

Q1 (2017-18)

PR GATI

EDITION 2

CHANGING TIME. UNWAVERING VISION.



What's New

Au Housing Finance has undergone a big change, though the promise behind it remains the same

Announcing The Change

We pulled off 5 simultaneous town hall meets to let our employees have a first-hand feel of the massive change

The Big Story

Aavas is drawing attention from major news channels with IFC's decision to invest an upward of \$40 Million in the company

The Achievers

Outstanding performance always deserves recognition, Aavas does its part to encourage the talent

**The secret to change
is to focus all of
your energy on building
the new**



FROM THE DESK OF THE NBM



S. Ram Naresh National Business Manager

At Aavas, there is never a dull moment. We are an action-packed organization with fresh ideas and high energy at all moments. And thankfully, the results keep validating our actions, just like the numbers for the first quarter reveal.

During the course of the three months, Aavas Financiers netted business worth Rs. 317 crores, which is 70% growth over the same period last year. That strong performance was reinforced with an ever-expanding infrastructure, with 17 new branches added since March bringing the total number of branches to 111. In parallel, we changed our business organization to match the pace of growth.

Accordingly, 17 business clusters were dissolved into 11 states spreading across six operational territories. We also moved from person specific approach to branch specific approach by introducing the Branch Head Concept.

The focus of our business was further sharpened with the introduction of an internal branch grading system which categorizes branches into four categories, on the basis of its local business potential. All these steps will set the stage for a more decentralized organization where every Branch Head is empowered to enforce the rules. Of course, increasing resources means a greater need for efficiency.

During Q1, we embarked on an instrumental phase in the digitization of our services with the launch of the Aavas Mobile App. Launched on June 14th, the program was initially only available to customers from 4 branches, but will soon be available across the country. A more far reaching step was the digitization of disbursements. We did a pilot of this in 2 branches and by the end of Q1 we have expanded this to 21 branches catering to 57 branches. This was a runaway success with 1700 disbursals till now and customers coming for subsequent disbursals are getting their money through wire transfer within hours of filing the request.

One of our most important stakeholders, of course, are the employees, which is why we spare no effort to make their work fun and rewarding. Just last month, 80 employees were packed off on an all-expenses paid trip to Bangkok as a gesture of appreciation. We have also introduced “Genius Kids” which is a token of recognition for children of our employees. 58 bright kids were gifted a Kindle pocket reader for their achievement in academics. And now with Aavas going digital in a big way, collections via POS system and a mobile app “LOKTRA”, that geo-tracks collection teams and helps them with mapping, will ease their work lives even further. You can rejoice as there are even more employee initiatives on the way!

I firmly believe we, as a company, are on the right track to create a legacy of building a Rs. 15,000 crore AUM organization in 5 years. Of course, it won't be a straight line, but a steep and interesting journey.

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OUR NEW LOOK & FEEL

A new exterior keeping traditional business ethics intact



Recently, Au Housing Finance changed its name to Aavas Financiers Limited. For all of us, it was a big change, though the promise behind it remains the same.

'Aavas' means home, which is at the heart of everything we do. But even as our main focus remains fulfilling the dreams of prospective homeowners, our expertise and skills have grown. The new name was a perfect description of the end-to-end services that Aavas Financiers are known for, which includes everything from purchase to renovations. In doing so, Aavas Financiers aim to become synonymous with the joy of owning a home. Even before customers have sampled the company's innovative and

new ways of doing business, the change in name conveys the changing outlook.

The rebranding, therefore, was more than a change of name. It was also a subtle message to our customers as to what they can expect from a rejuvenated Aavas Financiers organisation. The communication is further enhanced by the design of our new logo, which was released along with the new name. The aim is to help assimilate the new name as quickly as possible to make the transition extremely smooth. After all, Aavas Financiers play an important role in bringing people together and their life goals and this will continue uninterrupted.

WE ANNOUNCED IT

Keeping the past as a teacher, we move on with newer challenges and bigger goals in mind

As one can imagine, the process of shedding an identity after so many years had to be a big task. It got even more difficult because Au Housing Finance, as a company was intent on making sure their employees found out about the change before anyone else did. Therefore, on 22nd April 2017, Aavas Financiers organised 5 simultaneous townhalls in Jaipur, Ahmedabad, Indore, Pune and Delhi. All of these gatherings were addressed by the CEO, either via video conferencing or in person, as in the case of Jaipur.

