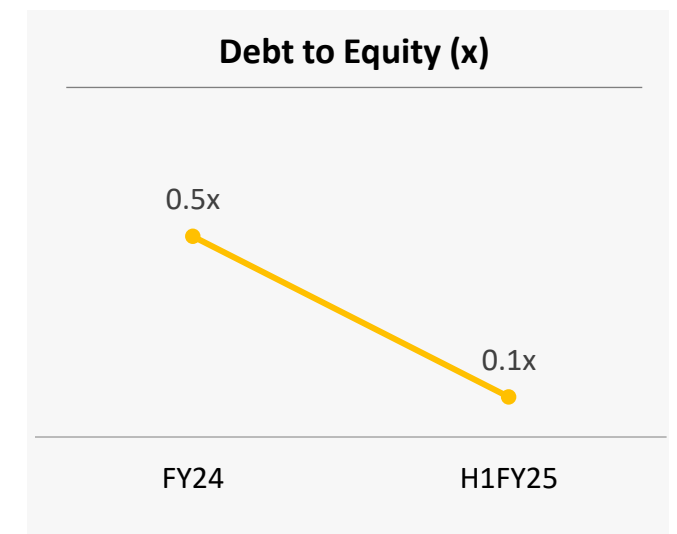
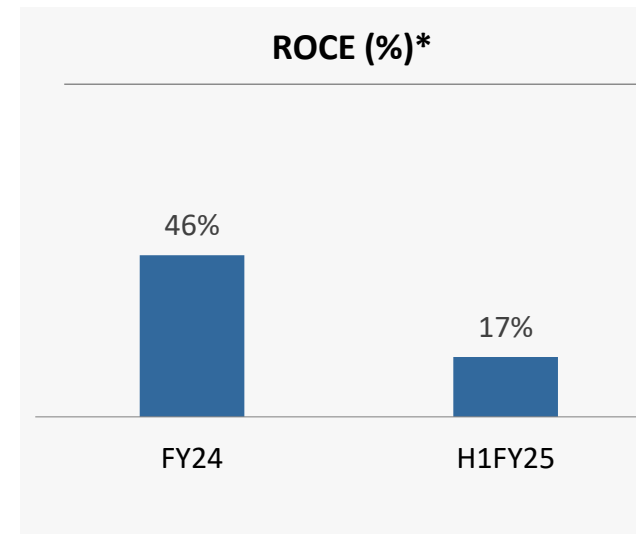
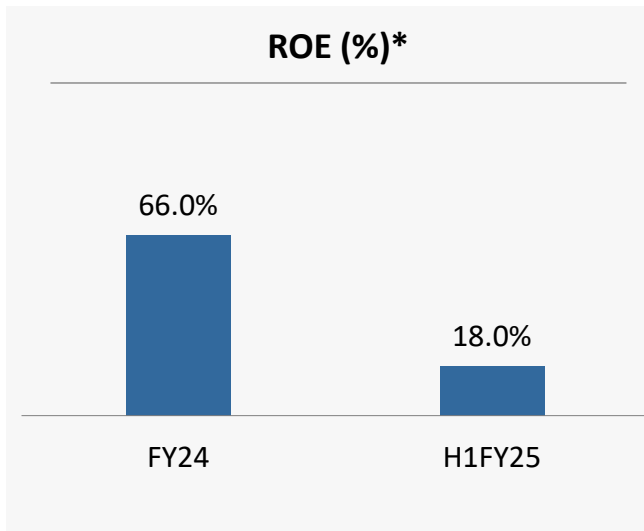
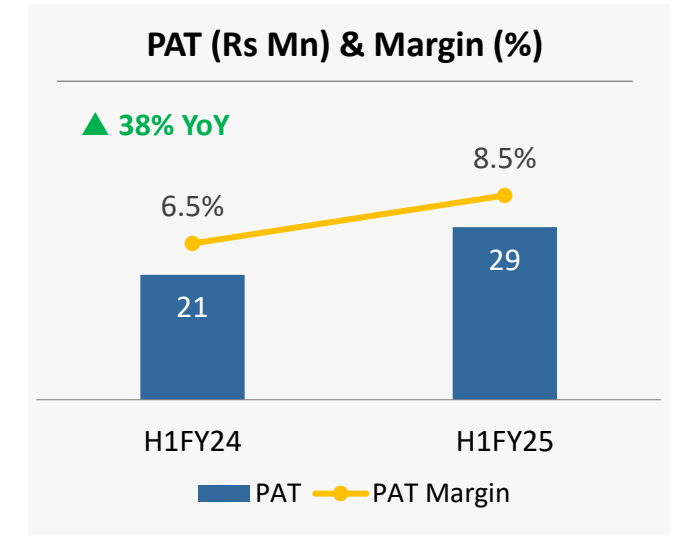
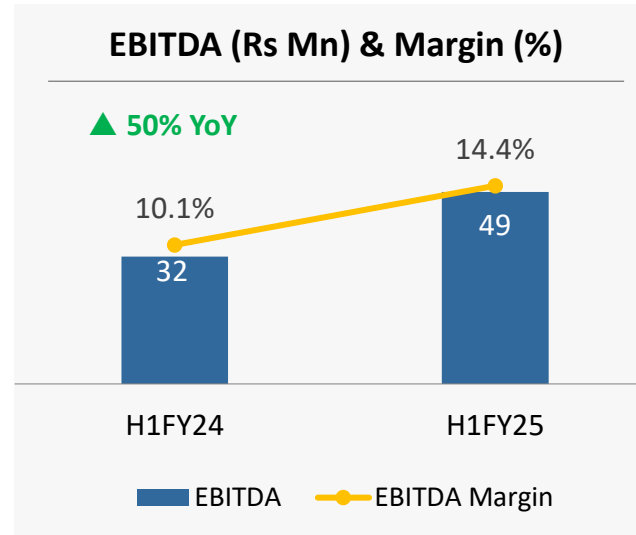
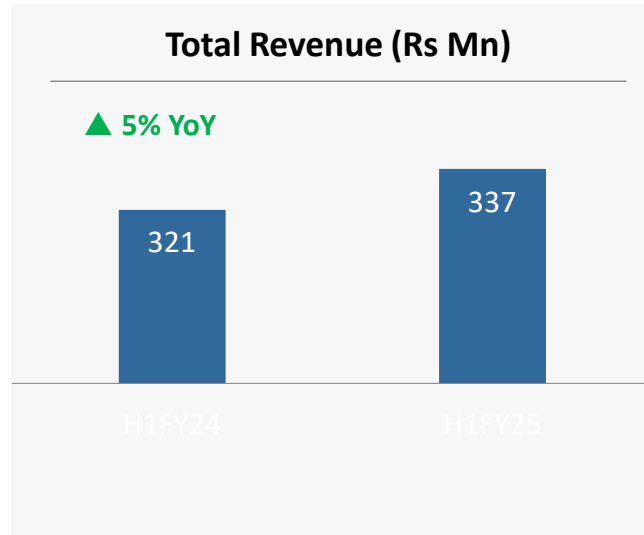
- **Increased Financial Awareness:**

