

PR GATI

LAUNCH EDITION

MORE WAYS TO HAVE FUN

All festival celebrations and
team events

MORE LOCATIONS TO MAKE DREAMS COME TRUE

42 new branches opened

THE BEST HOUSING FINANCE COMPANY

In affordable housing

GIVING BACK TO THE SOCIETY

Bringing clean
water and greener
surroundings
to Jaipur



**“YOUR MIND
IS A POWERFUL
THING. WHEN YOU FILL
IT WITH POSITIVE
THOUGHTS, YOUR LIFE
WILL START
TO CHANGE.”**

“I mean it when I say that each and every single one of you has made Aavas Financiers what it is today”



FROM THE DESK OF THE CEO

It never fails to amaze me that this company of ours, which started out as a small part of a business in Rajasthan, is now an ever-expanding organization with assets worth ₹ 2600 cr. and over 2028 employees. I do not say this with any sense of complacency but with simple pride and affection for this company that has been a home to all of us – and will hopefully be a home to many more in the future. The journey so far has not been easy, but looking back, I can see that it's all part of a learning curve.

From setting up Au Housing Finance in 2011 to now being bestowed with the Assocham Excellence Award for 'Best Housing Finance Company in Affordable Housing'; none of it would have been possible without the endless dedication and hard work shown by our employees. I mean it when I say that each and every single one of you has made Aavas Financiers what it is today. You are the ones truly responsible for the “Pragati” of Aavas Financiers. It is important to not lose sight of this fact – and that's where Pragati comes in.

Pragati is more than a magazine. It's a glimpse into the company's working and development; not all of which is visible from the outside. It will enable you to get to know those parts of Aavas Financiers which you might not have been aware of. Most importantly, it will act as a platform for sharing ideas and suggestions. A platform like this is essential for any progress to take place. I sincerely hope all of us will shower this initiative with love and support. Here's to the “Pragati” of Pragati!

Sushil Kumar Agarwal
Founder & CEO

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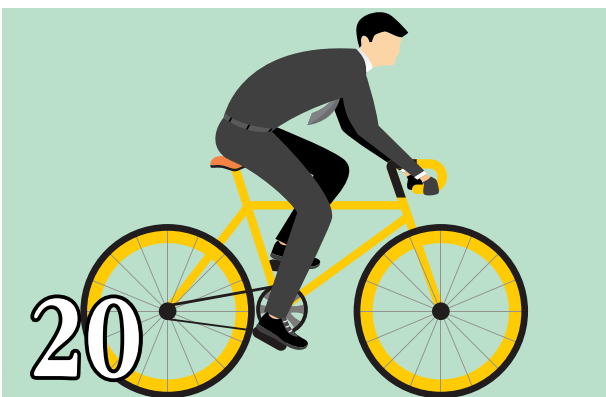
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HAPPINESS HAS A NEW NAME



IS NOW



Au Housing Finance has been on a fantastic journey for the past 5 years and we are deeply indebted to all of you for making this possible with your support and belief.

As we embark on a new path of expansion as 'Aavas Financiers', we hope our relationship grows stronger and we will reach new heights together. The values remain the same, though the perspective shifts. It is time we remember that as a housing finance company, each one of us is responsible for facilitating people's dreams to turn into reality. These lessons are further augmented by our commitment to extend benefits of home loans to those out of the mainstream. A house is the root of

human existence and we enable the unserved and marginalized sections to 'upgrade their lives'.

Aavas Financiers aims to be the perfect companion on your journey to home ownership, combining convenience with reliability, and size with customer friendliness. There is true joy to behold when a family first enters a house they will call 'Home' from then on and we make that possible. Today, Aavas Financiers promises to remain dedicated to reach out and help more people find their homes in a fair and transparent manner and continue to create a virtuous cycle of homes and prosperity. After all, it isn't just keys to a home we help you find, but keys to a future.



ABOUT PRAGATI

A spark of inspiration resulted in the creation of “Pragati”, a magazine that aspires to scale new horizons and give you the scoop on the progress being made in your very own company-Aavas Financiers. Let’s get to the point straight away. Apart from achievements made on the business front, the last six months have been filled with bustling activities. We’ve had a mixture of events (The Road Show, Health Check-up and Cricket Tournament), achievements (We received an ‘A’ Rating! More on that later.) and celebrations. Needless to say, this company has progressed by leaps and bounds with the passage of time. At the end of it, it is you, dear employees, who are partially responsible for the same.