The purpose of the events was not only to explain our perspectives, but also to express our gratitude. That's why all town halls included the GARV prize distribution ceremony for people in supporting roles, as well as others in varied capacities.

But nothing is more popular than truth and honesty, and Aavas Financiers executives used the forum to discuss the reasons for the rebranding. The discussions revealed the tough journey of the idea, from inception to implementation. The speakers detailed the many names that were under consideration till a survey picked a winner. This was also accompanied by the launch of the new company logo, which demonstrated the seriousness of the decision - a glimpse into the future becoming a reality.



WE ANNOUNCED IT

Scaling the success ladder at the speed of light



Jaipur - Mr. Sushil Agarwal



Delhi - Mr. Ghanshyam Rawat



Ahmedabad - Mr. S. Ram Naresh



Pune - Mr. Ashutosh Atre



Indore - Mr. Anurag Srivastava

AAVAS IN THE NEWS

Making headlines for the right reasons



Aavas was in the news recently for the best possible reasons. The big story was International Finance Corporation's (IFC) decision to invest \$ 40 million in Aavas Financiers out of which \$ 20 million has been invested already in the month of July 2017. Not only does this investment greatly boost Aavas' aim to reach out to medium and low income home buyers, but also validates our beliefs. Any business model deemed to be worthy of such a large investment further assures great potential.

The news also touched upon the evolution of Aavas Financiers, from a wholly owned subsidiary of Au Small Finance Bank, to a bigger company now, with a number of investors apart from Au. The article also touched upon the company's growing influence among medium to low income self-employed individuals and as a support system in creating homes in Rajasthan and 5 other neighbouring states. There are a few reasons for this growth, one of them being the vast experience of the CEO, Mr. Sushil Agarwal in the Finance & Housing industry, which the article duly mentions.



AAVAS TREASURY

Our respected team of treasurers

ANNUAL BEST TEAM AWARD BY BOARD



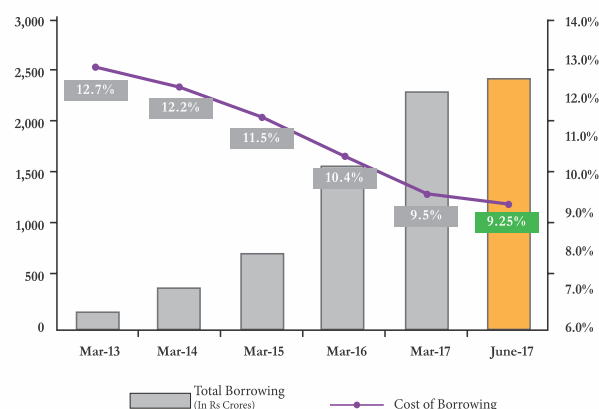
TEAM TREASURY



AAVAS TREASURY

ICRA A+/positive from A stable, A Stable rating from CRISIL

ONE OF THE BEST COST OF BORROWING CHART



Substantial reduction in cost of borrowing from 12.7% to 9.25% in last 4.3 years

STRONG RELATIONSHIP WITH BANKS/FIS

Company has financing arrangements with 33 Public & Private Banks and/or Financial Institutions that include State Bank of India, Bank of India, Bank of Baroda, IDBI Bank, OBC Bank, UCO Bank, HDFC Bank and IDFC Bank and successfully issued 8 rounds of Long Term NCDs (varying from 3 years to 5 years maturity) to reputed mutual funds viz. Reliance MF, HDFC MF, Franklin MF and DHFL Pramerica.

STRENGTHENING RELATIONSHIP WITH NATIONAL HOUSING BANK

National Housing Bank has already sanctioned 6 rounds of refinance assistance aggregating to Rs. 362 Crore. This magnifies the trust of the regulator on the company on the basis of strong corporate governance, compliance, good asset quality, lowest NPA level in the industry, robust financial performance in affordable segment, excellent internal control system and an efficient and experienced management team.

RATING ENHANCEMENTS

CARE has awarded long term Credit Rating of CARE A+/Stable and short-term rating of CARE A1+ on a standalone basis without any parental support on the back of substantial increase in Home Loan Disbursement, Good Portfolio Quality, Robust Collection Mechanism, High Collection Efficiency, Adequate Capitalization, Strong & Experience Management Team, Empowered Board Team etc.

