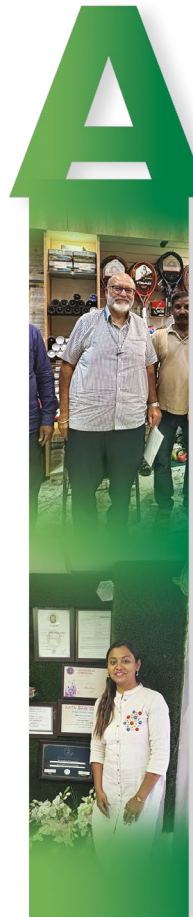
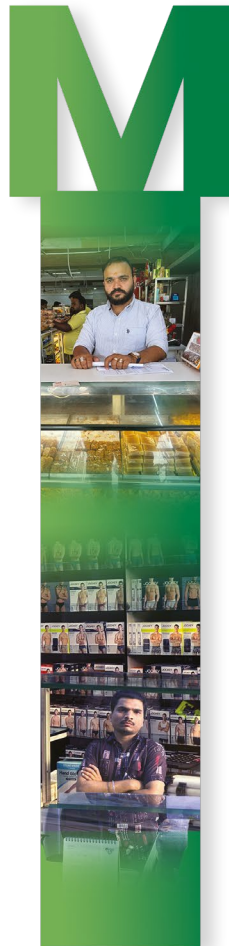


NEOGROWTH

Lending simplified. Growth amplified.

Impact Report 2023-24



What's Inside



About NeoGrowth

- 01 About the Report
- 02 Message from our MD & CEO
- 03 About NeoGrowth
- 04 Harmonisation with United Nations Sustainable Development Goals



Social

- 05 Impact Metrics
- 06 Highlights of the year
- 09 MSME Sector | Challenges and Opportunities
- 10 An Integrated Impact Approach



Environment

- 12 NeoGrowth | Social
- 55 NeoGrowth | Environment
- 63 NeoGrowth | Governance
- 73 Future Outlook

Governance

63



About the Report

The annual publication of the NeoGrowth Impact Report is a testament to the transformative role our financing plays across multiple dimensions benefiting our customers, employees, partners, and the broader society. In the FY 2023-24 edition, we unravel compelling customer success stories with our unwavering commitment to fostering a robust ecosystem for Micro, Small, and Medium Enterprises (MSMEs).

Our pursuit of sustainability is demonstrated through the comprehensive integration of digital solutions across our operations, aiming to forge an inclusive credit landscape tailored specifically to the dynamic MSME sector in India. This includes providing rapid and dependable credit access. At the heart of our approach is the development of a purpose-driven work culture, enriched by significant investment in the engagement, learning, and development of our team. We maintain rigorous standards in responsible lending, with ethical practices underpinning our path to sustainable financial growth. This report outlines our contributions towards the United Nations Sustainable Development Goals and details our Environmental, Social, Health, and Corporate Governance (ESHC) Policy. This policy is fundamental to guiding all stakeholders involved in our business activities.



Message from our MD & CEO



ARUN NAYYAR

MD & CEO

As we present the 10th edition of the NeoGrowth Impact Report, we celebrate a decade of unwavering dedication to fostering positive change for MSMEs, our employees, partners, and the environment. This edition captures our sustained efforts to deliver sustainable, inclusive, and meaningful impact while maintaining the highest standards of governance.

Over the past year, we have deepened our engagement with customers, providing timely and accessible credit that empowers MSME borrowers to achieve their growth ambitions. Our financing has been instrumental in creating job opportunities and enhancing livelihoods within the communities we serve.

As our journey continues and our operations expand, we remain committed to leveraging financial inclusion as a powerful catalyst for social change.

Our progress is fuelled by the collective effort of our employees, partners, and stakeholders, whose dedication and collaboration are essential to our mission of promoting inclusive growth.

I extend my heartfelt gratitude to everyone who has joined us on this journey and supported our ongoing endeavour to create a meaningful impact through our work.

Sincerely,

Arun Nayyar

MD & CEO

As our journey continues and our operations expand, we remain committed to leveraging financial inclusion as a powerful catalyst for social change.

About NeoGrowth

NeoGrowth is a new-age digital lender, with a focus on Micro, Small, and Medium Enterprises (MSMEs). It is a Systemically Important, Non-Deposit taking Non-Banking Financial Company (NBFC-NDSI), offering a wide range of products tailored to the dynamic needs of small businesses. Its data science and technology-led approach enable it to offer quick and hassle-free loans to MSMEs across 75+ segments across 25+ locations in India.

NeoGrowth offers a unique daily repayment option to its customers with multi-channel repayment modes. It has served and engaged with 1,50,000+ businesses and supported their growth ambitions. It not only helps small businesses grow but also drives financial inclusion making a positive social impact.

Founded by industry veterans, its Board of Directors comprises experts, who guide the leadership team toward its strategic goals. NeoGrowth was founded by Dhruv Khaitan and Piyush Khaitan a decade ago and is backed by renowned investors, namely Omidyar Network, Lightrock, Khosla Impact, Accion Frontier Inclusion Fund – Quona Capital, 360 One Asset, FMO, and Leapfrog Investments.



Mission

To fund small businesses by leveraging the digital ecosystem. Our financing not only helps our clients grow but also creates a positive impact



Core Values



NeoGrowth is a value-driven company and the same is reflected in our values. All our products, processes and services are built around these values and we proudly adhere to them.

Accountability

Goes hand in hand with empowerment and brings in a sense of ownership in all that we do



Customer Focus

All our actions need to have a positive impact on the customer



Innovation

We are a new-age financial services company and innovation is in our DNA



Harmonisation with United Nations Sustainable Development Goals

At NeoGrowth, we strategically align our operations to United Nations Sustainable Development Goals (SDGs).

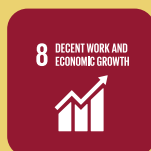
Our alignment with UN SDGs enhances areas such as healthcare, gender equality, financial inclusion, economic development, and environmental sustainability



Ensure healthy lives and promote well-being for all at all ages



Achieve gender equality and empower all women and girls



Promote sustained, inclusive & sustainable economic growth, productive employment & decent work for all



Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation



Reduce inequality within and among countries



Ensure sustainable consumption and production patterns

Our Approach



Alignment with UN SDGs

Our business activities align with six of the seventeen United Nations Sustainable Development Goals (SDGs)



Target Setting & Tracking

We are committed to making holistic contributions to these goals via set targets. Our loan books are monitored to capture contribution towards these UN SDGs



Independent External Evaluator


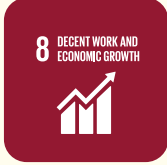






An Impact Assessment Agency conducts a research that assess the impact of NeoGrowth funds in the life of customers and the snowball effect created on the community beyond our customers



Reporting

Every year we publish an 'Impact Report', which gives a snapshot of the impact created by us

Impact Metrics

UN SDG	NeoGrowth Indicator	Target 2023-24	Achievement 2023-24	UN SDG	NeoGrowth Indicator	Target 2023-24	Achievement 2023-24
	% of loans advanced to pharmacies, clinics, labs, and healthcare businesses (by value)	7.5%	8%		% of loan portfolio <= ₹ 25 Lakhs	45%	78%
	% of borrowers who received health insurance (by volume)	85%	84%		% of loans advanced to businesses with vintage <= 5 years (by volume)	50%	41%#
	% of loans advanced to businesses that were run by women either as sole proprietors, partners or directors (by value)	20%	23%		% of loans advanced to first-generation entrepreneurs (by volume)*		80%
	% of loans advanced to Tier II cities (by value)	25%	30%		% of borrowers taking different environmental initiatives*		19%

*Based on Social Impact Survey 2024 of over 250 NeoGrowth Customers across Mumbai, Pune, Delhi, Chennai, Ahmedabad, Bengaluru, and Hyderabad, conducted by AISiSAR Impact.

Our customer segment has evolved over time and contribution of renewal customers have increased as well.

Highlights of the Year



2,750 Cr
AUM



1,50,000+
Customers Engaged since Inception



27,000+
Live Borrowers



~ 3,000
Channel Partners



75+
Industry Segments



25+
Locations



15
States and Union Territories

Key Impact Measures

- **23%** loans extended to woman borrowers
- **80%** loans advanced to first generation entrepreneurs
- **95%** reduction in paper usage per loan with end-to-end digital loan journey



Awarded as 'Best NBFC In SME Finance of the Year' at India NBFC Summit & Awards 2023



Won the 'Best Onboarding Programme of The Year' Award at the 12th L&D Leadership Summit & Awards



Awarded for 'Consumer-Consecutively Active & Best Average Score' at Data Bharat Connect by TransUnion (CIBIL)



Won the 'Friends of MSME' Award at the DLAI Unconclave 2023



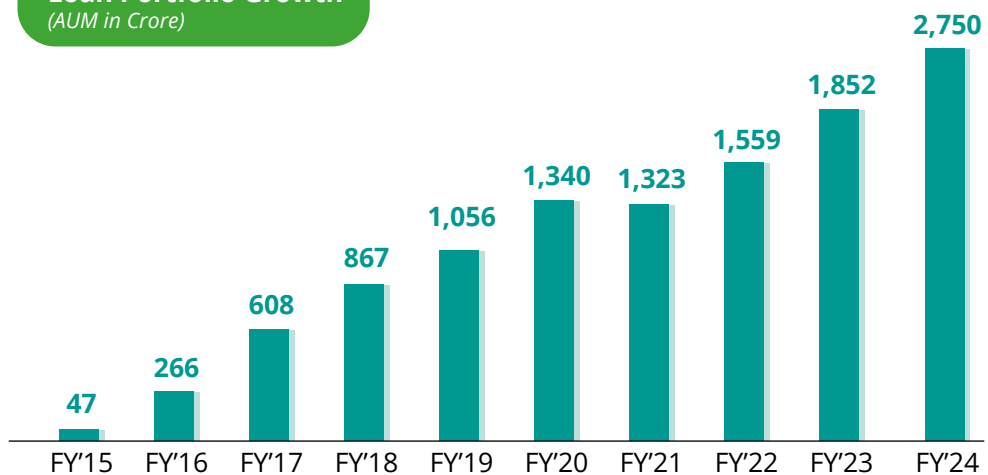
Highlights of the Year

Growing Loan Portfolio

NeoGrowth's loan book has witnessed robust year-on-year growth from ₹ 47 Crore in FY 2014-15 to ₹ 2,750 Crore in FY 2023-24, demonstrating immense value creation for all stakeholders.

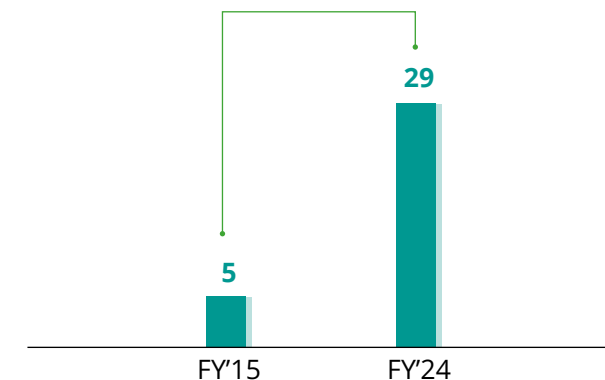
Loan Portfolio Growth

(AUM in Crore)



NeoGrowth's Presence Across Cities

(Number of cities)



Strengthening Our Engagement

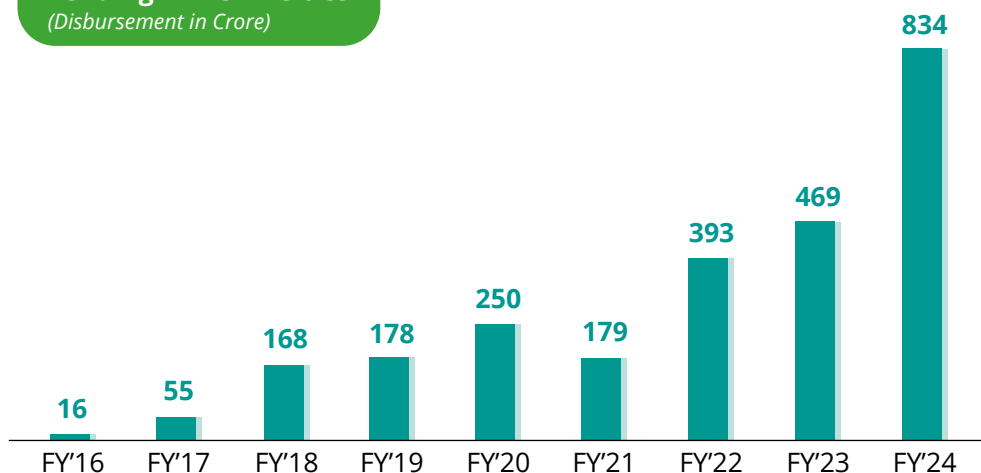
NeoGrowth's commitment to improving customer engagement is reflected in the expansion of our physical presence. We have grown significantly from 5 locations in FY 2014-15 to 29 locations in FY 2023-24. Our robust model aids lending and expansion across Tier I and Tier II locations.