It is the kind of determination and hard work one can see in the company that forms the backbone of achievements. This enthusiasm is needed to direct not just one or two, but all the employees of any particular organization. It must also be added that the dedication carried by the staff of the company irrespective of the branch, yields the perfect outcome of astounding achievements, financially or otherwise.

And then, finally the joint effort and dedication shown by all the employee is what helps in achieving the set targets successfully and provides a reason to celebrate!

We look forward to your suggestions and ideas for the upcoming quarterly publication at pragati@aavasfin.in



AWARD

“You are an unfinished work in progress. One of the good things about life’s challenge: You get to find out that you’re capable of being far more than you ever thought possible.”

Aavas Financiers was awarded by ASSOCHAM for being the best housing finance company in affordable housing on July 20th 2016. The honours were done by two renowned Cabinet Ministers of India - Shri. Venkaiah Naidu (Minister of Urban Development) & Shri. Arjun Ram Meghwal (Minister of State for Finance).

RATINGS

Aavas Financiers has accomplished a lot in the past few months. It managed to raise its rating from “CRISIL A-” to “CRISIL A”. For those who don’t know, CRISIL is a global analyticals firm that is driven by its mission of making markets function better. It provides risk and advisory services, in addition to research and ratings. To get a positive change in CRISIL ratings like Aavas Financiers

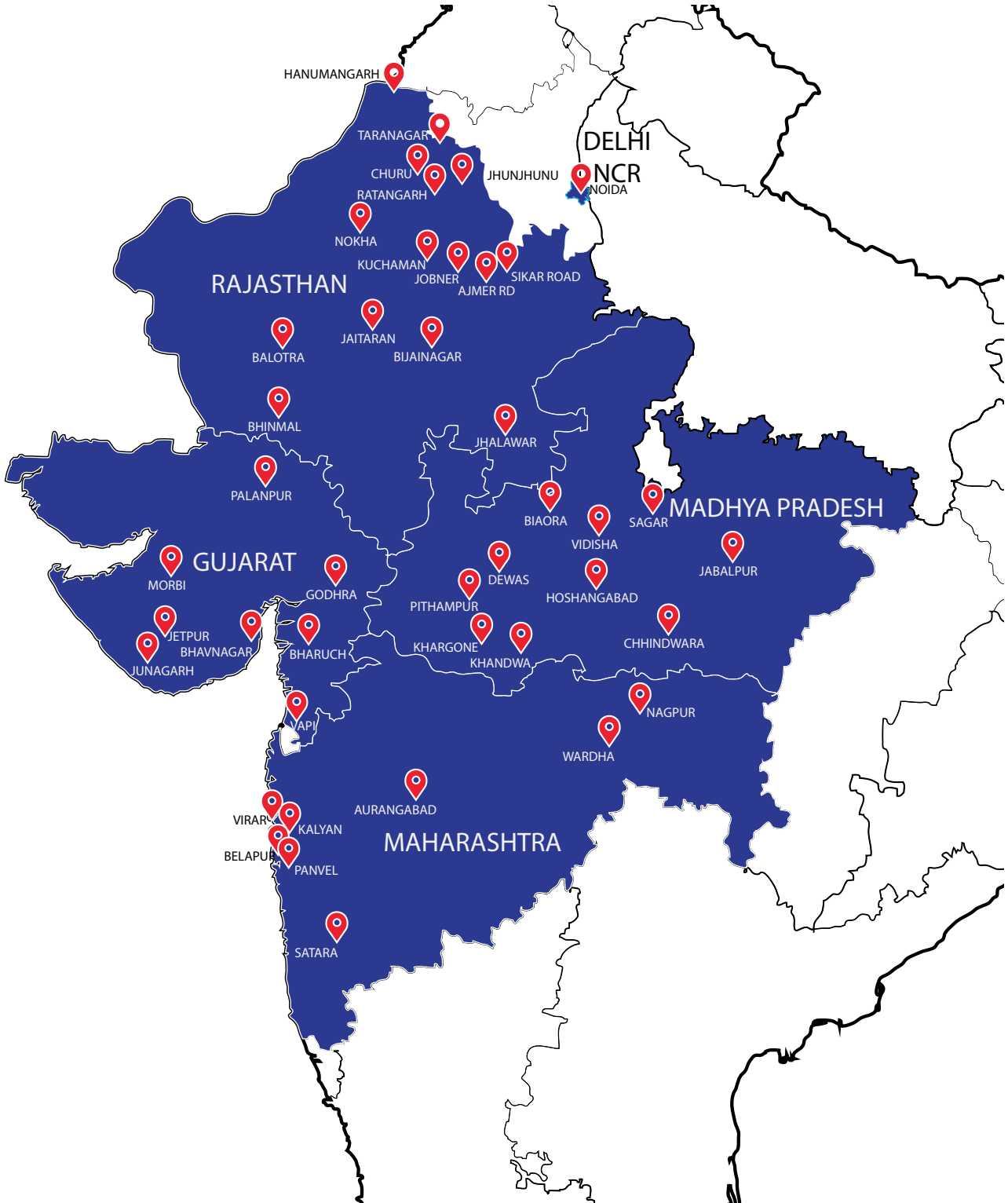
has managed to do, is definitely not an easy task. It is a major accomplishment for the company and should be applauded. It’s reflective of the progressive nature of the company.