Further, ICRA has enhanced the long term rating of the company from ICRA A/Stable to ICRA A/Positive. Now the ratings of Aavas Financiers Limited are as follows:

Rating Agency	Current Rating	
	Long term	Short term
CARE	A+ Stable	A1 +
ICRA	A Positive	
CRISIL	A Stable	
India Ratings	A+ / Stable (SO)	



THE SAMVAAD

Helping everyone grow as we move towards continued success



As you can imagine, Aavas Financiers have been busy preparing themselves for a more connected world.

Our aim is to draw the value chain even closer to Aavas Financiers' aim to provide a seamless homeownership

experience. With this in view, we organised Samvaad's at Rajsamand, Chomu and Sirohi with 19,119 and 72 participants respectively. These Samvaad's will be subsequently organized in all our branches within the next three to four months.



Chomu

Representatives from painting companies, hardware dealers and building material suppliers were all there and their main requirement was centered on how they could rationalize their inventories and credit, while still being ever ready to meet customer needs. There were discussion on how Aavas' flexible credit structure can also include the extra costs of home renovation and construction and how that extra liability might be shared. By the end of the meeting, most contractors and professionals seemed pleased by Aavas Financiers' inclusive approach to growth.



Rajsamand



Sirohi

A TRIP TO BANGKOK

All work and no play? We know how to keep the balance



Aavas Financiers rewarded rising stars and contest winners totalling precisely 80 employees from verticals such as Sales, Legal, Operations, Accounts, Technical, Risk, Finance, Treasury, Credit, Business and Collections by flying them to Bangkok for an all-expenses paid vacation! The first batch was sent in the month of June while the

second batch of employees will go on the 19th of August.

The trip was a 4 day, 3 night affair. Needless to say, everybody came back with wonderful memories from the trip which should serve as the best motivation possible for employees to achieve even more and come out tops next year as well.



BRANCH SCORING MODEL

A unique scoring model to evaluate each branch

BRANCH SCORING MODEL				
Parameter	Metrices	Target Vs Ach	Weightage	Total Weightage
Business volume	Monthly targets assigned	75%	15%	60%
		80%	20%	
		85%	25%	
		90%	75%	
		100%	90%	
		110%	100%	
		120%	110%	
Delinquency	NPA	>0.75%	0%	10%
		<0.75%	75%	
		<0.6%	100%	
		<0.5%	120%	
	Bounce rate in last 12 months portfolio	>6.0%	0%	10%
		<5.0%	75%	
		<4.5%	100%	
		<=4.0%	110%	
PDD	Zero pendencies of property papers >30 days		100%	10%
Costing of the branch	3% - 3.5%		75%	10%
	2.51% to 2.99%		90%	
	2.01% to 2.49%		100%	
	<=2%		110%	
Total				100%

THE BEST BRANCHES FOR Q1

Acknowledging branch performance

APRIL



Jaipur - Traditional
Category A



Kota
Category B



Dewas
Category C



Jalgaon
Category D

MAY



Jaipur - Traditional
Category A



Surendranagar
Category B



Morbi
Category C



Shrirampur
Category D

JUNE



Virar
Category A



Chomu
Category B



Dewas
Category C



Balotra
Category D

THE STAR BRANCH FOR Q1

A brief dive into Surendranagar's performance stats

Each one of our 111 branches worked hard to achieve the targets assigned, but alas, only one must shine. The accolade for "The Best Branch" for Q1 goes to Surendranagar.

In terms of Business Volume, the branch pulled a Target Achievement of 121% and a total score of 6.6 in this category. In terms of "Delinquency", the branch achieved a

good 0.42% and 1.36% for NPA and "Bounce Rate in the last 12 months" respectively and a total score of 1.20 and 1.10 for the same.

Surendranagar has shown a massive boost in performance and execution of the best work ethics for Q1(2017-18) and we congratulate them for this.