Higher financial literacy is driving more people to adopt loans, savings, and insurance products.

# Financial Performance



# Robust Financial Performance



\*ROE and ROCE decreased post-IPO due to equity dilution, which increased the capital base without an immediate rise in returns

# Profit & Loss – H1FY25

Particulars (Rs Mn)	H1FY25	H1FY24	% Change
Revenue From Operation	337.4	320.7	
Other Income	0.1	0.2	
<b>Total Income</b>	<b>337.5</b>	<b>320.8</b>	5%
Employee Benefit Expenses	33.6	34.2	
Other Expenses	255.1	254.2	
<b>EBITDA</b>	<b>48.8</b>	<b>32.4</b>	50%
<i>EBITDA Margin</i>	<i>14.4%</i>	<i>10.1%</i>	<i>434 bps</i>
Depreciation and Amortisation Expenses	3.8	2.6	
<b>EBIT</b>	<b>44.9</b>	<b>29.8</b>	51%
<i>EBIT Margin</i>	<i>13.3%</i>	<i>9.3%</i>	<i>402 bps</i>
Finance Cost	6.3	3.5	
<b>Profit Before Tax</b>	<b>38.7</b>	<b>26.4</b>	47%
Tax Expense	10.0	5.5	
<b>PAT</b>	<b>28.7</b>	<b>20.8</b>	38%
<i>PAT Margin</i>	<i>8.5%</i>	<i>6.5%</i>	<i>201 bps</i>