The Company has also achieved both long term and short term Ratings from ‘CARE A+ Stable’, and ‘CARE A1+’ respectively.

[INCREASING PRESENCE]

NEW BRANCHES OPENED

“My mission is to add value, my attitude is of active curiosity and my method is through relationship of trust.”





AFFORDABLE HOUSING FOR ALL

*“Business has a responsibility for the public good
to drive sustainable transformation.”*

To help accomplish Hon. Prime Minister Mr. Narendra Modi’s dream of “Affordable Housing for All” by 2022, Aavas Financiers has created a separate vertical that ensures quick and easy home loans for the Economically Weaker Section (EWS) and Low Income Groups (LIG). In other words, Aavas Financiers has opened up a new avenue – one that caters to the financial needs of customers who would have otherwise struggled to receive loans. The vertical seeks to make the process easier for its customers by channelizing subsidy distribution under the CLSS vertical of the affordable housing mission. This initiative has served more than 1000 customers with NIL delinquency and successfully claimed subsidies from National Housing Bank (NHB) to credit them to the respective accounts.

Aavas Financiers celebrated these subsidies by organizing an event where all the beneficiaries were present. The occasion was graced by several dignitaries - Mr. R K Agarwal, Chief Consultant at RUDSICO; Mr. Vinay Joshi, MD Wish Empire and President of RAHDA; and Mr. Jitendra Patni, Promoter for Patni Builders. Events like these have proven to be very fruitful so far, garnering a lot of media attention and appreciation.





ROAD SHOW

“Once you have a clear picture of your priorities i.e. values, goals and high leverage, activities get organized around them.”

The first step towards change is awareness. To spread awareness about new home financing schemes and economic empowerment, Aavas Financiers organized a ‘Road Show’ from 2 – 7 December, 2016. The event was essentially organized to announce the opening of a new branch at Dehar Ke Balaji, Jaipur.

The CEO, Mr. Sushil Kumar Agarwal, cut the ribbon and inaugurated the new branch, before discussing the future endeavours of the Company, which highlighted the path to progress. As part of the speech, the CEO stated that how

the branch office would help in providing Home Finance for people in areas like Kalwad Road, Sikar Road, Benad Road, and Niwaru Road with efficiency and ease.

Since its establishment in 2011, Aavas Financiers has shown a constant rise towards new business heights. The progress and the advertising has succeeded in making people aware of the possibilities of Home Finance in that area. It covered locations such as Benad Road, Sirsi Road, Kalwar Road, Nivaru Road, and Sikar Road and it also proved to be a huge success in terms of new openings.

DEALERS MEET

In the aftermath of demonetization and enactment of new industry laws, there has been an unclear market sentiment surrounding the real estate industry and its future. Being a transparent and knowledge sharing centric organization, Aavas Financiers took the onus of addressing the issue and sharing its understanding with others from the industry. A meet was organized at Boisar on 27th Feb. More than 30 people took part in this meet; It was an interesting mix of Architects, Interior Designers, self-construction business owners, constructors, building-material suppliers & builders from nearby areas.

A small presentation was given by Mr. Manoj Kumar, Portfolio Manager on the current scenario and future trends of the Housing Industry. This was followed by an interactive session about the Company’s policies, products and future plans on how Aavas Financiers can help their clients get assistance in acquiring convenient home loans.