Highlights of the Year

Lending in Tier II Cities

Tier II cities play a crucial role in the socio-economic landscape of India. By prioritising these regions, we not only support the growth and development of local enterprises but also ensure that our financial services are accessible to a broader range of customers. This substantial contribution underscores our strategic focus on lending to businesses and merchants of various sizes and geographic locations.

Lending in Tier II Cities
(Disbursement in Crore)



Empowering Women Entrepreneurs

NeoGrowth recognises the pivotal role of women entrepreneurs in today's business landscape. Women entrepreneurs exhibit remarkable strength, responsibility, and innovation in their ventures. As a part of our commitment to financial inclusion, we lend to businesses led by women in various capacity.

Our portfolio of women entrepreneurs has expanded from 61 in FY 2014-15 to 3,672 in FY 2023-24. This growth is a testament to our dedicated efforts to promote gender equality in lending and empower women in business. By providing financial support to women entrepreneurs, we are fostering a more inclusive economy where diverse leadership can thrive.

3,600+

Loans advanced to business run by women

₹ 650+ Crore

Value of Loans

MSME Sector | Challenges and Opportunities

Micro, Small, and Medium Enterprises (MSMEs) are pivotal to India's economy, contributing approximately 30% to the GDP and employing over 110 million people¹. Despite their crucial role, MSMEs receive only 12-14% of formal credit, leading to a substantial credit gap estimated at around ₹ 45 trillion. Furthermore, MSMEs account for an impressive 48%² of exports, underscoring their significant impact on the Indian economy. To sustain and amplify their contributions to economic development, there is a critical need for enhanced credit access for this sector.

Collateral Requirements

Many MSMEs lack sufficient collateral to secure loans, making it difficult for them to meet the stringent requirements of formal financial institutions

Lack of Credit History

Many MSMEs do not have a formal credit history or credit rating, making it difficult for lenders to assess their creditworthiness

Cash Flow Issues

Irregular cash flows and delayed payments from clients can affect the ability of MSMEs to repay loans, making them less attractive to lenders

Lengthy and Complex Procedures

The loan application process can be lengthy and cumbersome, involving extensive documentation and procedural delays, which deter MSMEs from seeking formal credit

Limited Financial Literacy

A lack of financial literacy among MSME owners can result in poor financial planning and an inability to navigate the complex financial system effectively

Lack of Awareness

Many MSMEs are not aware of the various credit schemes and financial products available to them, which limits their access to credit



NeoGrowth's Approach

NeoGrowth's strategy is deeply rooted in recognising the intricate challenges that the MSME sector grapples with. Through meticulous analysis and industry insights, NeoGrowth has developed a range of innovative loan products that specifically target and alleviate the difficulties faced by MSMEs. By offering tailored loan solutions, NeoGrowth aims to empower MSMEs to thrive and expand in a competitive market landscape.

Technology-driven process

Digitally-enabled loan offerings

Analytics-based underwriting

75+ industry coverage

Flexible repayment options

Flow-based lending model

Sources: ¹Ministry of MSME Annual Report 2022-23

²<https://www.thehindubusinessline.com/economy/anticipating-budget-2024-msmes-seek-strategic-policies-for-growth-and-innovation/article67792995.ece>

An Integrated Impact Approach



An Integrated Impact Approach



Governance and Regulatory Initiatives

NeoGrowth is committed to maintaining high standards of transparency in its operations. This includes regular and detailed reporting on impact metrics, ensuring accountability to stakeholders, and adhering to best practices in corporate governance. The company enforces strict ethical guidelines across its operations, including anti-corruption measures, responsible lending practices, and safeguarding customer data privacy. NeoGrowth continuously aligns its practices with governance and regulatory standards to uphold its commitment to integrity and ethical conduct.



Core Business Alignment

NeoGrowth integrates impact principles into its core business strategy, aligning growth objectives with sustainability goals. This ensures that environmental and social considerations are embedded in decision-making processes across all levels of the organisation.



Social Initiatives

NeoGrowth aims to support Small and Medium-sized Enterprises (SMEs) by providing easy access to credit. This initiative helps underserved & unserved businesses grow and contributes to broader economic development. The company emphasises creating a positive and inclusive workplace environment. Initiatives include comprehensive health & wellness programmes, diversity & inclusion policies, and opportunities for continuous learning & development.



Environmental Initiatives

NeoGrowth is dedicated to implementing energy-efficient practices to optimise our operations and reduce our environmental impact. We are committed to cultivating sustainable habits among our employees and transforming our offices into models of eco-consciousness. Additionally, we engage in tree plantation activities aimed at reclaiming degraded lands and establishing primary forests. These efforts not only provide habitats for endangered species but also rejuvenate rural landscapes, promote eco-tourism, and enhance the well-being of local communities.



NeoGrowth SOCIAL



NeoGrowth | Social Building Relationships and Empowering People

NeoGrowth is dedicated to its customer-centric approach, aiming to create lasting impact by providing capital to micro, small, and medium-sized enterprises (MSMEs). Through our annual impact-linked research, we delve deep into the impact our loans have on MSMEs and the broader community. This research not only allows us to comprehend the tangible changes

brought about by our financial support but also enables us to gain insights into the mindset, behaviour, and motivations of our customers.

Moreover, our research sheds light on the ripple effect generated by our interventions, extending beyond our immediate customer base to positively influence the wider community. By understanding these dynamics, we continually refine our strategies to better serve the needs of MSMEs and maximise our societal impact. At NeoGrowth, we take pride in our commitment to driving meaningful change and fostering economic growth in the communities we serve.

Building Relationships and Empowering People



Customers



Employees



Partners & Vendors



Social | Impact Study 2024

Background:

To comprehensively evaluate the impact stemming from its initiatives, NeoGrowth has engaged ALSiSAR Impact (Impact Assessment Agency) to conduct an independent study, rigorously analysing and assessing the outcomes of NeoGrowth's endeavour.

Throughout this study, we selected a diverse sample from NeoGrowth's active customer base in Mumbai, Pune, Delhi, Chennai, Ahmedabad, Bengaluru and Hyderabad. This intentional diversity considers industry, loan size, business vintage, gender, and business constitution. NeoGrowth remains committed to transparency, sustainability, and impactful operations.

Methodology

A survey questionnaire, developed in accordance with established parameters, was designed for NeoGrowth borrowers. The Impact Assessment Agency conducted interviews with more than 250 NeoGrowth customers in seven cities, considering their consent, availability, and convenience. On-site interviews were conducted by researchers deployed in the field from the Impact Assessment Agency, involving personal visits to selected NeoGrowth customers at their business locations. Pictorial evidence was captured at the customers' establishments in 93% of the cases.

Survey Sample Selection



**Map not to scale*

Social | Impact Study 2024 | Overview | Categories



Apparels



Auto Parts and Ancillaries



Bakery



Book Stores



Electronics
(Consumer Durables)



Education



Footwear



Food & Beverages/
Restaurants



Furniture/Home
Furnishing/Sanitary Stores



General Stores/
Groceries



Hotels



Hospitals



IT Services



Jewellery Store



Manufacturing



Opticians



Pharmacies



Retail/Wholesale



Spa and Salons



Social | Impact Study 2024 | Sample Set

Overall 250+ customers were interviewed as a part of the study

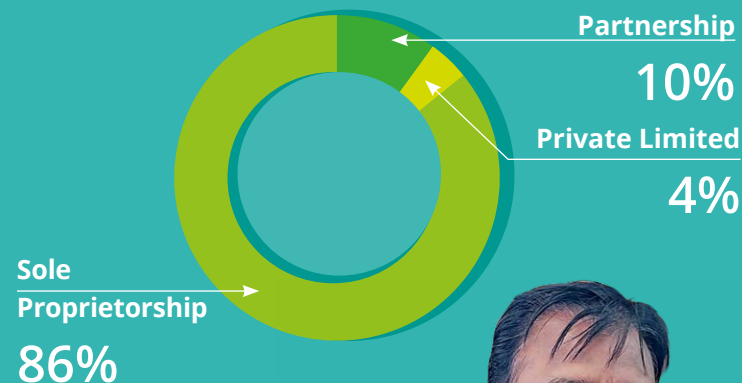
Interview Location Breakup

(City-wise breakup of respondents)



Customers Across Ownership Structure

(% of interviewed NeoGrowth Customers)



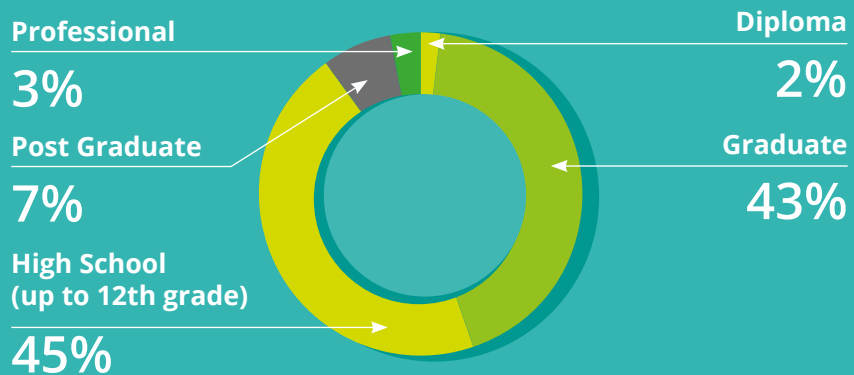
Serving Customers from Varied Business Vintage

(% of interviewed NeoGrowth Customers)



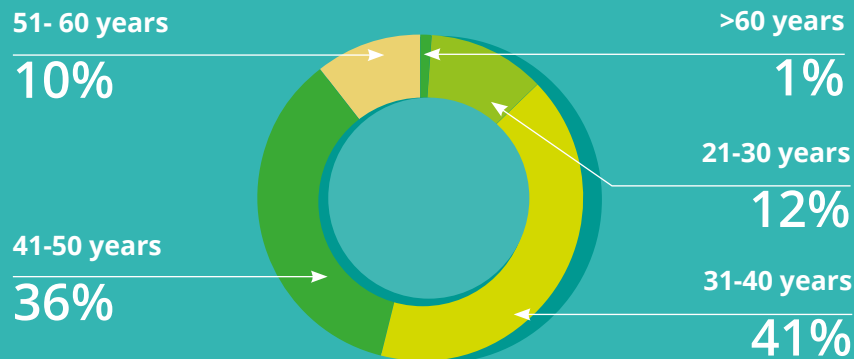
Supporting Entrepreneurs Across Educational Background

(% of interviewed NeoGrowth Customers)



Empowering Entrepreneurs Across Age Groups

(% of interviewed NeoGrowth Customers)