WE ARE GROWING

111 branches and counting

Delhi



4
Branches

Maharashtra



23
Branches

Gujarat



19
Branches

Madhya Pradesh



17
Branches

Rajasthan



48
Branches

NEW RECRUITS

Here are the newest additions to our ever expanding family



Amit Kumar Singh
Sales-Branch Head
Aurangabad



Rajesh Babarao Pathak
Branch Head
Hadapsar



Anoop Singh
HR-AVP
Jaipur-Mansarovar



Jigar Gangar
HR-Sr. Manager
Thane



Bijendra Singh Dhillon
Collection-Sr. Manager
Jaipur-Mansarovar



Anant Pratap Singh
Sales-Portfolio Manager
Thane

NEW RECRUITS

Here are the newest additions to our ever expanding family



Praveen Kumar Sharma

Collections-AVP
Pune



Pravin D. Gaikwad

Sales-Portfolio Manager
Kalyan



Hemant V Bavkar

Sales-Portfolio Manager
Thane



Sachin Kumar

Sales-Portfolio Manager
Delhi



Pritesh Kumar Singh

Technical Manager
Thane

WE GAVE FINANCING A NEW NAME : SAVIOUR

Situations can be good or bad, but Aavas is here to help you through both

Mrs. Bhagyashri Thithe is one of our valued customers and she has a loan facility of Rs 83.30 lacs (Three Loans) from our Pimpri (Pune, MH) Branch.

Mr. Satyanwan, husband of Mrs. Bhagyashri and co-applicant in the loan was running a coaching institute for competitive entrance exams by the name of 'The Ambition Academy' since 2005. A young enthusiastic person with an unprecedented passion for teaching, he holds a Masters in Science and a Bachelors Degree in Law. He completed his education from Fergusson College, Pune. Mrs. Bhagyashri Thithe is also BE-Electronic and she assisted Mr. Satyanwan in running 'The Ambition Academy'.

His business was running well till he started Medical Entrance coachings and got into some legal trouble which led to a temporary drop in business and eventually leading to a financial crisis. Our account came into Potential-NPA with POS of Rs. 75 lacs with our collections team continuously chasing for the dues.

On meeting him personally and getting to know the customer closely, our team came to know about his difficult times and his dire need of funds.



Despite being a defaulter and not paying EMI's, Aavas Management decided to help and support him in this time of crisis by funding him more money, Rs. 5.30 Lacs to be precise, against the existing collateral based on his clear track records, qualifications, and good intentions.

His Academy is on a steady rise once again and we are glad to share that his EMI's are also regular since April'17.

He is most satisfied with our company values and our priority of social responsibility for money.



ALL WOMEN'S TRIP

Who says guys can have all the fun? The amazing women had more than the boys on this trip

We know how to take care of our own! This is why Aavas Financiers treated the female employees of the Jaipur office to a fun filled getaway at Westin, Pushkar.

The overnight trip was planned to help the group of 45 employees unwind completely and know each other better. The festivities included a scrumptious high tea, organised at Westin's beautiful poolside area.

Soon, our holidaymakers were whisked away for 3 hours of unlimited fun and adventure. The program, put

together by Xcapade Adventures, included hair raising activities like rides on ATVs, Zip Lining and Running Bungee. Team bonds were also strengthened, when the participants took part in challenges like Crossing the River, Caterpillar Walk, Passing the Water, Walking with the Ball and Stamp Pit.

No wonder there were only smiles when we clicked the group photo as the party checked out the next day. This memory is surely forever!



WE CARE HOW YOUR CHILDREN FARE

Spreading the Aavas care, from one generation to the next

The future lies in the hands of the next generation, which is why Aavas Financiers has been making all efforts to encourage talented children of our employees. Kids who have scored more than 75% in their annual exams were in for a treat. Apart from congratulatory letters of appreciation, the kids were also given individual Kindle e-readers as gifts.

This is an annual program which is for kids above 5th standard. At Aavas Financiers, the hope is that such rewards become incentives for children to perform well and sustain it, year-on-year. It is bound to inculcate a respect for hard work and consistency, two qualities which have helped Aavas Financiers build trust and succeed in its aims. Who knows, these awards could be the start of another huge success story, breaking new ground just like Aavas Financiers.



MOTIVATING YOUR CHILD THROUGHOUT EXAMS

Tips for better parenting during exams

"At the end of the day, the most overwhelming key to a child's success is the positive involvement of parents."

The secret to score good in any exam lies in planning. You can help your child to create a clear revision plan and method of studying that will make them feel in control of their work. Here are a few tips to save the day...