The meet received a favorable response from the attendees who appreciated the informative session and expressed optimism over building stronger business relations by working together and sharing details of home loan seekers.



CONTESTS

“Excitement is impossible where there is no competition.”

A contest that involves achieving a pre-defined target helps create a lot of excitement in the workplace. It brings in a spirit of healthy competition among peers which often leads to both: individual as well as organizational growth. Challenging your limits is a way of self-improvement - and when it is backed by rewards, it further attracts participation. When more people are involved, work becomes even more interesting.

Both Quarter 3 (OND) and Quarter 4 (JFM) saw a lot of excitement around the sales contest which was extended to credit counterparts as well and received an overwhelming response.

The contest “Shooting Stars” for OND offered an array of gifts to choose from once the predefined threshold targets

were achieved. Make a wish, achieve your targets and we make your wish come true – be it a much desired electronic gadget, an elegant piece of jewelry or even a trip to some exotic location abroad. In addition to this, there was the exciting concept of CLUBS (Silver/Gold/Diamond/Platinum) that constantly encouraged everyone to strive for better results. The rewards became grander with every club.

This excitement continued well into the next quarter with the JFM contest wherein everyone was given a threshold target and handsome cash rewards on achieving the same. The top 20 Business Managers (BMs) and Credit Managers (CMs) were also presented with an enticing trip to Bangkok.



FESTIVITIES

“Remember this moment. Cherish this story. Celebrate this life.”

The year 2016-17 witnessed a lot of celebrations, right from Deepawali to Makar Sankranti.

The eve of Deepawali was marked by lighting up the Head Office premises, causing every passer-by to stop and stare! The air was filled with a joyous, festive spirit that was contagious.

During Christmas, once again, there was an abundance of enjoyment and positivity. Later, when the end of winter was

celebrated with Lohri, the traditional bonfire was lit and sweets were distributed among the employees. The festival of Makar Sankranti-which fell on the following day-was also celebrated; kites and lightning lamps were distributed among all employees.

Then, on March 8th, ‘Women’s Day’ was celebrated with an evening of fun, food, and entertainment as a tribute to all the lovely ladies in the office.

[GETTING TOGETHER]





SPORTS

“Life is a sport. Make it count.”

The management has taken the initiative to include sports in their employees’ day-to-day life. Putting plan into action, Aavas Financiers has now started with installing facilities for table-tennis and badminton at the Head Office. Very

soon, this will be extended to certain selected branches. There is scope for this Sports Club to expand to other indoor sports in the near future.

Cricket

Games and fitness have always worked wonders when it comes to performance and achievements. A sound body cultivates a sound mind that leads to an individual who is well-rounded and ready for success. Team building and sports also go hand in hand. Keeping this concept in mind, 94.3 My FM organised an exciting cricket tournament called “Corporate Clash’16” for Aavas Financiers. The tournament was held in the sports grounds of St. Edify School, Ajmer Road, Jaipur. The final of the Gentleman’s Game was played on 25 December 2016, and the Aavas Financiers Team was the first runner-up. Congratulations to the team!



Tennis & Badminton Tournament

The month of October saw the Sanskrit Foundation & Lakshya Sports Academy, Jaipur, full of enthusiastic Aavas Financiers employees and other corporates participating in a series of sport events. Aavas Financiers organised this Badminton and Tennis tournament as an opportunity to encourage their employees to bond in a relatively informal environment. Sports are the perfect way to ensure physical fitness as well as fun. Some of the events were Men’s team events, Women’s double event, Men’s double event, etc. Among the many notable corporates taking part, there were also Vodafone, Axis Bank and Genus Power. The event lasted 16 days and was deemed a success.





ADDING TALENT

“The expert in everything was once a beginner.”

2016 was a year of new beginnings for many as they started their careers at Aavas Financiers. A lot of bright, new recruits were welcomed into various departments of the company. Here are their names along with their respective departments.