Social | Customers | Preference for NeoGrowth

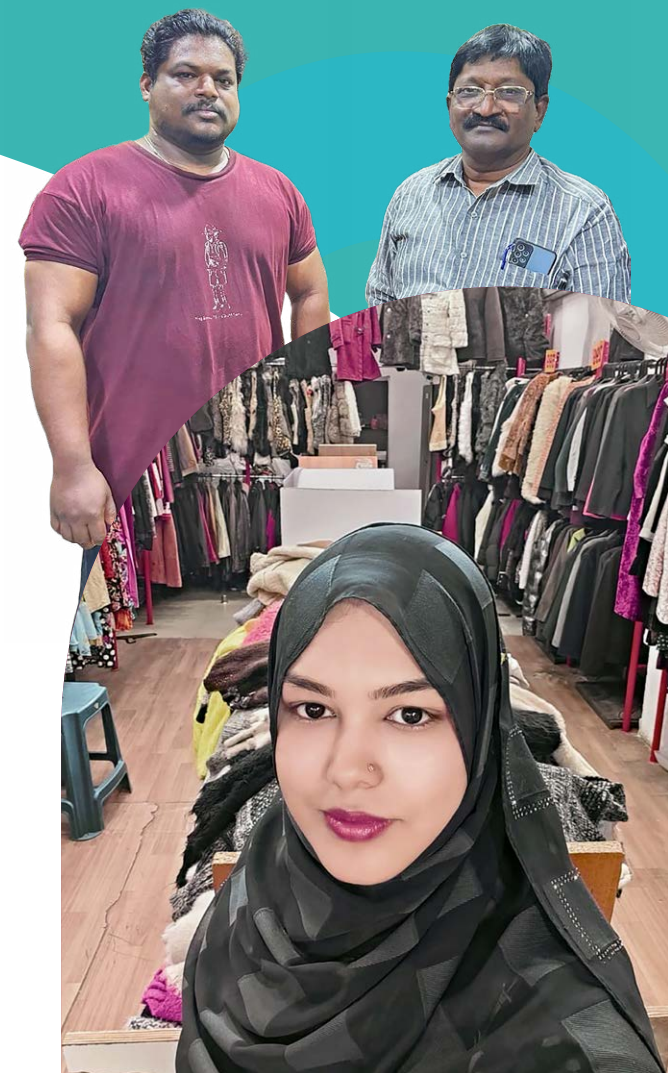
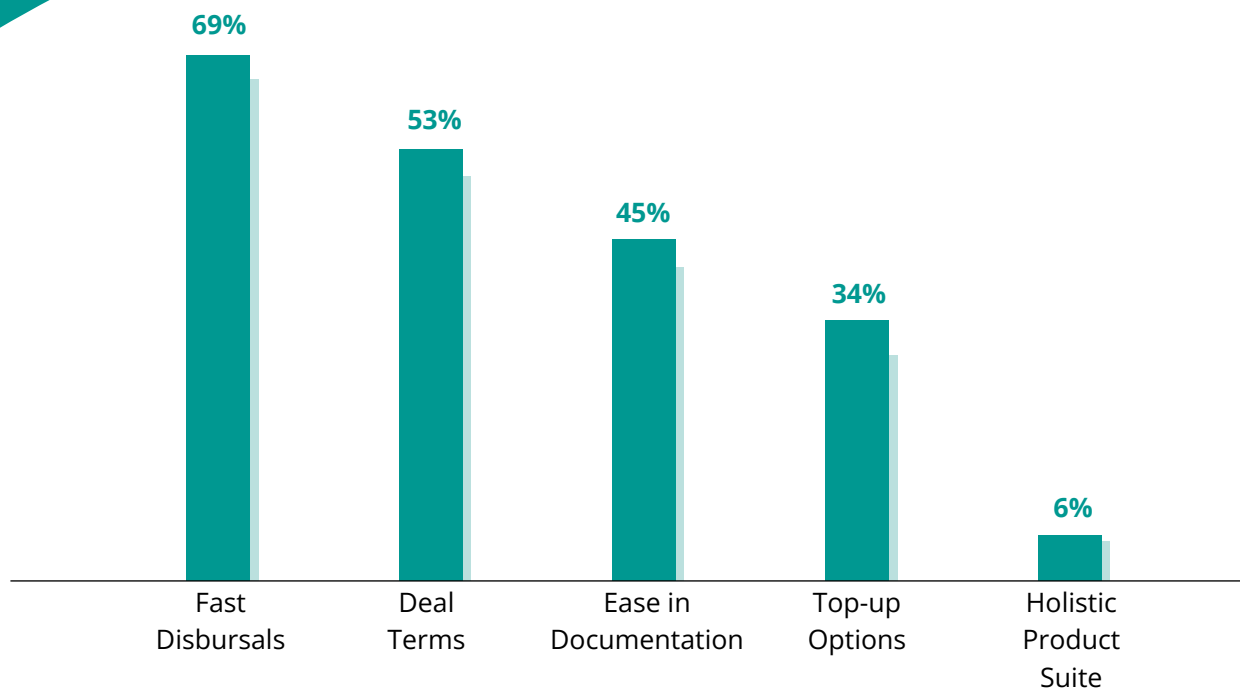
We are committed to providing fair and accessible credit for all. Our streamlined digital loan application process requires minimal documentation, ensuring quick credit approval. Customer-centricity is at the core of our operations. Our MSME

customers have praised the simplicity of our loan process in the study, particularly noting the fast disbursement, easy documentation, and favourable repayment terms.

Top 3 reasons for choosing NeoGrowth

Fast Disbursal	Less Documentation	Easy Repayment Terms
		

What do you like about NeoGrowth?



Social | Customer Personas

MSMEs are at the centre of India's economic development each with their own distinct journey. In a similar manner, NeoGrowth customers exhibit unique qualities and each have their own story.



NeoGrowth Warriors
NeoGrowth supports individuals and businesses who overcome adversity

NeoGrowth Warriors are those business owners who have navigated through various business cycles and difficulties. They have likely encountered obstacles and hardships that may have negatively affected their business. Typically, they turned to NeoGrowth to secure loans that would support the revival of their business during times of crisis or to take advantage of opportunities essential to their business expansion. NeoGrowth Warriors are well-educated, internet savvy, and willing to take calculated risks for their venture.



NeoGrowth Changemaker
NeoGrowth supports entrepreneurs who are positively impacting their community, opening new avenues for others in and around them

NeoGrowth Changemakers are those business owners who are making a positive difference in their community by creating new opportunities for people in their community. They adopt a community-centric approach to grow their business. NeoGrowth Changemakers believe in giving forward, and as their business grows, they continue to create job opportunities and apprenticeships, and empower others in their community to achieve financial independence.



NeoGrowth Visionary
NeoGrowth supports sustainable and generational businesses

NeoGrowth Visionaries are those business owners who have established lasting businesses and require financing mainly to expand their product lines, diversify their offerings, or to buy stock. In some cases, these businesses may also need additional loans for working capital, as the previous generation of owners has already addressed capital expenditure needs of the business. Typically, these businesses are owned by individuals from joint families who view themselves as stewards of the business, rather than traditional owners. This approach allows them to make decisions with a long-term perspective.



Social | Customer Personas



NeoGrowth Scaler
NeoGrowth supports customers who are scaling up their businesses

NeoGrowth Scalers are business owners who have a sound understanding of financial products and can effectively utilise debt to facilitate their business growth plans in a sustainable manner. Through NeoGrowth's structured lending assistance, they have successfully expanded their business, by increasing the number of locations, broadening their range of services and products, or scaling their business both online and physically across different geographical regions and other metrics.



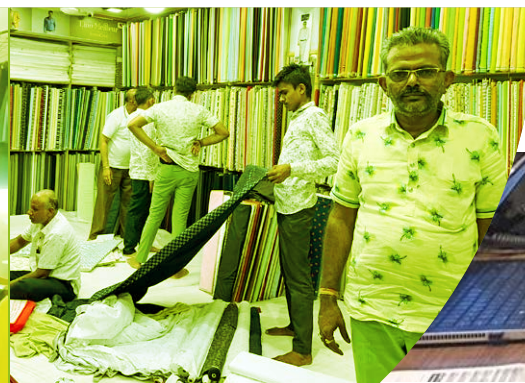
NeoGrowth Innovator
NeoGrowth supports unique business models

NeoGrowth Innovators are business owners who operate with unique business models and provide products and services that are not typically or readily available in the market. These may include emerging and innovative businesses that cater to a niche customer base, which may involve one-time or seasonal purchases. NeoGrowth acknowledges the entrepreneurial drive of these owners, who are creating significant value through innovative business models.

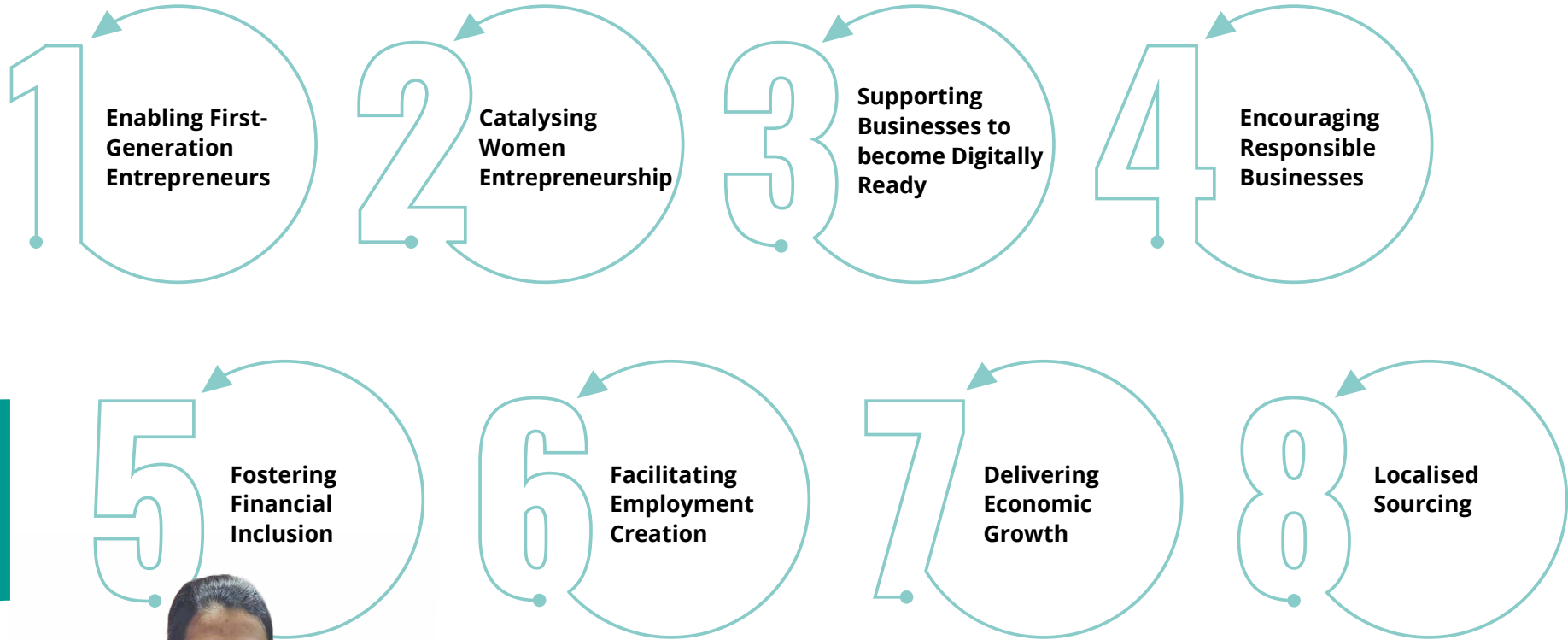


NeoGrowth Pioneer
NeoGrowth supports young entrepreneurs

NeoGrowth Pioneers are business owners who have paved the way in establishing their own family businesses. These self-sufficient and capable entrepreneurs have developed a good understanding of business risks and often require timely support from NeoGrowth to kickstart their ventures. These young entrepreneurs are tech-savvy and possess strong financial discipline, gained through their experiences in setting up new businesses.



Social | Mapping NeoGrowth Customer Impact



Social | Enabling First-Generation Entrepreneurs

First-generation MSMEs (Micro, Small, and Medium Enterprises) are pivotal to India's economic growth, acting as critical engines of innovation, employment, and regional development. These enterprises catalyse economic dynamism by providing essential goods and services, filling market gaps, and enhancing India's industrial base. Additionally, they play a vital role in generating employment, thereby reducing poverty and boosting socio-economic equity across the country.