-Jane D. Hull

- ◆ Plan a revision timetable for each subject
- ◆ Break revision time into small timeframes. 1 Hour sessions with short breaks at the end of each session work well
- ◆ Buy your child new stationery, highlighters and pens to make revision more attractive and interesting
- ◆ Listen to them while they revise a topic
- ◆ Time your child's attempts at practice papers
- ◆ Provide all-round support

- ◆ The best way to support your child during the stress of revision and exams is to not pressurise them
- ◆ Make sure there are plenty of healthy snacks in the fridge for your child. Also, encouraging them to take a walk around the block and exercise once in a while will increase their focus
- ◆ Try not to argue with kids during exams as arguments are counter-productive and will only add unnecessary stress
- ◆ It's important to get a good night's sleep before an exam, so discourage your child from staying up late

Source : <https://childdevelopmentinfo.com/>

WE ARE ON SOCIAL MEDIA

Joining hands with a vastly untapped online community

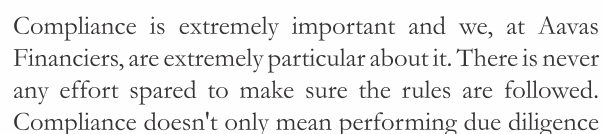
Aavas Financiers wants to build closer relationships with its consumers. In this effort, we have identified social media as a key driver of engagement. Customers will now be able to receive information about the company and its products while being able to communicate their feedback to us.

Aavas' new social media push will be centered around an official Facebook channel although we are also on LinkedIn as well as Twitter. The strategy envisions a lively, fun filled platform which engages the customers with a variety of special content like GIF's and blog posts to driving participation through regular contests. The traction created will help Aavas connect deeply with its customer base.

We also aim at drawing the attention of people looking to renovate their homes with our regular updates on home improvement trends. In this sense, Aavas' Facebook page will go beyond being a mere marketing tool. It will be a treasure trove of information and fun.



The rules are rules. And we abide by every single one of them



The infographic is divided into two main sections: 'BEFORE OPENING/SHIFTING' and 'AFTER OPENING'. The 'BEFORE' section is further divided into three sub-categories: 'DISPLAYS ON NOTICE BOARD', 'AT CASH COUNTER/ RECEPTION AREA', and 'AT ENTRANCE'. Each sub-category lists specific mandatory requirements. The 'AFTER OPENING' section lists requirements that must be completed after the branch has opened.

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graph TD
    A[BEFORE OPENING/SHIFTING] --> B[DISPLAYS ON NOTICE BOARD]
    A --> C[AT CASH COUNTER/ RECEPTION AREA]
    A --> D[AT ENTRANCE]
    A --> E[AFTER OPENING]
    B --> B1[NHB Certificate]
    B --> B2[Comprehensive Notice Board]
    B --> B3[Important Information]
    B --> B4[Service Tax Certificate]
    B --> B5[Shop Act Certificate]
    B --> B6[Professional Tax Certificate]
    B --> B7[Abstract of Labour Laws (In English)]
    B --> B8[Abstract of Labour Laws (In Hindi)]
    B --> B9[Abstract of Labour Laws (Other)]
    C --> C1[Information Booklet- In Hindi and English 5 set]
    C --> C2[Customer Complaint Register]
    C --> C3[May I Help You Board]
    D --> D1[Customer Care ID & No. Board]
    D --> D2[Name of HFC/Branch/Office, Working Days, Working Hours and Weekly Off-Days]
    E --> E1[Professional Tax Certificate]
    E --> E2[Establishment & Shop Act Certificate]
    E --> E3[Central Excise Department Certificate]
  
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BEFORE OPENING/SHIFTING

- DISPLAYS ON NOTICE BOARD**
 - NHB Certificate
 - Comprehensive Notice Board
 - Important Information
 - Service Tax Certificate
 - Shop Act Certificate
 - Professional Tax Certificate
 - Abstract of Labour Laws (In English)
 - Abstract of Labour Laws (In Hindi)
 - Abstract of Labour Laws (Other)
- AT CASH COUNTER/ RECEPTION AREA**
 - Information Booklet- In Hindi and English 5 set
 - Customer Complaint Register
 - May I Help You Board
- AT ENTRANCE**
 - Customer Care ID & No. Board
 - Name of HFC/Branch/Office, Working Days, Working Hours and Weekly Off-Days

AFTER OPENING

- Professional Tax Certificate
- Establishment & Shop Act Certificate
- Central Excise Department Certificate

Note:

- All Branch heads to make sure to comply with these mandatory requirements at their branches in any given point of time

EAGLE EYE PROGRAMME

With our Eagle Eye Program, Forgery and misinformation are things of the past

A system is only as good as its weakest link. But with the correct safeguards, all loopholes can be fixed. That's what outstanding Credit Managers do for Aavas' operations, carefully sifting through the paperwork, performing due diligence and spotting inaccuracies like an Eagle spots its prey! Thanks to these alert guardians, the system does not fall victim to frauds and misinformation.