ANALYTICS & BUDGET



Rishabh Sonthalia
AVP - Mansarovar Office,
Jaipur

BUDGET & FINANCE



Ghanshyam Gupta
Asst. Vice President
Mansarovar Office, Jaipur

COLLECTION



Surendra Kumar Sihag
Deputy Vice President
Mansarovar Office, Jaipur

[NEW RECRUITS]

FINANCE & TREASURY



Ramprakash Kalyanaraman
Manager, Mumbai

TECHNICAL



Amit Kumar Dass
Vice President - Mansarovar Office, Jaipur

BUSINESS



Chetan Thakkar
Cluster Manager, Borivali



Sanjay Singh
Cluster Manager, Indore-1



Suresh Singh Tomar
Portfolio Manager, Indore-1



Sameer Vij
Portfolio Manager, Gurgaon



Vineet Jain
Deputy Vice President, Thane



Pinkesh Patel
Portfolio Manager, Baroda



Sanjeev Kumar
Portfolio Manager, Rajendra Place, Delhi



Rajesh Mishra
Portfolio Manager, Thane



Sujit Kalburgi
Portfolio Manager, Kolhapur

OPERATIONS



Ashish Goyal
Senior Manager
Mansarovar Office, Jaipur



Rashmin Patel
Senior Manager
CG Road, Ahmedabad



Sandra Paul
AVP Operations, Noida

CREDIT



Shailendra Kumar Gupta
Asst. Vice President
Mansarovar Office, Jaipur



Nilesh R. Dudwadkar
Area Credit Manager
Borivali



Sandesh R Jain
Manager, Indore-1



Gaurav Jain
Area Manager
Udaipur



Neeraj Kakde
Manager
Bhopal



Dipesh Sanatkumar Trivedi
Senior Manager
Rajkot



Amit Kr. Lomas
Area Credit Manager
Rajendra Place, Delhi



“WELL DONE”

That feeling of enthusiasm one gets when one is appreciated and acknowledged for any good work is priceless. Aavas Financiers aspires to instill this feeling in every employee. Hence, employees were recognized for all those non-measurable aspects that often get overlooked. They were given a “Well Done Card” for everything from out-of-the-

box thinking and going the extra mile to taking initiatives and showing innovation by automating a given process. Even something as simple as punctuality was rewarded!

Recognition from the seniors not only motivates but also helps create a healthy and positive work environment.

Congratulations to our winners!



Kunal Sharma



Manoj Kumar



Inderjit Gumber



Manish Chandani

TEAM BIKANER



Laxmi Narayan



Ram Ratawa



Hitesh Agarwal



PLANTING THE SAPLINGS

“We make a living by what we get, but we make a life by what we give.”

As part of its self - appointed duty towards society at large, businesses today are fast integrating environmental and social well-being into their business functioning. Our head office in Jaipur organized one such initiative called “Badlo Sirf Ek Adat”; in which the participating employees planted approx. 200 saplings in various public parks, government offices,

colleges, schools and housing societies, to promulgate the need for a cleaner and greener environment. This initiative was undertaken in association with Radio City - FM 91.1. The plantation drive received prompt media coverage at every stage, thus greatly enabling further promotion for the cause and support from the general public.