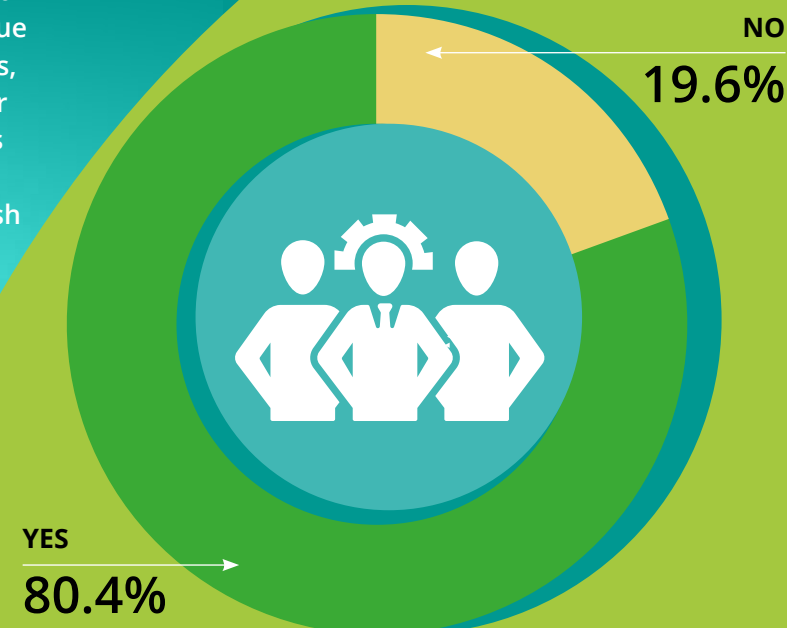
First-generation MSMEs in India face significant challenges, particularly in setting up businesses and securing funding. The complexities of the regulatory environment demand extensive documentation and adherence to stringent rules, which can be overwhelming for new entrepreneurs.

Access to finance is another major hurdle, as traditional financial institutions often impose high collateral requirements and stringent lending criteria that many MSMEs cannot meet. These barriers not only stifle the establishment of new businesses but also limit their growth potential and ability to compete in broader markets.

Recognising these hurdles, NeoGrowth is steadfast in its commitment to providing tailored lending solutions rooted in data-driven insights. By addressing the unique needs of first-generation entrepreneurs, NeoGrowth loans serve as a catalyst for their success. These financial resources empower entrepreneurs to cultivate productive business assets and establish a commendable credit profile, thereby facilitating their access to finance.



80.4%
of the interviewed NeoGrowth customers were First Generation Entrepreneurs



First Generation Entrepreneurs
(% of interviewed NeoGrowth Customers)



Social | Enabling First-Generation Entrepreneurs

Cater-preneur

Mahesh, the founder of Mahi's Kitchen, is a first-generation entrepreneur who pursued his passion for food by establishing a central kitchen for corporate catering and a restaurant. With the assistance of NeoGrowth's business loan, he advanced further by facilitating essential deposits, enabling him to enhance the machinery in his kitchen, and establish a dedicated office to support his corporate growth. Mahesh expanded his online presence across various food delivery platforms while

concurrently scaling his reach within the corporate sector. Over the years of dedicated effort, he built his venture from scratch, steadily strengthening its foundation and fostering his confidence to dream bigger.

At a crucial crossroad, by securing contracts with corporate clients, Mahesh aims to position his business as their preferred food and caterer. Moreover, his enterprise contributes to the local community by providing skill-based job opportunities, thereby

fostering economic development and growth in the region. Mahesh's journey demonstrates resilience and strategic vision in entrepreneurship, highlighting the impact of access to financial support and how a successful small business can benefit the local community.

"I was able to turn my culinary passion into a flourishing enterprise by enhancing my catering business, and creating valuable job opportunities which was made possible by NeoGrowth loan."

~30%↑
increase in sales post NeoGrowth's loan



Name	Mahesh Panth
Business Name	Mahi's Kitchen
Sector	Food & Beverages
Location	Hyderabad
Type of ownership	Sole proprietorship
Business Vintage (in years)	≥5
Percentage of transactions that are digital	Less than 10%
What did you like about NeoGrowth	Ease in documentation, Fast disbursal
Consider NeoGrowth for future loans	Yes



Social | Enabling First-Generation Entrepreneurs

Hardware Hero

Rohit Garg's journey from a regular job to becoming the owner of Devi Trading Co. to start a hardware paints and supplies business in Delhi, showcases the grit of a first-generation entrepreneur. Recognising the need for expansion and realising the importance of financial backing, Rohit turned to NeoGrowth for financial assistance, a decision that played a key role in advancing his business.

With NeoGrowth's business loan, Rohit successfully established a new branch of Devi Trading Co., thereby broadening his customer base and solidifying his presence in the market. Initially when Rohit partnered with his uncle, he faced an unexpected setback when his uncle left the business abruptly, leaving him to handle the challenges of running a business alone. Despite this challenge, Rohit and his dedicated employee Ashok persevered and

kept the business running. Through this determination and strategic partnerships, Rohit transformed his small enterprise into a thriving business. His story shows how hard work and working with the right people can make a big difference. Rohit's experience proves that with the right help, you can overcome any challenge and achieve your dreams in business.

"We were able to expand, overcome challenges, and ultimately transform our small enterprise into a thriving business with the funds provided by NeoGrowth"

>20%↑

increase in business post NeoGrowth's loan



Name	Rohit Garg
Business Name	Devi Trading Co
Sector	Retail
Location	Delhi
Type of ownership	Sole proprietorship
Business Vintage (in years)	6-10
Percentage of transactions that are digital	75-100%
What did you like about NeoGrowth	Fast disbursal, Top-up options, Repayment terms
Consider NeoGrowth for future loans	Yes

Social | Enabling First-Generation Entrepreneurs

Happy Mothers, Happy Workplace

Sai Kumar, the founder of Ashritha Ganesh Caterers a first-generation entrepreneur, is on a mission to build a community through food and catering business. With NeoGrowth's business loan, he was able to buy kitchen equipment, upgrade the space and hire more women from the local communities.

His dedication to equality is evident in his employment practices, ensuring equal representation of men and women, thus

promoting gender equality and supporting families. Beyond business, Sai actively gives back to his community by donating food and buttermilk to those in need. Moreover, Sai fosters inclusivity by encouraging children to join their mothers at work, fostering a family-friendly environment. This initiative not only strengthens their bonds but also keeps the employees happy.

Sai aims to upgrade machinery and automate tasks, streamlining operations and boosting productivity. Sai's

commitment to social responsibility and innovation sets him apart as a leader dedicated to both business success and community welfare.

"I was able to expand my business, promoting gender equality and fostering a family-friendly work environment which was made possible by the funds provided from NeoGrowth."

40% ↑

increase in sales post NeoGrowth's loan



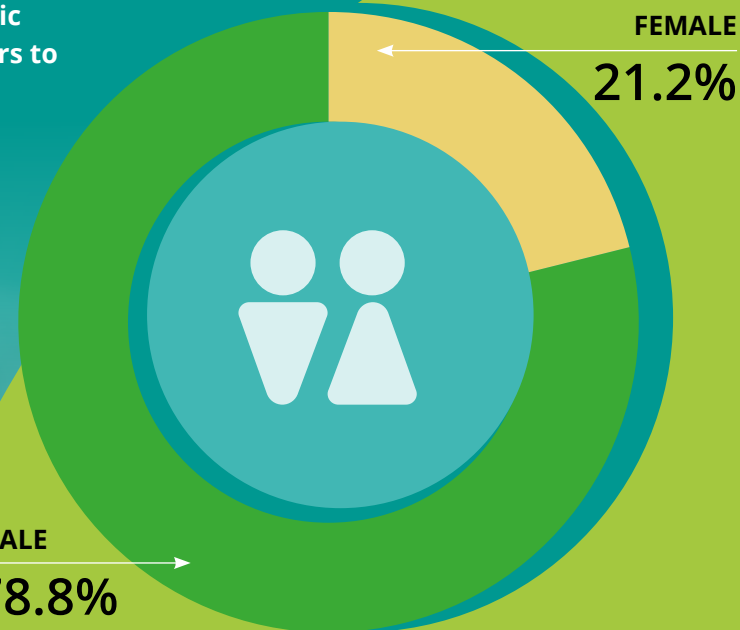
Name	Veluri Sai Kumar
Business Name	Ashritha Ganesh Caterers
Sector	Food & Beverages
Location	Hyderabad
Type of ownership	Sole proprietorship
Business Vintage (in years)	>15
Percentage of transactions that are digital	25-50%
What did you like about NeoGrowth	Ease in documentation, Fast disbursal
Consider NeoGrowth for future loans	Yes



Social | Catalysing Women Entrepreneurship

In the latest iteration of the Gender Gap Report, India has once again demonstrated promising advancements in gender equality, climbing from 127 to 118 out of 151 countries surveyed. Women Entrepreneurs face persistent barriers to entry and expansion within the sector as mentioned in the Ministry of Micro, Medium Enterprises, Udyam portal.

Through a robust, data-driven approach, NeoGrowth has been committed to consistent progress in driving inclusivity and empowerment. In FY 2023-24, women-owned businesses comprise a noteworthy 23% of NeoGrowth's customer base, underscoring its dedication to levelling the playing field and driving sustainable growth for all. By leveraging its expertise in fintech solutions, NeoGrowth is paving way for a holistic ecosystem for female business owners to benefit from.



Supporting Entrepreneurs Across Gender
(% of Interviewed NeoGrowth Customers)

4%↑

increase in the number of females employed by the customer post NeoGrowth loan

Social | Catalysing Women Entrepreneurship

Stitching Success

Soujanya embarked on her journey with the establishment of 'Soujanya Ladies Tailoring and Training Centre', driven by her vision to empower women through tailoring skills and entrepreneurial ventures. NeoGrowth emerged as the catalyst propelling Soujanya's remarkable journey towards empowerment. NeoGrowth provided crucial support, enabling her to expand her business and extend her impact.

With the assistance of NeoGrowth loan, Soujanya could invest in vital resources like an embroidery machine and materials, laying a strong foundation for growth

and innovation within her enterprise. This financial support not only facilitated the acquisition of necessary assets but also empowered Soujanya to scale her operations by hiring additional staff. This influx of capital enabled her to broaden her reach and make a more significant impact on her community.

Moreover, Soujanya utilised the financial backing to enhance the quality of her training programmes, integrating modern equipment to elevate skill development among women. Navigating the challenges of entrepreneurship, Soujanya unlocked

new opportunities for herself and those she empowers. This partnership underscores the potential of strategic financial backing in fostering entrepreneurship and driving economic empowerment.



Name	Marka Soujanya
Business Name	Soujanya Ladies Tailoring
Sector	Apparels
Location	Hyderabad

Type of ownership	Sole proprietorship
Business Vintage (in years)	6-10
Percentage of transactions that are digital	25-50%
What did you like about NeoGrowth	Fast disbursal
Consider NeoGrowth for future loans	Yes

"I believe women's growth isn't just personal, it's a catalyst for collective rise. I am able to create significant impact with support of funds from NeoGrowth."

~20%↑

increase in sales post NeoGrowth's loan



Social | Catalysing Women Entrepreneurship

“I was able to create new opportunities for my community and turn my dreams into reality, with support of NeoGrowth loan.”

30%↑

increase in sales post NeoGrowth's loan

Her Retail Dream

Jyothi's entrepreneurial journey began with MJV Traders after spending five years working at a retail store in a mall. Driven by a desire to establish her own venture, she joined forces with her husband, who works at a call centre, to set up their own store.

NeoGrowth's business loan played a pivotal role in her success, facilitated the expansion of her store during crucial moments. Jyothi values the excellent service and the seamless disbursement process.

With her sales increasing by nearly 30% after increasing her inventory, Jyothi is now planning to open a second store. This success has bolstered her confidence in building a stable and progressive business for herself, while also contributing to her family and community by creating indirect employment opportunities. As a woman entrepreneur, she feels empowered to unlock her potential through this loan and dream even bigger.

Despite being the first in her family to venture into business ownership, Jyothi has navigated the challenges with determination. Her entrepreneurial spirit, coupled with NeoGrowth's assistance, has propelled her towards achieving her goals and expanding her business ventures over time.