And we're going to reward the best, with the Eagle's Eye Program, the most prestigious award in credit history. We're going to carefully track the performance of our best

Credit Managers to see just how good they are at chasing irregularities.

As they move their watchful gaze over every file logged in, every little clue could be a sign of something big lurking beneath.

There is very little room for error here! For the one who ultimately takes home the prize, it will be a chance to proclaim themselves the undisputed No.1, because it definitely doesn't get bigger than this!



SUBSIDY DISTRIBUTION

Bringing development and growth to all sections of society via Aavas



There has been a lot of talk about the commercial benefits of Aavas Financiers' special focus on small and medium sized home loan borrowers. What often goes unnoticed is the fact that such undertakings are also helping fulfill a major national goal. In addition to that, we are proud to announce that we have provided 310 customers subsidies that amount to a grand total of Rupees 4 Crore and Jaipur, Mansarovar and Surendranagar are the branches that excel in dispensing subsidy for Q1(2017-18). We aim at providing subsidy to at least 100 customers every month.

Furthermore, we gathered to celebrate the completion of one such milestone in May 2017 at an event organized by National Housing Bank at The Lalit - Jaipur. There was a similar event organised by CREDAI on the 24th of June, 2017 at GMDC Grounds - Ahmedabad, to celebrate the disbursement of the Credit Linked Subsidy Scheme (CLSS) under the Pradhan Mantri Aavas Yojana 2022. Among the invitees was the Aavas Financiers along with customers who had benefited from the Central Government subsidy which is calculated as part of the home loan amount disbursed to them by Aavas.

It was certainly a high powered event, with Dr. Nandita Chatterjee, Secretary of the Union Ministry for Housing & Urban Development, chairing the meeting, and Mr.

Vishal Goyal, DGM, North Zone attended the event in Rajasthan and Dr. Venkaiah Naidu, Union Minister for Housing & Urban Development, Mr. Vijay Rupani, CM of Gujarat, Mr. Nitin Patel, Deputy CM of Gujarat, Mr. Gautam Shah, Mayor of Ahmedabad, along with the heads of CREDAI and NHB attended the event in Gujarat. So it was certainly a moment of pride and satisfaction to see customers of Aavas Financiers' home loans ascend the stage at such a prestigious gathering to be felicitated. It showed our commitment to furthering the inclusive growth of the country.



THE CONFLUENCE

Keeping relations intact, with a bit of fun in the mix



For Aavas Financiers, every celebration begins with the support and friendship of our trusted allies and partners. This is why Confluence was the perfect idea to introduce them to our new identity, and thank them for their incredible support through the years.

Though Confluence might sound like a high-powered business meet, the actual event was flooded by a sense of friendship and fraternity. The top officials of banks and other financial institutions present there accepted the fact how interrelated all their destinies were, especially in an economy which is just about to take off. And of course, to express the belief that as long as businesses support each other, we can be the fuel to that fire.





ARTICLES FROM EMPLOYEES

Our key workers speak out



Varun Acharya
Sr. Executive-Marketing, Mansarover

LIVE IN FULL ECSTASY (L.I.F.E.)

Life is a mixture of happiness and grief,
and that's the best way to describe it in brief.

The sun, the moon, stars...all watch your deed,

It's upon you whether or not to pay heed.

Difficulties will come to make you halt,
but for the sake of God, don't make this fault.

Be stubborn enough to go ahead and fight,
downsize the problems with all your might.

You make hay, when the sun shines,
and sit under it, to write down some lines.
The lines showing your experiences and thought,
and those big and small wars, alone you fought.

You ne'er think what's there for you in store,
Beware! Man, it may be excitement, or a big bore.

Convert boredom to joy is a tough task dear,
but with the fighting spirit, 'tis nothing to fear.

Bad times come and go but they ne'er stay,
so don't be disgusted, keep the anger at bay.
Happiness to surround you surely will take a while,
to prepare, check, retaliate, and again sublime.