WATER COOLER INSTALLATIONS

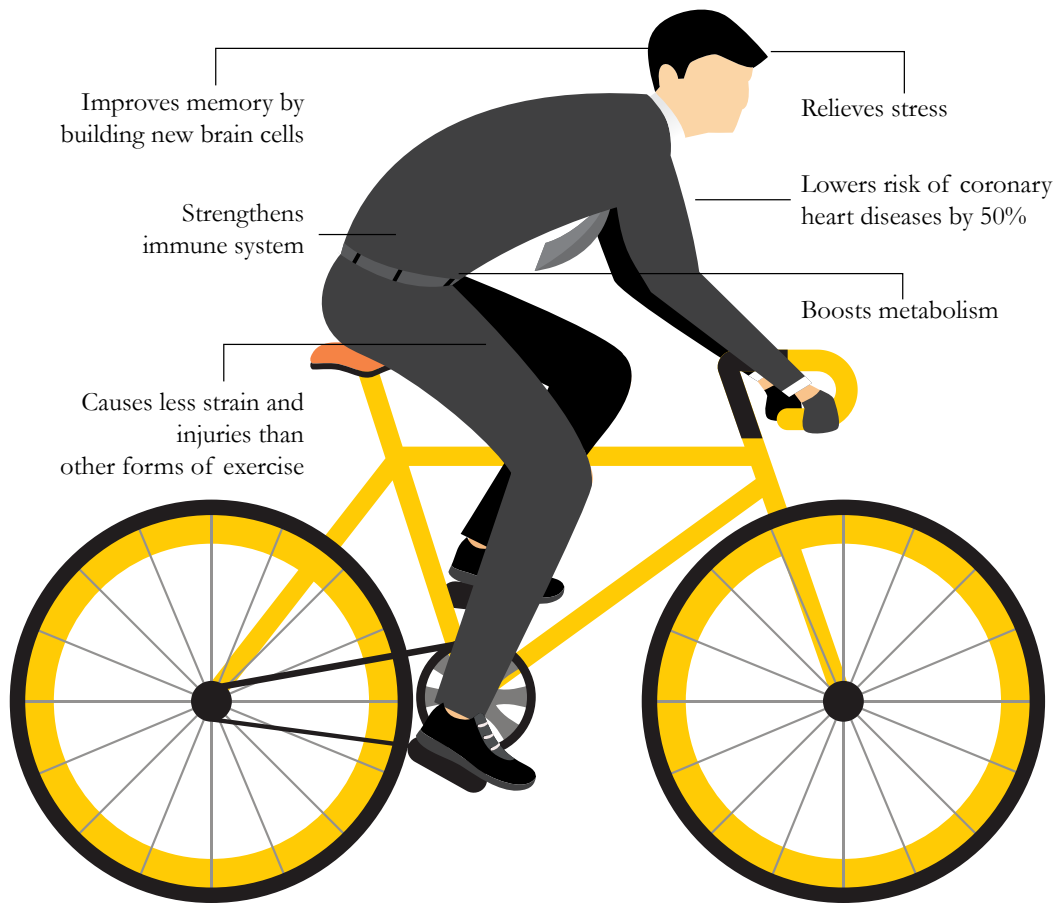
The infamous heat of Rajasthan makes cold water a necessity during summer. The Aavas Financiers team in Jaipur has undertaken an initiative towards providing cold water. It spent a good amount on installing water coolers at several

public places in order to reach the maximum amount of people. Water coolers were installed in the following places: Jaipur, Sikar, Chomu, and surrounding areas.

OTHER INITIATIVES

Besides this, we also made contributions to non-profit organizations like “Akshya Patra Foundation”, and “Shri Radhey Govind Charnarjit Sewa Trust”, which help children living

in poverty. Cash donations, blankets, and food items were collected by Aavas Financiers employees and distributed among impoverished people in various places across the Pink City, Jaipur.



HEALTH

“We make a living by what we get, but we make a life by what we give.”

In today’s fast paced work culture, maintaining a work-life balance is highly essential due to increasingly demanding work schedules, high job pressures and high stress levels among corporates. Physical exercise has long been endorsed

as the panacea for everything that ails you and cycling as a form of exercise has numerous health benefits – both for the mind and the body.