Name	L Raju Jyothi
Business Name	MJV Traders
Sector	General Store
Location	Bengaluru
Type of ownership	Sole proprietorship
Business Vintage (in years)	≥5
Percentage of transactions that are digital	25-50%
What did you like about NeoGrowth	Repayment terms, Ease in documentation, Top-up options
Consider NeoGrowth for future loans	Yes



Social | Catalysing Women Entrepreneurship

Grief to Grit

Mrs. Badekar, founder of Badekar Enterprises, has always been a pillar of strength for her family. After the tragic demise of her husband, she knew she had to find a way to support her son, which led her to expand the towing business.

NeoGrowth's business loan provided the crucial support needed for Mrs. Badekar to grow the business and achieve financial independence.

Working tirelessly to rescue stranded motorists, Mrs. Badekar and her son earned a reputation for reliability and reasonable prices. Despite the initial difficulties and the grief over her husband's loss, she found satisfaction in the work they did together. As her towing business grew, she diversified by starting a water and cold beverage distribution business.

Today, Badekar Enterprises stands as a symbol of hope and progress in the society. It has become a respected name, inspiring women who wish to follow Mrs. Badekar's footsteps. Her journey is a testament to the power of resilience and entrepreneurship.

"Our business got an opportunity for growth, thanks to the business loan from NeoGrowth, which helped me pave the way for financial independence."

20%↑

increase in sales post NeoGrowth's loan



Name	Mrs. Manju Badekar
Business Name	Badekar Enterprises
Sector	Services
Location	Pune
Type of ownership	Partnership
Business Vintage (in years)	6-10
Percentage of transactions that are digital	25-50%
What did you like about NeoGrowth	Top-up options, Repayment terms
Consider NeoGrowth for future loans	Yes

Social | Supporting Businesses to become Digitally Ready

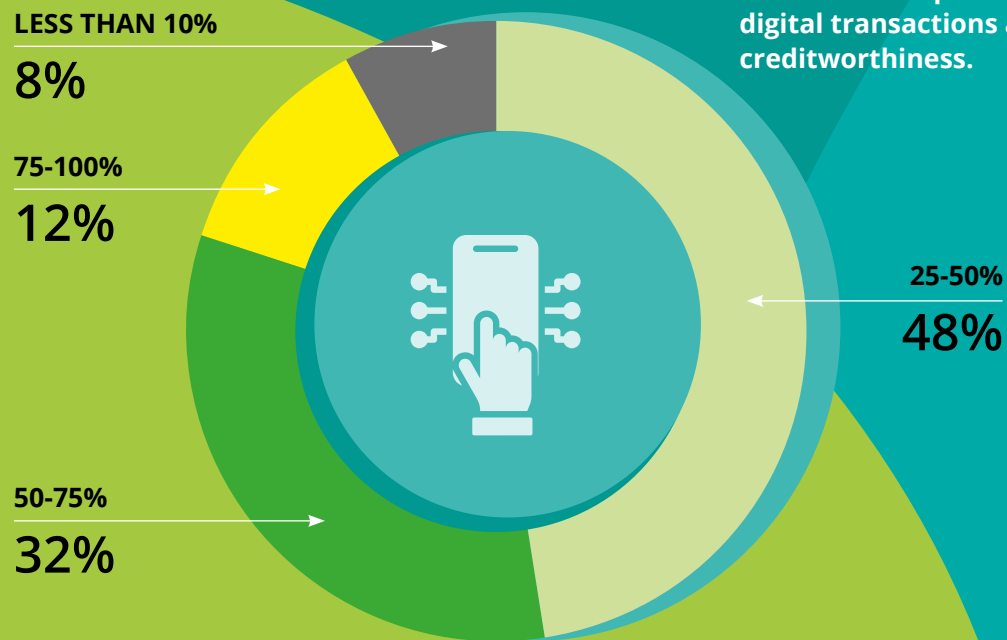


At NeoGrowth, we believe the imperative for digitisation among SMEs in India has become increasingly urgent, spurred by factors such as changing consumer behaviours, and market dynamics. Recognising the need to stay competitive and adapt to evolving business landscapes, SMEs are embracing digital technologies to enhance operational efficiency, access new markets, and streamline processes.

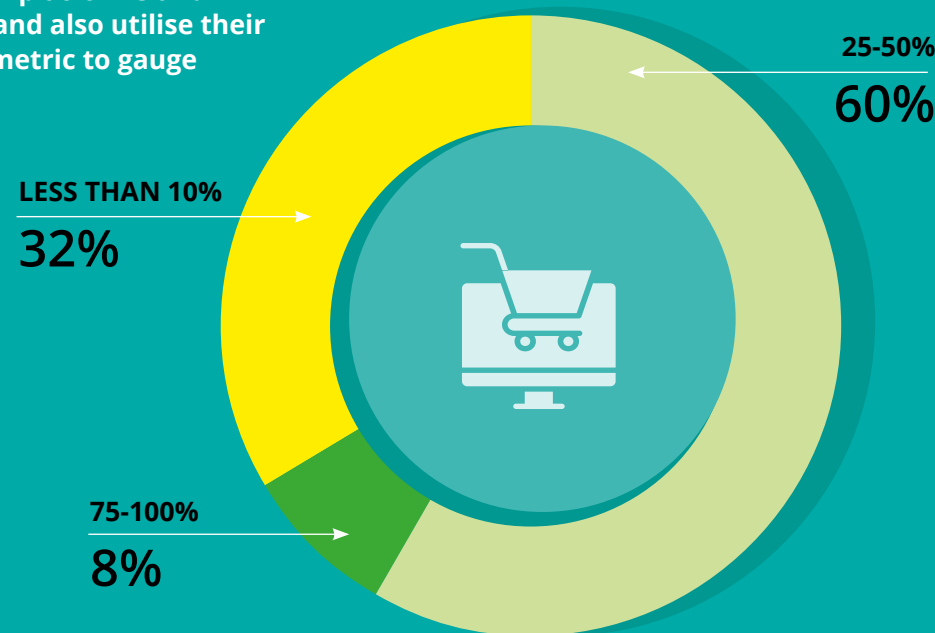
Initiatives like the Digital India campaign and the Digital MSME scheme provide incentives and support for digital adoption. The recent NeoGrowth NeoInsights report, titled 'Decoding Digital Payments: A Retailer's Perspective,' highlights this trend. According to the report, 7 out of 10 retailers anticipate that over half of their sales will be conducted digitally.

NeoGrowth serves businesses that are looking to embrace digital platforms and tools in their operations and also utilise their digital transactions as a metric to gauge creditworthiness.

60%
of the interviewed NeoGrowth customers are fulfilling 25-50% of their orders digitally



Daily Digital Transactions
(% of Interviewed NeoGrowth Customers)



What % of your orders are fulfilled digitally
(% of Interviewed NeoGrowth Customers)

Social | Supporting Businesses to become Digitally Ready

Redefining Traditional Business

Chetan the founder of **Geetha Fashions**, is carrying forward his father's apparel legacy with a physical store in Hyderabad. He sources materials nationwide and adapts designs to local trends.

NeoGrowth's business loan provided Chetan with the confidence and financial backing to directly invest in raw materials, eliminating the burden of credit retention for three months.

This cash-and-carry approach streamlined sales operations, boosted his confidence,

and improved the customer experience. Additionally, Chetan used innovative digital marketing strategies to promote his collection during major festival season. He collaborated with digital fashion content creators to reach to his customers and update them on the latest styles. This marketing strategy helped promote his other stores as well.

The funds from NeoGrowth have assisted them with efficient cash flow management, improved inventory control, and scope to implement innovative marketing strategies. His YouTube channel and online

promotions have reached thousands of viewers, drawing customers from across the country and abroad. This digital presence has significantly enhanced his business effectiveness.

"I was able to streamline operations, innovate in marketing through our YouTube channel, and expand our reach nationally and globally, with the funds provided by NeoGrowth, transforming our legacy into a thriving, customer-focussed brand."

20%↑
increase in sales post NeoGrowth's loan



Name	T Chetan
Business Name	Geetha Fashions
Sector	Apparels
Location	Hyderabad
Type of ownership	Sole proprietorship
Business Vintage (in years)	6-10
Percentage of transactions that are digital	25-50%
What did you like about NeoGrowth	Expansive product suite, Fast disbursal, Top-up options
Consider NeoGrowth for future loans	Yes

Social | Supporting Businesses to become Digitally Ready

“I believe in changing the world, one diagnosis at a time thus we expanded Golden Scans Lab across multiple locations. This was made possible via NeoGrowth funds.”

The Medical Milestone

N. Sumati Murgan and Dr. Bala Murgan have established a diagnostic centre “Golden Scans Lab” in Chennai.

Golden Scans Lab stands out in the industry with a strong focus on patient comfort and care. They offer both open and closed MRI machines to accommodate patients with claustrophobia, a unique feature that sets them apart. Additionally, having two MRI machines under one roof in Chennai is a significant achievement. Their use of digital services like customer management, data management, and digital reports further

reflects their commitment to providing cutting-edge diagnostic services.

NeoGrowth’s business loan enabled them to expand their diagnostic centre to multiple locations and acquire more machines, scaling up their services to a broader base.

Dr. Bala Murgan’s medical background, has significantly contributed to the lab’s success. With N. Sumati Murgan managing additional branches, they maintain a well-structured and organised operation.

Their impressive and growing turnover reflects the trust and confidence that both patients and doctors have in their services.

Golden Scans Lab is a testament to their dedication to quality and innovation in the diagnostic field.



Name	N Sumathi Murgan
Business Name	Golden Scans Lab
Sector	Healthcare
Location	Chennai
Type of ownership	Sole proprietorship
Business Vintage (in years)	10-15
Percentage of transactions that are digital	25-50%
What did you like about NeoGrowth	Ease in documentation, Fast disbursal, Top-up options, Repayment terms
Consider NeoGrowth for future loans	Yes



Social | Supporting Businesses to become Digitally Ready

Tech Trailblazer

Vishakha's journey as the owner of 'Polestarre' highlights the power of perseverance and dedication to one's ambitions. Her passion for creative writing marked the beginning of an extraordinary path. With financial support from NeoGrowth, she expanded 'Polestarre' in Bengaluru, starting with a small team of seven that eventually grew to over 70 employees.

Polestarre focusses on creating online marketplaces and innovative e-commerce solutions, reflecting Vishakha's commitment

to digital excellence. Their development of automated tools demonstrates a forward-thinking approach, enhancing efficiency and customer satisfaction with help of technology.

Before starting 'Polestarre', Vishakha worked in the corporate world. Vishakha remained undeterred, forging her own path forward. Through entrepreneurship, she not only overcame the odds but also turned obstacles into opportunities for growth.

Vishakha's story is a source of inspiration, reminding us that challenges can be overcome with resilience and perseverance. It reinforces the belief that with hard work and determination, any obstacle can be surmounted on the journey toward success.



Name	Vishakha Arora
Business Name	Polestarre
Sector	IT Services
Location	Bengaluru
Type of ownership	Sole proprietorship
Business Vintage (in years)	6-10
Percentage of transactions that are digital	75-100%
What did you like about NeoGrowth	Top-up options, Fast disbursal, Repayment terms
Consider NeoGrowth for future loans	Yes

"NeoGrowth's loan was pivotal for 'Polestarre,' enabling us to enhance our technology and expand our team. Their support significantly boosted our operations and customer satisfaction, empowering us to excel in e-commerce innovation."