# Profit & Loss Statement

Particulars (Rs Mn)	FY22	FY23	FY24	CAGR
Revenue From Operation	283.8	534.6	710.7	
Other Income	0.8	1.0	0.7	
<b>Total Income</b>	<b>284.6</b>	<b>535.6</b>	<b>711.4</b>	<b>58%</b>
Employee Benefit Expenses	35.8	51.0	67.5	
Other Expenses	236.2	426.3	515.4	
<b>EBITDA</b>	<b>12.6</b>	<b>58.3</b>	<b>128.5</b>	<b>219%</b>
EBITDA Margin	4.4%	10.9%	18.1%	
Depreciation and Amortisation Expenses	1.6	4.2	5.8	
<b>EBIT</b>	<b>11.0</b>	<b>54.1</b>	<b>122.8</b>	<b>234%</b>
EBIT Margin	3.9%	10.1%	17.3%	
Finance Cost	4.0	5.5	10.8	
<b>Profit Before Tax</b>	<b>7.0</b>	<b>48.6</b>	<b>112.0</b>	<b>300%</b>
Tax Expense	2.3	13.9	28.4	
<b>PAT</b>	<b>4.7</b>	<b>34.7</b>	<b>83.5</b>	<b>322%</b>
PAT Margin	1.6%	6.5%	11.7%	



# Balance Sheet

Liabilities (Rs Mn)	Mar-22	Mar-23	Mar-24	Sep-24
Share Capital	0.1	0.1	0.1	113.9
Reserves & Surplus	43.7	84.3	164.0	357.6
<b>Shareholders' Funds</b>	<b>43.8</b>	<b>84.4</b>	<b>164.1</b>	<b>471.6</b>
Long Term Borrowings	13.0	14.0	30.3	14.7
Long Term Provisions	0.3	0.6	1.1	1.2
<b>Total Non-Current Liabilities</b>	<b>13.4</b>	<b>14.6</b>	<b>31.4</b>	<b>16.0</b>
Short Term Borrowings	21.1	23.1	66.1	16.9
Trades Payable	3.0	3.9	2.4	1.7
Other Current Liabilities	12.0	10.5	9.1	6.0
Short Term Provisions	0.7	11.9	29.7	10.7
<b>Total Current Liabilities</b>	<b>36.8</b>	<b>49.5</b>	<b>107.3</b>	<b>35.3</b>
<b>Total Equity &amp; Liabilities</b>	<b>94.0</b>	<b>148.5</b>	<b>302.8</b>	<b>522.9</b>

Assets (Rs Mn)	Mar-22	Mar-23	Mar-24	Sep-24
Property, Plant & Equipment and Intangible Assets	10.2	23.7	56.3	72.5
Deferred Tax Assets (Net)	0.2	0.9	1.8	1.5
Long Term Loans and Advances	21.1	20.5	35.0	36.4
Other Non-Current Assets	2.6	0.0	0.0	0.0
<b>Total Non-Current Investment</b>	<b>34.2</b>	<b>45.2</b>	<b>93.1</b>	<b>110.5</b>
Current Investments	-	-	2.5	2.6
Trade Receivables	37.8	69.4	127.5	138.5
Cash and Cash equivalents	4.4	7.3	19.3	203.8
Short-Term Loans and Advances	17.5	26.5	60.1	67.2
Other Current Assets	0.1	0.1	0.2	0.3
<b>Total Current Assets</b>	<b>59.8</b>	<b>103.3</b>	<b>209.7</b>	<b>412.4</b>
<b>Total Assets</b>	<b>94.0</b>	<b>148.5</b>	<b>302.8</b>	<b>522.9</b>