BENEFITS OF CYCLING

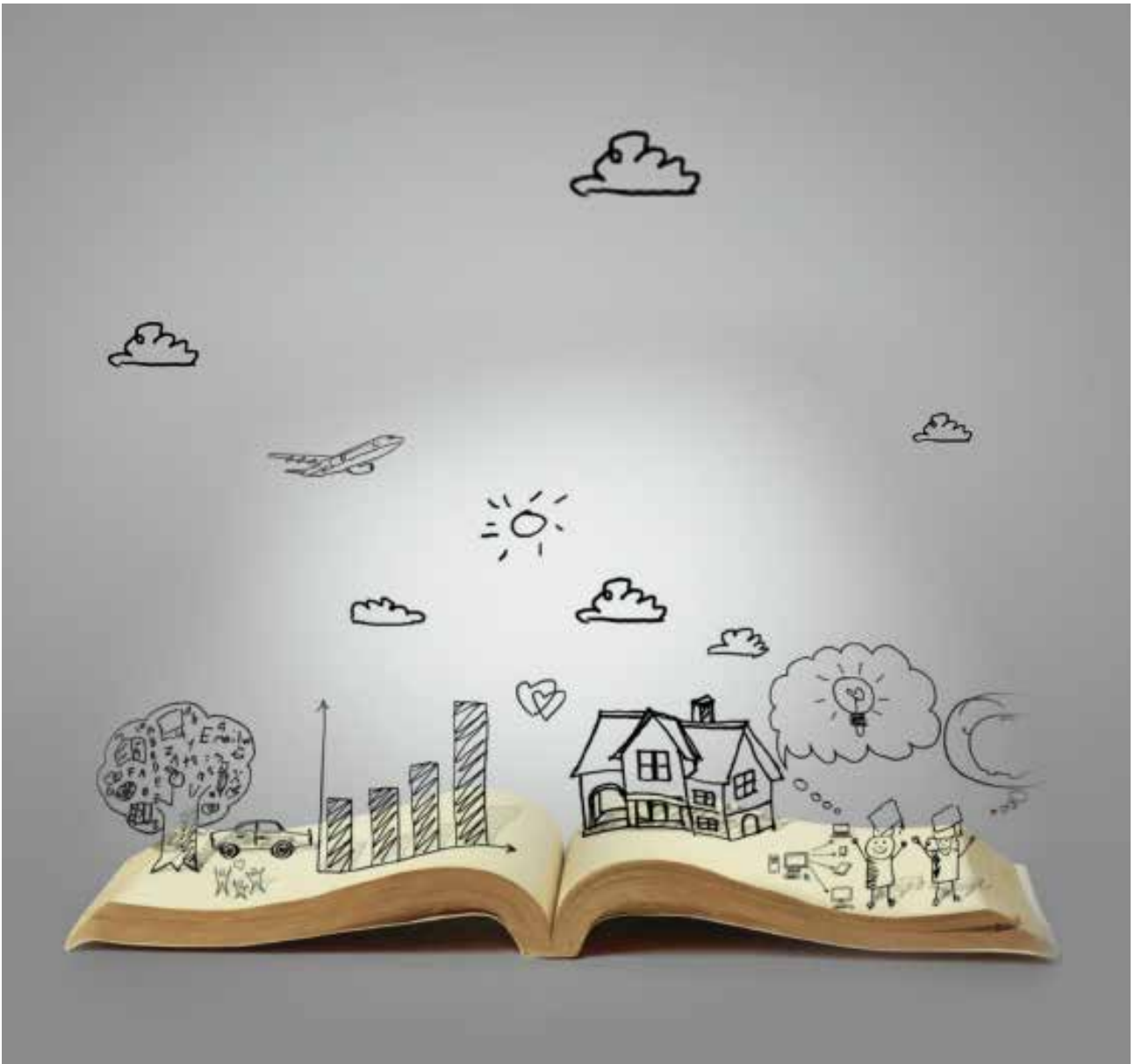
- 20 minutes of cycling adds an hour of sleep everyday | Cycling reduces chances of certain cancers
- 200-1200 calories burnt per hour (depends on intensity) | Cycling is beneficial for all age groups
- 20 minutes of cycling per day adds 9 years to life | 30 minutes of cycling per day reduces chances of diabetes by 40%

HEALTH CHECK-UP

“The quality of life is determined by its activities.”

The quote ‘Prevention is better than cure’ applies to Aavas Financiers due to the concern shown about the well-being and fitness of its esteemed employees. As a health measure, a Free Medical Check-Up Camp was organized for all the employees of the Head Office, Jaipur on 19 November, 2016. With doctors and specialists brought in

from Narayana Multispecialty Hospital for consultation, each employees discussed their past medical records with the physicians individually. In addition to this, there were facilities like random blood sugar/blood pressure checks. A provision for ‘ECG Test’ was also available on the doctor’s recommendation.



STORIES

“Funny how a beautiful joke can be created of an interesting story.”

A popular speaker started off a seminar by holding up a Rs. 100 note. A crowd of 200 had gathered to hear him speak. He asked, “Who would like this note of Rs. 100?”

200 hands went up.

He said, “I am going to give this Rs. 100 to one of you but first, let me do this.” He crumpled the note up. He then asked, “Who still wants it?”

All 200 hands were still raised.

“Well,” he replied, “What if I do this?” Then he dropped the note on the ground and stomped on it with his shoes.