Social | Encouraging Responsible Businesses

Supporting responsible businesses in India is both a moral and strategic economic imperative. The latest data underscores the significance of this approach, with the Indian SME sector projected to generate up to 1.1 million jobs by 2025, according to the International Finance Corporation (IFC). By prioritising ethical, social, and environmental considerations in lending

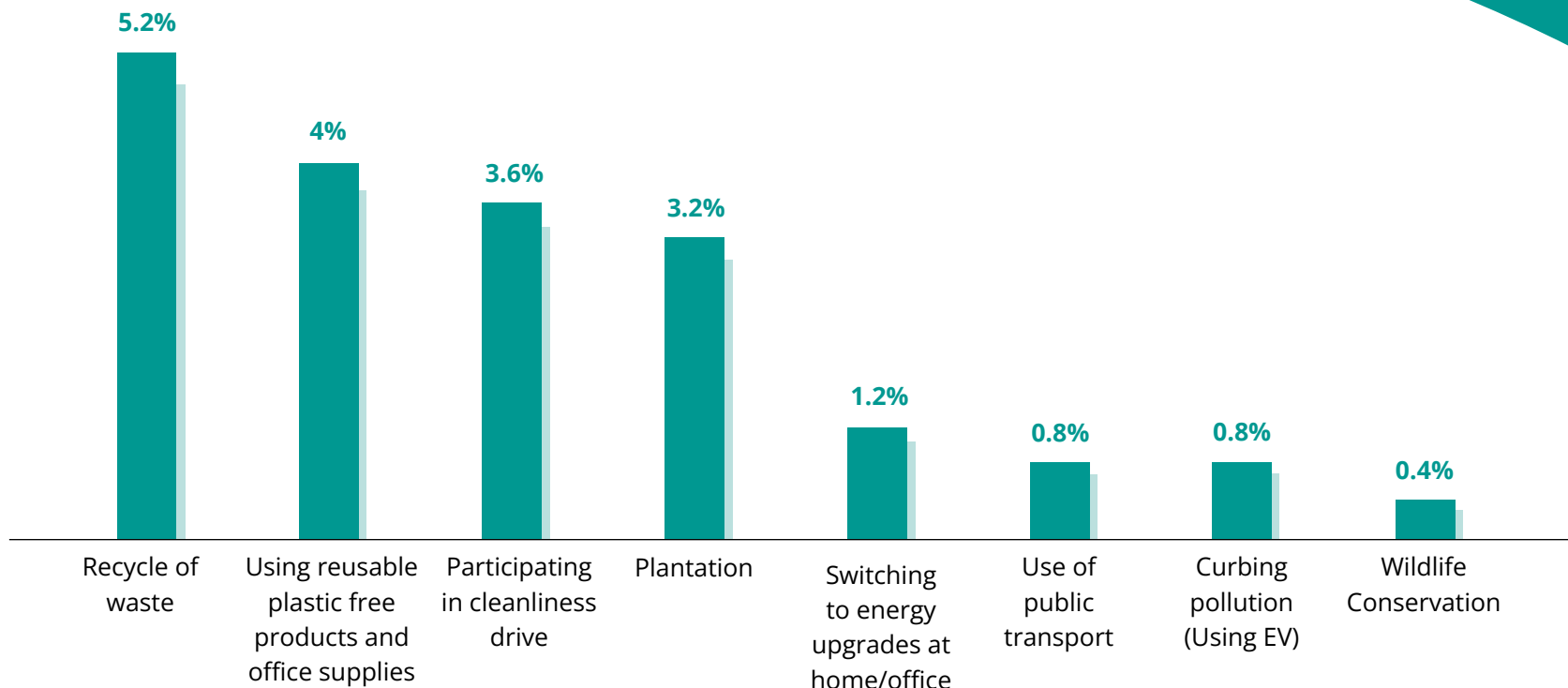
decisions, NeoGrowth mitigates credit risk while enhancing its reputation as a socially responsible institution.

By supporting MSMEs through initiatives such as access to finance, capacity building, and mentoring, we can enhance their impact and foster a robust and responsible business ecosystem in India.



Which environmental initiatives does your organisation follow?

(% of interviewed NeoGrowth Customers)



Social | Encouraging Responsible Businesses

“The funds provided by NeoGrowth has propelled Vijasu Ecotec to leverage coconut waste for eco-friendly solutions that nurture our planet and promote sustainability.”

~60%↑
increase in sales post NeoGrowth’s loan



Turning Waste to Wonder

Ranjit Shetty envisioned a greener, more sustainable future and in 2017 turned his vision into reality by founding **Vijasu Ecotec Private Limited**, a biodegradable business aimed at revolutionising agriculture. NeoGrowth’s business loan helped his business maximise its reach.

His innovative products, derived from tender coconut waste, not only nurture crops but also mitigate environmental damage. With unwavering dedication, Ranjit patented his unique process, ensuring its exclusivity and effectiveness.

There is a plant setup which repurposes 600 metric tonnes of waste, significantly reducing environmental pollution. Understanding the importance of their widespread impact, Ranjit strategically partners with facilities in Gujarat for packaging, ensuring efficient distribution nationwide.

With a focus on sustainability, Vijasu Ecotec has garnered recognition and secured six patents for their groundbreaking solutions.

Ranjit Shetty’s journey is not just about business success but also about fostering

a world where environmental stewardship and innovation go hand in hand, inspiring others to join the movement towards a greener future.



Name	Ranjit Sanjiva Shetty
Business Name	Vijasu Ecotec Pvt. Ltd.
Sector	Manufacturing
Location	Mumbai
Type of ownership	Private Limited
Business Vintage (in years)	6-10
Percentage of transactions that are digital	75-100%
What did you like about NeoGrowth	Ease in documentation, Fast disbursal
Consider NeoGrowth for future loans	Yes

Social | Encouraging Responsible Businesses

“We were able to expand our wig design business and enhance customer experience by providing a safer alternative to hair transplant with the support of NeoGrowth funds.”

~20%↑

Increase in business post NeoGrowth’s loan

Crowning Confidence

Pradip launched his wig design business with a mission to instil instant confidence in people while offering a safer alternative to hazardous hair transplants.

NeoGrowth’s business loan helped him enhance the interiors for a better customer experience, add two more service cabins and hire more staff to serve customers effectively.

As part of his social responsibility, Pradip generously donates wigs to cancer

patients. Offering comprehensive services, including customised wig designs, his business empowers individuals to embrace their unique style. Pradeep took another loan from NeoGrowth to expand service cubicles and diversified his collection with wigs sourced from various regions across the country.

Leveraging his social media presence and strategic marketing, Pradip now aims to enhance and inspire future generations. His commitment to providing top-notch products and services not only transforms

appearances but also uplifts the spirits of his customers. Pradip advocates for choosing wigs over surgical methods, emphasising their long-term safety and effectiveness.



Name	Pradip Kumaarr
Business Name	Wig Designs
Sector	Services
Location	Hyderabad
Type of ownership	Sole proprietorship
Business Vintage (in years)	6-10
Percentage of transactions that are digital	25-50%
What did you like about NeoGrowth	Fast disbursal, Top-up options
Consider NeoGrowth for future loans	Yes



Social | Fostering Financial Inclusion

According to the World Bank, increasing financial inclusion could potentially lift over 500 million people out of poverty globally. Additionally, studies have found that a 10% increase in financial inclusion can lead to a 0.3% increase in GDP growth, underscoring its role in driving economic prosperity.

Research conducted by the International Labour Organisation reveals that for every 1% increase in credit penetration, there is

a corresponding 0.5% rise in employment rates. This demonstrates how expanding access to credit can serve as a catalyst for entrepreneurship and job opportunities, especially in regions with vibrant MSME sectors.

Through our steadfast commitment to financial inclusion, NeoGrowth is not only extending credit but also catalysing positive change on a global scale. By empowering individuals and communities with access to essential financial services, we are laying the foundation for an inclusive and sustainable economy where everyone has the opportunity to thrive.

Aligned with



Social | Fostering Financial Inclusion

Local Lifeline

Poojitha, owner of Ramakrishna Medical & General Store, started small but had big ambitions. With the help of NeoGrowth's business loan, she upgraded the store's infrastructure, interior, and purchased more raw materials.

She added a doctor's room, providing easy healthcare accessibility to the locals, recognising the absence of a doctor in the area as a problem to solve. This initiative transformed her store, which is now bustling throughout the day with regular doctor visits and improved visibility.

This transformation not only boosted Poojitha's confidence but also reflected in the growth of her business. With her husband now joining her, they managed to increase sales and offer amenities to enhance the customer experience. Poojitha's success story underscores the importance of accessible finance for small business owners. It highlights how financial solutions can empower individuals to realise their entrepreneurial aspirations and positively impact the lives of people around them.

From starting as a small store to now providing space for in-house doctor consultations, Poojitha has come a long way, demonstrating the power of determination and timely financial support.

"Our small store was converted into a bustling community centre, enhancing local healthcare accessibility. This has been possible with NeoGrowth support."

~40%↑

increase in sales post NeoGrowth's loan



Name	Poojitha M
Business Name	Ramakrishna Medical Store
Sector	Pharmacy
Location	Hyderabad
Type of ownership	Sole proprietorship
Business Vintage (in years)	≥5
Percentage of transactions that are digital	25-50%
What did you like about NeoGrowth	Fast disbursal, Top-up options
Consider NeoGrowth for future loans	Yes



Social | Fostering Financial Inclusion

“Thanks to NeoGrowth’s support, we’ve revolutionised battery recycling, driving sustainability forward with cutting-edge technology and expanded services.”



Powering Sustainability

From a young age, Hosuru harboured a dream of becoming an entrepreneur. This aspiration led him to establish Power Care Solutions.

Starting in the battery sector, he eventually took a bold step to leave his job and launch his own business. Power Care Solutions specialises in recycling all types of batteries, boasting a team of over 20 dedicated employees.

NeoGrowth’s business loan played a crucial role in boosting operations, investing in

innovative recycling technologies, and expanding market reach. Their services include trading and servicing various batteries, such as UPS and inverter batteries.

What sets Hosuru’s enterprise apart is its adaptiveness and commitment to sustainability. With an eco-friendly approach, they not only recycle old and dead batteries but also ingeniously repurpose scraps to manufacture new batteries or materials. This dedication not only benefits the environment but also

significantly contributes to the circular economy, paving the way for a greener and more sustainable future.

As a result of their efforts, the business flourished, solidifying its position as a frontrunner in the battery recycling industry while making a profound impact on environmental conservation and economic sustainability.



Name	Hosuru Devaraju Shashikumar
Business Name	Power Care Solutions
Sector	Electronics
Location	Bangalore
Type of ownership	Sole proprietorship
Business Vintage (in years)	6-10
Percentage of transactions that are digital	Less than 10%
What did you like about NeoGrowth	Ease in documentation, Top-up options, Fast disbursal, Repayment terms
Consider NeoGrowth for future loans	Yes



Social | Facilitating Employment Creation

The MSME sector is a critical contributor to India's economy, accounting for approximately 30% of the nation's GDP. The sector sustains employment for over 110 million individuals across diverse industries and geographic regions. This sector continues to play a pivotal role in fostering wealth creation at grassroot level, encompassing a wide range of enterprises in both manufacturing and services.

NeoGrowth remains dedicated to empowering this vital segment by facilitating access to credit for unserved and underserved MSMEs. Through this

commitment, NeoGrowth not only provides essential financial support to businesses but also catalyses a multiplier effect on employment generation. As MSMEs flourish and expand with access to credit, they stimulate additional economic activity, leading to increased demand for goods and services and subsequently, the creation of more job opportunities.

The expansion of MSMEs, fuelled by accessible credit, sets off a chain reaction across the economy, indirectly fostering job growth across various sectors.

Aligned with



4,819

Total number of employees of the surveyed NeoGrowth Customers

Social | Facilitating Employment Creation

Franchise Flourish

“I expanded my bakery into a successful franchise led business at two locations with increase in the numbers of employees, significantly growing our market presence by using the funds from NeoGrowth”

Om Prakash, a bakery entrepreneur, embarked on his journey with the support of NeoGrowth’s business loans to establish “Brown Bear Bakery”.

Starting with a single modest store, he has now expanded to operate two successful bakery franchises in prominent locations, including a franchise from a well-known brand, along with additional amenities for customers.

His business also thrives on online food delivery platforms, each loan top-up has fuelled his growth, enabling him to expand his team, pursue franchise opportunities, and aspire to open more outlets. Transitioning from a basic bakery to a recognised franchise, Om Prakash now employs nearly 14 individuals.

In addition to bakery items, he introduced individual stalls to offer diverse food options and created an impressive seating area for customers to enjoy their meals.

Om Prakash’s journey exemplifies how strategic financing can propel small businesses to achieve success. His endeavour contributes to the local economy while providing quality food, snacks, and a welcoming atmosphere for customers, both in-store and online.