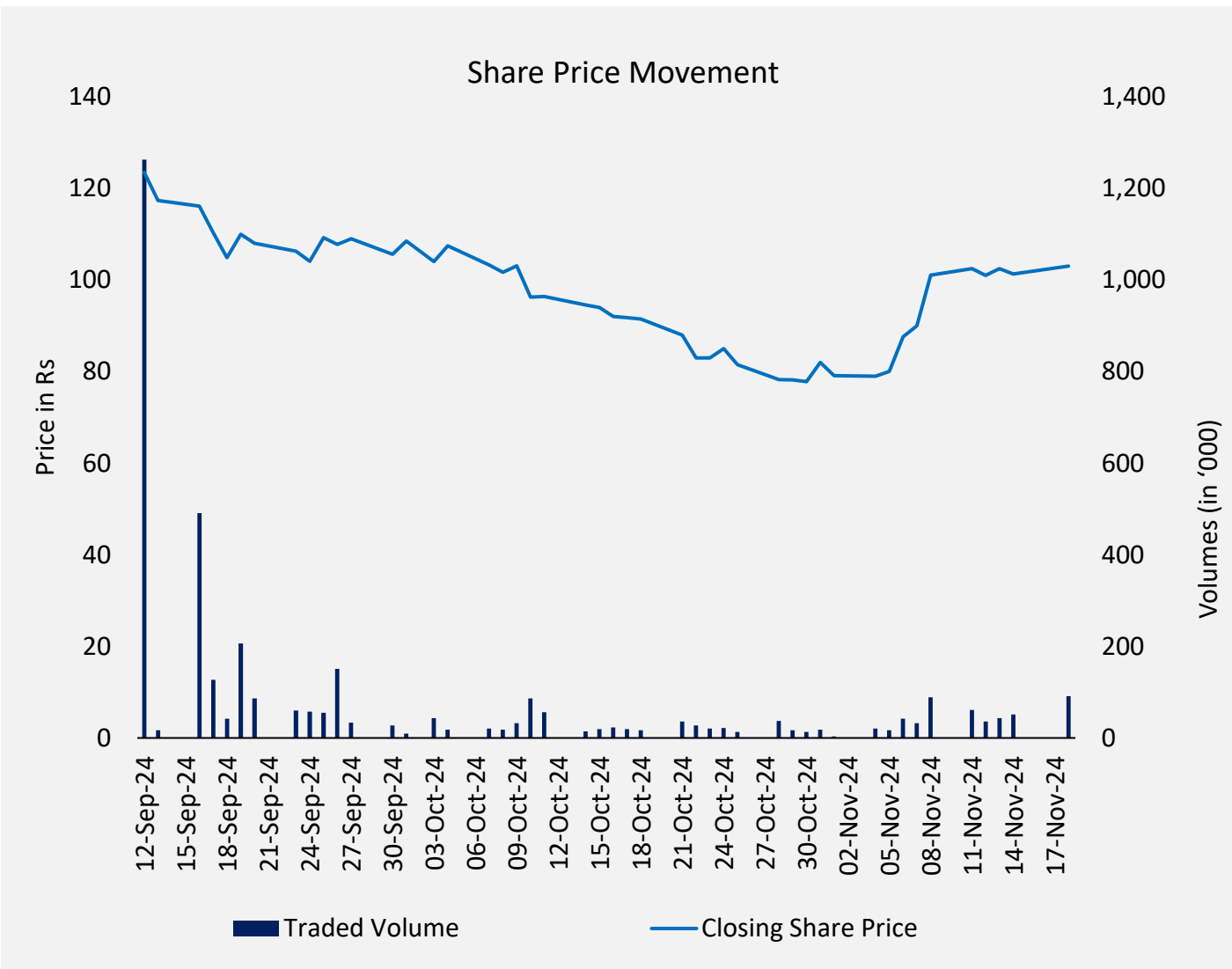
# Cash Flow Statement

Particulars (Rs Mn)	FY22	FY23	FY24	H1FY25
<b>A. Net Cash Flow from Operating Activities</b>	<b>(0.4)</b>	<b>13.6</b>	<b>6.0</b>	<b>(1.8)</b>
<b>B. Net Cash Flow from Investing activities</b>	<b>(0.3)</b>	<b>(14.5)</b>	<b>(43.5)</b>	<b>(21.5)</b>
<b>C. Net Cash Flow from Financing Activities</b>	<b>2.1</b>	<b>3.9</b>	<b>49.5</b>	<b>207.8</b>
Total increase (decrease) in cash and Cash equivalents during the year (A+B+C)	1.4	3.0	12.0	184.5
Cash and cash equivalents at beginning of year	3.0	4.4	7.3	19.3
<b>Cash and cash equivalents as at end of the year (I+II)</b>	<b>4.4</b>	<b>7.3</b>	<b>19.3</b>	<b>203.8</b>

# Recently Raised Growth Capital through IPO - Deployment Status

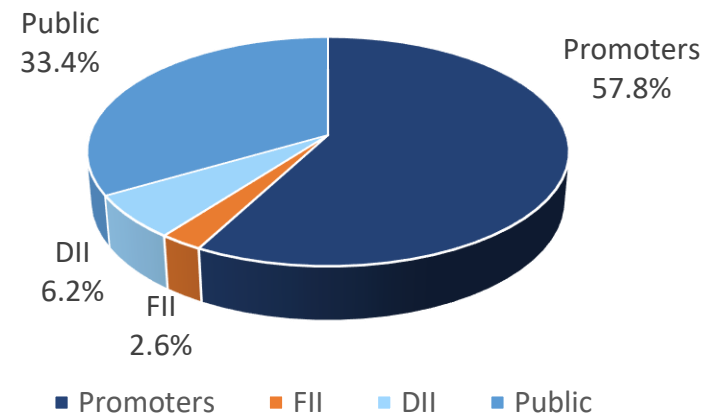
*Successfully completed the IPO of Rs 333 Mn  
Listed on NSE SME with effect from **September 12, 2024***

Objects of the IPO	Available for Deployment	Actual Deployment	Balance for Deployment	Remark
Repayment of Debt	Rs 62.5 Mn	Rs 50.5 Mn	Rs 12.0 Mn	Strengthening the Balance Sheet and reducing Finance Cost