Siddharth Patel
Portfolio Manager, Mansarover

ऐ शायरों ये तुमने कैसा काम किया है,
शायरी के नाम को बदनाम किया है।
साकी, शराब, हुस्न, इश्क़, प्यार...मोहबबत
लगता है इन्ही शब्दों की दुकान किया है
हर शेर को तुमने इन्ही लफ़्ज़ों से सजाया
दिल में उठे जज़्बात को तूफ़ान को दबाया
हर रोज़ का अखबार है लहू से नाहाया
फरि कैसे तुमने खुद को अनजान किया है
ऐ शायरों ये तुमने कैसा काम किया है,
शायरी के नाम को बदनाम किया है।
लखिना है तो रोज़ी रोटी के सवाल पे लखि
ताकतवरों की जुल्मो भरि चाल पे लखि
मज़दूर के बच्चे के धसे गाल पे लखि
लखि दहेज़ में जली जवान लाश पर
बेरोज़गार भीड़ की अंधी तलाश पर
पानी को तरसते हुए खेतों की प्यास पर
जनता की कुबली हुई हर एक आस पर
वक्त की आवाज़ की तासीर को समझो
आहो कराहों ससिकियों की भीड़ को समझो
कुछ यूँ करो कहि हर शख्स को कुछ काम मलि जाये
और शायरी को एक नया नाम मलि जाये...
और शायरी को एक नया नाम मलि जाये...





Kamlesh Sharma
Risk Executive, Mansarover

1. What is Machine Learning?

Ans : It is an Artificial Intelligence (AI) that provides computers a special ability to learn without installing any special program. Machine Learning focuses on the development of computer programs that can change according to markets need.

2. What is Artificial Intelligence (AI) ?

Ans: Artificial Intelligence (AI) is the sub set which observes patterns of information & expresses its assumption on it.

3. What is the usefulness of Machine Learning in modern age?

Ans: Machine Learning is a powerful tool in the modern age which helps in Risk Management, detection in fraud & make rules & regulation for the corporate sector. Machine Learning gives some criteria for a company. The company follow these criteria.

A British firm, “Intelligent Voice”, is selling Speech Transcription Tools (STT) which monitors phone call of traders & to stop insider trading.

“Natural Language Processing (NLP)” is effective on document work of finance sector. In June 2016 “JPMorgan Chase” used a software which checked a 12K business loan contract in a few seconds. Same was reviewed by Loan officers & Advocates for more than 3.60 Lac hours.

4. What work is being done by Machine Learning?

Ans: Some basic work of Machine Learning :

It is useful to evaluate person's loan capability.

Machine Learning is also used to detect fraud.

Detecting abnormal transactions.

Very useful for finance sector, doing work in a few seconds rather than years.

5. What are the future opportunities in Machine Learning?

Ans: After 2019, a person who want to be a “Chartered Financial Analyst (most demanding designation in the field)” will qualify for the designation after specialising in Artificial Intelligence (AI).



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है सांसों में बसे हो तुम ,लबो से क्या फरमाना ।

जन्दिगी का हसीं ख्वाब हो तुम , मोहबत का हो पैमाना ।

बुलंदी हो तुम्ही मेरी , मेरी मंजलि का ठकाना

मेरी हर आरजू में तु , मैं तो तेरा ही दवाना ।

दलि ए मुज्तर सम्भल जा तु , ना कर कोई तु हंगामा

सब्जगी भी मलिंगी और बनेगा तेरा भी अफसाना

बन्दगी जो की है तुझसे ,फरि काहै का शरमाना

तुझे चाहता है शदिदत से , #मुसाफरि तेरा दवाना ।

*दलि ए मुज्तर =व्याकुल मन

*सब्जगी = खुशहाली

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Mukul Bhattacharya
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Importance of KYC (know Your Customer) Norms And Procedures In Finance Industry

There has been a spate of disclosures around the world about how banks are compromising on Customer Identification Procedures (CIP) and are indulging in money laundering and other unsavoury activities. From US to India and the shadow banking system around the world including China, regulators have realized that unless they rein in the shady practices of banking, the result would be chaos and disorder. This is the reason why the regulators around the world have started clamping down on banks and asking them to foolproof their procedures. An important step in this direction is the directive to the banks to follow the KYC or the Know Your Customer norms and procedures through which the customers and their details can be recorded and stored so that in case of any wrongdoing, the law enforcers and the regulators would have the money trail leading to the individuals or entities. The key aspect about banking is that one must follow the money or in other words, investigate the money trail to see where it starts and where it ends. Once the money trail is established, it is easy to track down the culprits and this is the reason that banks must have accurate, reliable, and updated KYC norms in place for all customers.