Name	Om Prakash
Business Name	Brown Bear Bakery
Sector	Food & Beverages
Location	Hyderabad
Type of ownership	Sole proprietorship
Business Vintage (in years)	6-10
Percentage of transactions that are digital	Less than 10%
What did you like about NeoGrowth	Fast disbursal
Consider NeoGrowth for future loans	Yes

Social | Facilitating Employment Creation

Inclusive Learning

Vijay, the promoter of Overseas Education, made inclusivity a top priority in his organisation by ensuring that 50% of his 80 employees across 8 branches are women.

With NeoGrowth's business loan, he accelerated his marketing, sales, and consultant resources, empowering more students to pursue education abroad.

Over 15,000 students received counselling, and 2,500 found placements, thanks to Vijay's efforts. He noticed that many people from India were seeking employment

overseas but found the process daunting. With NeoGrowth's swift disbursement, he expanded outreach, making overseas education accessible to more young aspirants across multiple locations.

The loan facilitated live coaching, faculty enhancements, and digital services, creating a seamless, one-stop experience for students. NeoGrowth's support not only transformed Vijay's business but also positively impacted countless students, enriching their educational journey and opening doors to global opportunities. Vijay has prioritised the employment of women

to promote inclusion, and his organisation has rapidly expanded to different sections, geographies, and sectors. Alongside facilitating employment abroad, his organisation also assists students in pursuing overseas education.

"I was able to expand our reach and help students navigate overseas education with ease with the help of the funds provided by NeoGrowth"

20%↑

increase in sales post NeoGrowth's loan



Name	Vijay
Business Name	Overseas Education
Sector	Education
Location	Hyderabad
Type of ownership	Sole proprietorship
Business Vintage (in years)	6-10
Percentage of transactions that are digital	50-75%
What did you like about NeoGrowth	Expansive product suite, Fast disbursement
Consider NeoGrowth for future loans	Yes



Social | Delivering Economic Growth

Lending to SMEs plays a crucial role in propelling economic growth, and NeoGrowth stands at the forefront of this transformation. With the recent surge in SMEs across India, the need for accessible financing has never been more vital. Studies have shown that SMEs contribute significantly to employment, with approximately 11.10 Crore people finding livelihoods in this sector, thus reducing rural-to-urban migration pressures (Source: Forbes advisor). NeoGrowth's innovative approach to

lending, leveraging technology-driven underwriting processes, has been instrumental in empowering these entrepreneurs. By streamlining access to credit, NeoGrowth enables SMEs to expand their operations, invest in new technologies, and create more job opportunities. According to a recent customer satisfaction survey, a remarkable 98.4% of borrowers express contentment, citing that the loans served their intended purpose, fuelling business growth (Source: NeoGrowth internal

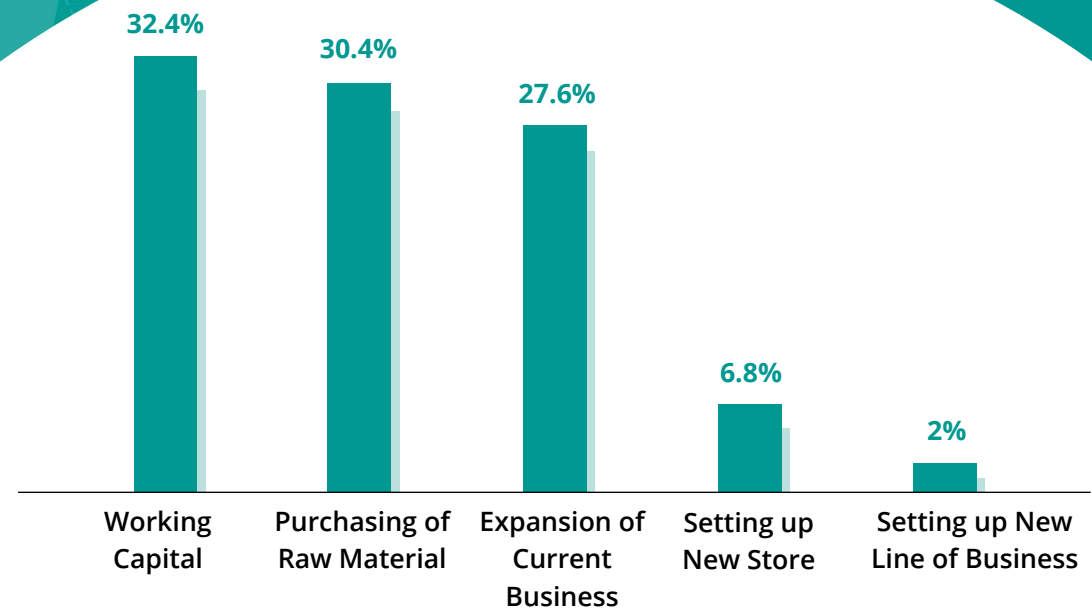
data). This underscores the tangible impact of SME lending on fostering entrepreneurship, driving innovation, and ultimately, fostering sustainable economic development. Through strategic partnerships and tailored financial solutions, NeoGrowth continues to be a catalyst for SME empowerment, contributing to India's journey towards inclusive growth and prosperity.

Aligned with



Utilisation of loan

(% of Interviewed NeoGrowth Customers)



Social | Delivering Economic Growth

“My motto in life is to turn education into entrepreneurship and use it for job creation which has been made possible by NeoGrowth’s pivotal support.”

Journey to Excellence

Govardhan, a skilled pharmacy graduate with extensive experience, founded Adept Pharma with the aim of establishing a top-quality assurance centre for pharmaceutical clients.

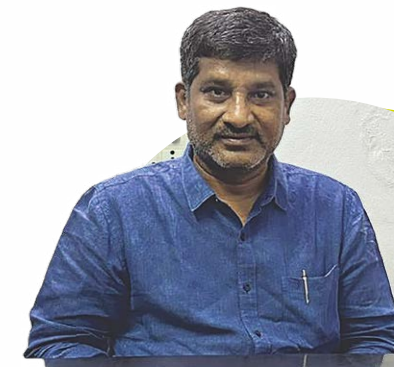
With assistance from NeoGrowth’s business loan, Adept Pharma experienced significant growth by acquiring state-of-the-art machinery.

Recognising industry challenges, Govardhan built Adept Pharma from the

ground up to address them. Today, the company boasts a dedicated team of over 45 professionals. The infusion of new resources has enhanced their efficiency, resulting in increased client satisfaction.

Adept Pharma is dedicated to enhancing quality standards in the pharmaceutical industry and ensuring client happiness. They continually explore new ideas and innovations to improve their services. Their reputation for reliability and integrity has earned them trust among clients. Adept

Pharma is renowned for its exceptional work and is committed to advancing the industry through continuous improvement.



Name	Govardhan Reddy
Business Name	Adept Pharma
Sector	Pharmacy
Location	Hyderabad
Type of ownership	Private Limited
Business Vintage (in years)	6-10
Percentage of transactions that are digital	25-50%
What did you like about NeoGrowth	Fast disbursal, Repayment terms
Consider NeoGrowth for future loans	Yes

Social | Delivering Economic Growth

The Legacy Leap

Hari Subramaniam's journey is a tale of family legacy and entrepreneurial spirit. He inherited the business from his father, who initially worked as an automobile engineer but later ventured into establishing his own shop providing telecommunication services. After his father's passing, Hari took the reins of the business, determined to expand its horizons.

The business underwent significant growth and transformation. He forged strategic partnerships with prominent companies.

These partnerships enabled the business to diversify its services, catering to a broader customer base and offering a wide range of conveniences.

Today, Hari's business serves as a one-stop destination for various services, including acting as a KYC agent, a Fasttrack dealership, providing photocopying services, serving as an intermediary for telecom companies, and offers online delivery services, among others.

Hari's vision and entrepreneurial acumen have propelled the business to new heights, solidifying its position as a cornerstone of the community. He has carried on his father's legacy, as the business continues to evolve, innovate, and uphold a tradition of resilience and excellence in entrepreneurship.

"NeoGrowth has been instrumental in advancing our business towards new heights of innovation and customer service excellence."

~60%↑

increase in sales post NeoGrowth's loan



Name	Hari Subramaniam
Business Name	Autosite
Sector	Services
Location	Chennai
Type of ownership	Sole proprietorship
Business Vintage (in years)	>15
Percentage of transactions that are digital	50-75%
What did you like about NeoGrowth	Ease in documentation, Fast disbursal
Consider NeoGrowth for future loans	Yes



Social | Localised Sourcing

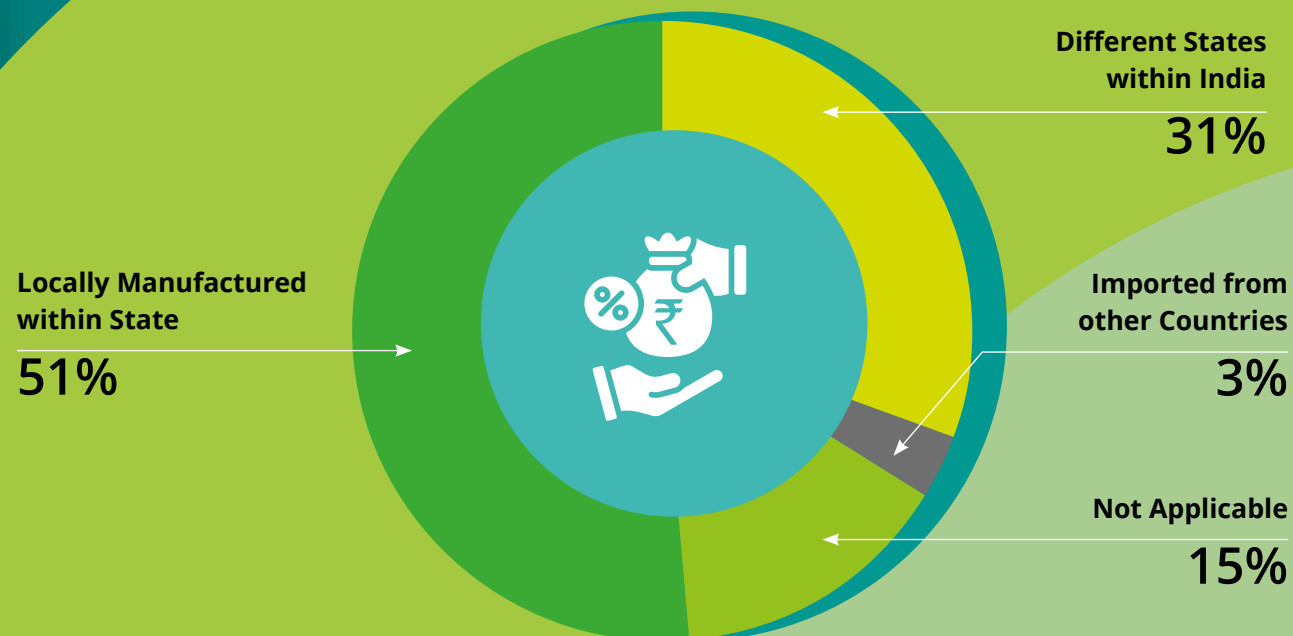
India is one of the world's fastest-growing economies, this growth is linked to MSME sector's strength and dynamism. Key metrics to understand this sector's vibrancy include the seamless movement of goods and services across states and their export capabilities. Evaluating these factors is crucial to gauging the overall health and vitality of the MSME sector. The overall MSME Ease of Doing Business (EODB) index for FY 2023-24 stands at 66, with EODB for manufacturing sector MSMEs at 68 and EODB for service sector MSMEs at 62.

Interestingly, over 50% of the interviewed customers revealed that they source their raw materials and stock from manufacturers within the same state. This observation underscores a mutually beneficial relationship between suppliers and enterprises, highlighting effective cooperation between state authorities.



Entrepreneurs Sourcing Raw Material from Varied Geographies

(% of Interviewed NeoGrowth Customers)



Social | Localised Sourcing

Crafting Community Confections

“NeoGrowth’s support didn’t just fund a bakery; it nurtured a community hub, where every treat tells a story of passion, perseverance, and local empowerment.”