Investment in technology development and digital infrastructure	Rs 66.0 Mn	Rs 6 Mn	Rs 60 Mn	Will help to scale up Operations and drive Growth
To meet working capital requirements	Rs 70 Mn	Rs 30 Mn	Rs 40 Mn	
General Corporate Purpose	Rs 81.2 Mn	-	Rs 81.2 Mn	-
Issue related expenses	Rs 52.9 Mn	Rs 52.9 Mn	-	-
<b>Total</b>	<b>Rs 332.6 Mn</b>	<b>Rs 139.4 Mn</b>	<b>Rs 193.2 Mn</b>	-



Price movement as of 18<sup>th</sup> Nov 24

### Shareholding Pattern (as on September-24)



### Script Related Information (as on 18<sup>th</sup> November 2024)

NSE Code	MYMUDRA
CMP (Rs)	103
Market Cap (Rs Cr)	117
Shares O/s (Cr)	1.13
Face Value (Rs)	10
Average Trading Volume ('000)	80

# Thank You



**My Mudra Fincorp Limited**

CIN No. :L65191DL2013PLC257611

Ms. Piyushi Jindal

[cosec@mymudra.com](mailto:cosec@mymudra.com)



**Stellar IR Advisors Pvt. Ltd.**

Pooja Sharma / Akhilesh Gandhi

[pooja.sharma@stellar-ir.com](mailto:pooja.sharma@stellar-ir.com) / [akhilesh@stellar-ir.com](mailto:akhilesh@stellar-ir.com)

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