The Uses and Misuses of KYC Norms

Having said that, it must be remembered that most banks and financial institutions use the KYC norms as an excuse to harass genuine customers and at the same time, indulge in unofficial activities. Therefore, the

approach to following KYC norms is to insist on the same for all customers and especially those who have large sums on deposit as the scope for money laundering increases with these customers. The point here is that KYC norms should be used in conjunction with the monitoring of all accounts and the key principle that must be applied is that the norms are sacrosanct and at the same time, flexible enough to separate the genuine investors from the dubious ones. Further, banks must ensure that high value transactions are monitored and insist on proper identification when customers deposit or withdraw huge sums of money. This is where proper KYC norms become useful as the contact information provided in the KYC database can be used by law enforcers and the regulators to track down the source and the destination of the money trail. Apart from this, the money transfer or the funds transfer between banks that involve high denominations must similarly be monitored through KYC norms and procedures.

How KYC Norms Help all Stakeholders

The reason why proper KYC norms can help is that if a particular customer or entity is in the red list or the black list being monitored, they can help spot and track transactions made by these entities. This means that proper identification of customers lead to better compliance and better monitoring. Further, KYC norms help banks and customers alike as the transactions carried out between the bank and the customers provide details of both so that any legal dispute arising out of such transactions can be resolved through documentation and data which would pinpoint the source of the dispute and help the arbitrators decide on who is guilty.

Concluding Thoughts.

Finally, banks in recent times have embraced IT and systems to an extent that were not the case before and therefore, proper KYC norms complement and supplement the IT systems that the banks have and ensure compliance with the rules. In conclusion, it is clear more than ever that banks have to clean up their act and the regulators cannot overlook the transgressions anymore. This is the reason why well-maintained KYC norms help all stakeholders.



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Don't React, Respond

Much of our life is spent in reacting to others and to events around us. The problem is that these reactions might not always be the best course of action, and as a result, they can make others unhappy, make things worse for us or make the situation worse.

Why would we want to make things worse? The truth is we often react without thinking. It's a gut reaction, often based on fear and insecurities.

Let's take a quick example:

- **React:** Your child breaks something. You immediately react by getting angry, perhaps yelling, upsetting the child and yourself, worsening your relationship and not making anything better.
- **Respond:** Your child breaks something. You notice your anger, but pause, take a breath, and consider the situation. First response is to see if your child is OK -is she hurt, scared? Second, realize that the object that is broken, in the larger view, is not that important. Let it go, adjust to a world without it. Third, help her clean up, make a game of it, show her that mistakes happen and that it's not something to dwell on. Fourth, calmly talk about how to avoid mistakes like that in the future, and give her a hug.

This choice presents itself to us all the time, whether it's our mother nagging us, our co-worker being rude, our husband not being kind enough, and so on. There will always be external events that bother us, but if we learn to respond and not just react, we can make things better and not worse.

- **React in action:** We are uncomfortable with what is being said or done, and we react. Our emotions take a central role. Our face heats up and our defenses are on red alert. In fact, some people on the other side will intentionally stoke the fires, especially when they know we will react. There is a downside to reacting.

We let emotions without reason drive us forward. We lose control. Reacting is sporadic and emotional.

- **Respond in action:** Responding, though, is more thoughtful. Responses contain reasoning. Responding is guided less by emotion and more by logic. Responding may be passive in nature, as we are going second in a series. However, a response is more active, and it can change the direction of an interaction.

Are there ways to help learning respond rather than react?

- **Breathing:** By focusing on our breathing, we will bring our thinking under control. We may eliminate thoughts that gear us up.

When someone says something you don't like, take a deep breath before speaking: Often our initial reaction gets us in trouble, it causes the other person or people to also get defensive and react, and then the cycle whirls out of control. We can stop this by taking a deep breath and considering our response, and



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– सपनो का एहसास हो,
अपने घर की बात हो,
खूब रहे दूजो की छत में,
अब अपनी छत की बात करो,
सपने देखो ,
घर के अपने,
चिता पैसो की,
न आप करो,
साथ हमेशा है,
दोस्त आपका,
आवास फाइनैसर्स से अपनी बात करो,
फरि देखो,
पूरा होते सपनो को ,
बस आवास के साथ रहो,
बस आवास में साथ रहो..





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