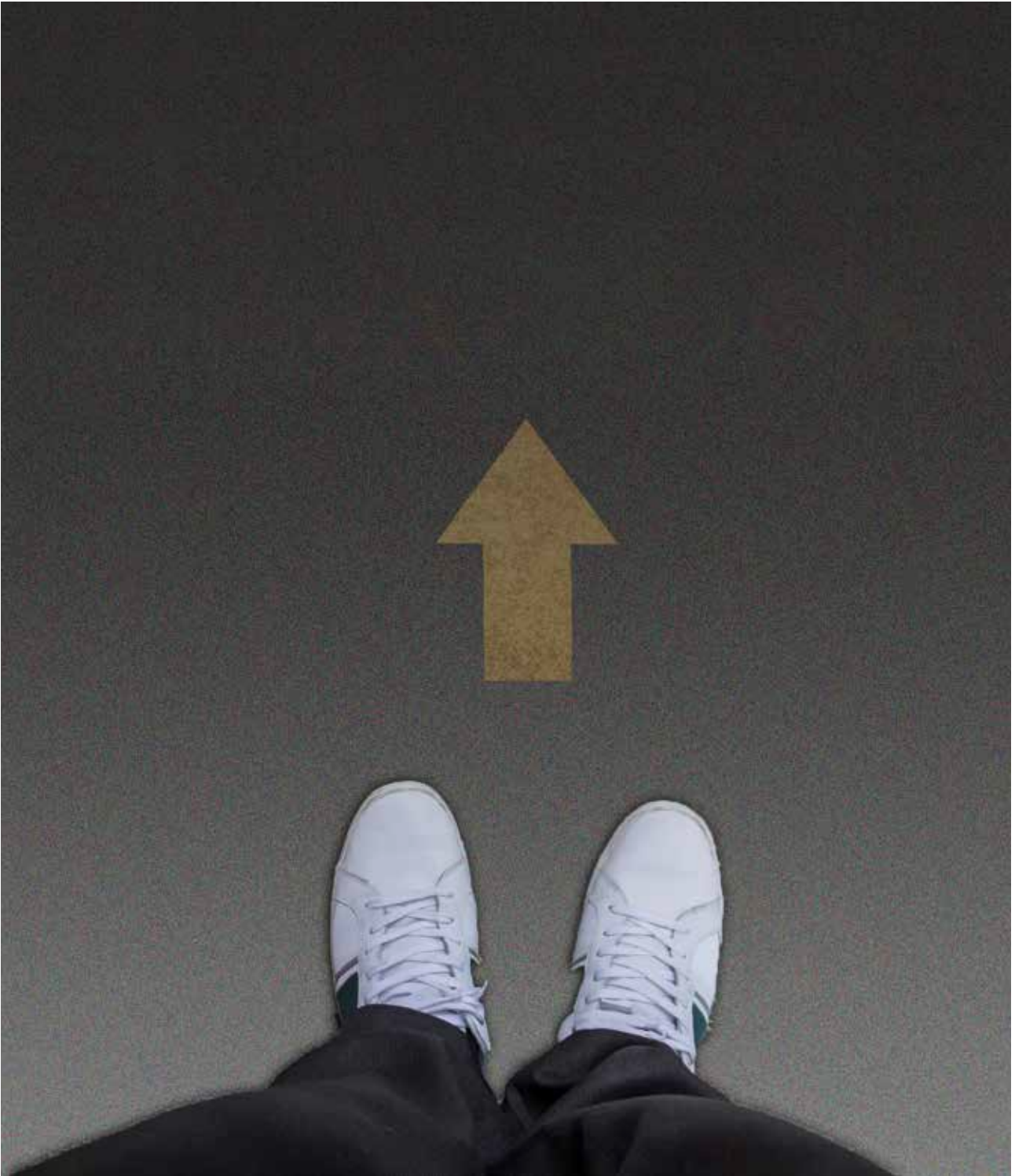
He picked it up, and showed it to the crowd. The note was

all crumpled and dirty.

“Now who still wants it?”

All the hands still went up.

“My friends, I have just showed you a very important lesson. No matter what I did to the money, you still wanted it because it did not decrease in value. It was still worth Rs. 100. Many times in our lives, life crumples us and grinds us into the dirt. We make bad decisions or deal with poor circumstances. We feel worthless. But no matter what has happened or what will happen, you will never lose your value. You are special – Don’t ever forget it!



WAY FORWARD

“The best way to predict future is to create it.”

With new extensions being built, new recruits being welcomed into the company and constant efforts being made to better the existing system; Aavas Financiers has adopted a very positive and progress-oriented approach. The Company is on track to reach the Rs.10,000/- crore-mark in terms of assets under management by the year 2020. Also this year a new R&R program by the name of

“GARV” was launched, which specifically recognizes the employees in non-sales and other support functions that cannot be quantified. However, these roles are just as valuable to the company. To show our appreciation, these employees will be identified and nominated in order to receive special recognition from their respective HOD’s every quarter.



SAPNE AAPKE, SAATH HAMAARA

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