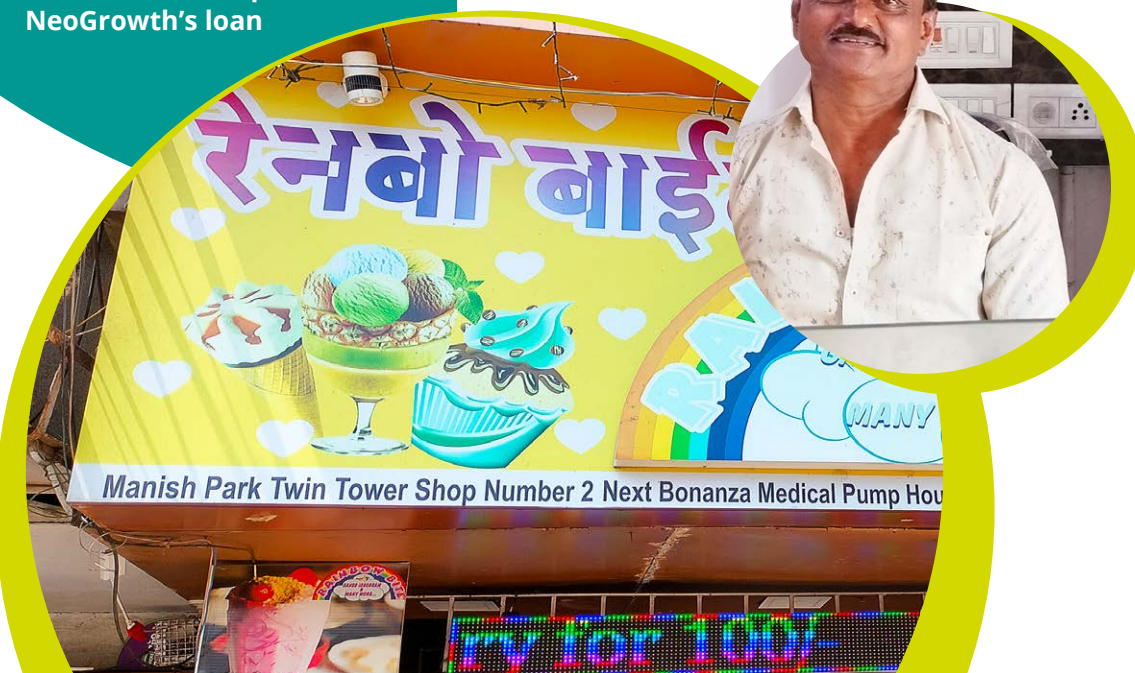
20%↑
increase in sales post NeoGrowth’s loan

Nikhil Vithal, the founder of Rainbow Bakery, embarked on his entrepreneurial journey by assisting his dad in the kitchen.

These formative experiences instilled in him a deep love for baking, igniting a passion that would shape his future. With the invaluable support of NeoGrowth’s business loan, Nikhil’s dream of owning his own bakery became a reality when he opened the doors to Rainbow Bakery. From a young age, Nikhil honed his baking skills under his father’s guidance, learning the art of crafting delectable treats and nurturing his entrepreneurial spirit.

As Nikhil’s delectable creations began to gain recognition, word quickly spread throughout the neighborhood. The aroma of freshly baked goods wafting from Rainbow Bakery soon became synonymous with quality and indulgence, attracting a loyal customer base. With dedication and perseverance, Nikhil’s bakery flourished, evolving into a beloved community staple and a hub for sweet indulgence. The bakery items are made from locally sourced materials making it affordable for their customers.

Despite the challenges and uncertainties that accompany the journey of entrepreneurship, Nikhil remained steadfast in his commitment to his craft. With each passing day, Rainbow Bakery continued to thrive, serving as a testament to Nikhil’s unwavering determination and passion for baking. His story serves as an inspiration to aspiring entrepreneurs, demonstrating the transformative power of following one’s dreams and turning passion into a successful business venture.



Name	Nikhil Vithal Poojary
Business Name	Rainbow Bakery
Sector	Food & Beverages
Location	Mumbai
Type of ownership	Sole proprietorship
Business Vintage (in years)	≥5
Percentage of transactions that are digital	50-75%
What did you like about NeoGrowth	Ease in documentation, Fast disbursement
Consider NeoGrowth for future loans	Yes

Social | Localised Sourcing

“Traditional craftsmanship is at the heart of Aaina Boutique. We’ve grown from a humble start to a thriving enterprise, creating jobs and celebrating heritage across India, thanks to the pivotal support of NeoGrowth funds.”

Threads of Empowerment

Poonam embarked on her entrepreneurial journey with ‘Aaina Boutique’, a project focussed on designing and producing traditional clothing for women with materials sourced from different parts of the country.

NeoGrowth’s business loan played a crucial role in supporting her through the highs and lows of her business. Starting with just one employee and one machine, Poonam has now expanded to having 10 machines and 18 employees. Her business has experienced steady growth and positive outcomes over time.

Poonam had always dreamt of opening a boutique since her 20s, and after getting married, she worked hard to make this dream a reality. She also aimed to provide employment opportunities to skilled individuals who may not have had the chance to complete their education. Initially, Poonam used her savings to purchase a machine and hire employees. As her business began to grow, she recognised the need for expansion and hiring more workers to remain competitive in the market. However, she hesitated due to lack of funds.

NeoGrowth’s loan provided Poonam with the financial assistance she needed to overcome this obstacle, with its quick disbursal of funds. Poonam now plans to open new outlets, which will not only expand her business but also provide employment opportunities for housewives in her community.



Name	Poonam Meghrajani
Business Name	Aaina Boutique
Sector	Apparels
Location	Ahmedabad
Type of ownership	Sole proprietorship
Business Vintage (in years)	10-15
Percentage of transactions that are digital	25-50%
What did you like about NeoGrowth	Repayment terms, Fast disbursal
Consider NeoGrowth for future loans	Yes



Social | People Centric Approach

NeoGrowth's people-centric approach revolves around leveraging competitive advantages through purposeful direction and fostering a positive workplace. We acknowledge the pivotal role employees play in driving the organisation, underscoring our commitment to employing effective methods and strategies for talent acquisition, engagement, and development. Our dedication to cultivating a robust, secure, and inclusive work environment has garnered us the prestigious 'Great Place To Work' recognition for the fourth consecutive year.

90+

Employee Training Modules

40+

Average training hours per employee in the year

100+

Employee engagement, development and well-being initiatives



NeoGrowth is committed to fostering a positive work culture that enhances employee engagement at all levels. The company recognises that its success is directly linked to the well-being and motivation of its employees. To attract and retain top talent, NeoGrowth invests in creating an inclusive workplace that values diversity and supports continuous learning and development.

Our employee engagement initiatives are categorised into seven areas: NeoBenefit, NeoConnect, NeoRecognize, NeoCelebrate, NeoCare, NeoLearn, and NeoGive-back. In the past year, we conducted over 83 engagement initiatives, varying in scale, frequency, and target audience, under these categories

NeoConnect

NeoBenefit

NeoRecognize

NeoLearn

NeoCelebrate

NeoCare

NeoGive-back

Social | Fostering Gender Inclusive Growth

NeoGrowth acknowledges the immense importance of diversity in the workplace and is unwaveringly dedicated to constructing a team that is both diverse and inclusive. Our commitment to fostering diversity is reflected in our hiring practices, where we actively seek to attract individuals from varied backgrounds and experiences. We strive to cultivate an environment where every team member feels not only valued but also respected for their unique contributions.

In line with our commitment to diversity, NeoGrowth goes beyond the basics by offering extensive opportunities for professional development. We actively encourage our employees to engage in training programmes that specifically emphasise and promote diversity and inclusion. Through these initiatives, we aim to create a workplace culture that not only embraces differences but actively celebrates them, fostering an atmosphere of collaboration, innovation, and mutual respect among all members of our diverse team.

NeoCare | **WOW** WORLD OF WOMEN | NEOGROWTH Lending simplified. Growth amplified.

WOMEN'S HEALTH
Premenstrual Dysphoric Disorder (PMDD) & Polycystic Ovary Syndrome (PCOS)

5th January 2023, Thursday | 4:00 PM to 5:00 PM

Dr. Gayatri Deshpande
Sr. Consultant - Obstetrics & Gynaecology
 • BBS - Government Medical College and Hospital
 • MD - Obstetrics & Gynaecology - Government Medical College and Hospital
 • DGO - Government Medical College and Hospital
 • Training in Advance laparoscopy and Hysteroscopy - Royal London Hospital UK

NANAVATI MAX

- Please join 5 minutes early.
- Keep your video on for an interactive session.

[CLICK HERE TO JOIN](#)

Warm Regards | Team HR

Targeting and Tracking Gender Diversity

Hiring approach has been to focus on hiring people for their capabilities and skills rather than just looking at their sectoral similarities. This allows the organisation to focus on hiring people from different sectors and a variety of backgrounds, giving a diversity of opinion, thoughts, ideas, and approach at work.

This has been added to broader organisation strategy and closely tracked and emphasised by Management that gender diversity should be above industry average or should be at least 15% as workforce.

Second Career Program

Hiring women employees after they have been on a career break on account of maternity or any other personal obligations.

Extended Maternity Leaves

A unique and exclusive policy is in place designed for its women employees that gives them 3 months of additional leave to 'work from home', over and above the statutory mandate of 6 months.

Extra incentivisation for Women Employee Referral

On every successful hire of a woman candidate through employee referral, a higher incentive is extended to the facilitator (as against a male hire) for the same.

World of Women (WoW)

We have a unique initiative of a common forum of women employees titled World of Women. The forum actively engages women across different aspects of their work and personal lives including fun, health and well-being.

Zero-tolerance for sexual harassment at workplace

Employees are educated and sensitised about the vices that may prevail at a workplace and recourses available for women employees to protect them. Fostering a respectful and safe working environment for women is encouraged and practised.

NeoConnect | **WOW** WORLD OF WOMEN | NEOGROWTH Lending simplified. Growth amplified.

9 Subtle Signs You Have High Emotional Intelligence

Warm Regards | Team HR

Social | Learning and Development

At NeoGrowth, we believe that investing in our greatest asset, our people yields unparalleled success.



Our commitment to nurturing talent and fostering continuous growth lies at the heart of our organisational ethos. Through a dynamic array of Learning and Development programmes, we empower our employees to thrive in a rapidly evolving landscape, equipping them with the skills, knowledge, and mindset to excel both personally and professionally.

New Joiner Induction Programs

- **Prarambh (Corporate Induction):** Provides onboarding for new joiners, introducing them to the organisation's culture, values, and structure.
- **Gurukul (Functional Induction):** Focuses on familiarising new employees with the organisation's products and operations.

Skill Enhancement Programs

- **Saksham (Supervisory Development Session):** Enhances supervisory skills through workshops and role-playing exercises.
- **Sankalp (Productivity Improvement Program):** Supports on-field staff in meeting productivity targets through targeted training.

Leadership Development

- **Learning Path Module:** Offers structured training to develop behavioural and analytical skills.
- **Movie Sessions:** Provides leadership lessons through film analysis.
- **Gamification and Strategy Game Simulation:** Integrates interactive learning tools into training programmes.

Talent Management

- **Catapult Program:** Grooms future leaders from Management Trainees through rotational assignments and mentorship.

Professional Skill Development

- Sponsorship of part-time MBA programmes allows employees to pursue advanced education while working.
- Encourages and sponsors employee participation in external industry seminars and conferences.
- **'Pustak-kosh':** Library of various books, managed by the employees across offices.

Social | Recognition & Rewards



At NeoGrowth, we are committed to creating an inspiring and supportive work environment where every employee feels valued, empowered, and motivated to excel. By prioritising employee motivation and well-being, we not only enhance individual performance but also drive organisational success and growth.

Recognition & Rewards Initiatives at NeoGrowth

Employee of the Month

Recognising outstanding contributions on a monthly basis through a thorough assessment process. Winners are recognised on organisational level.

Most Valuable Player Award

Acknowledging high performers at mid-management level based on set criteria for exceptional work.

Spot Award

Immediate recognition for individual contributors and first-line supervisors who exceed expectations.

Wall of Fame

Monthly recognition for top-performing field executives, celebrated through a common HR mail and photos on the Wall of Fame softboard, followed by badge presentation by office seniors.



Social | Enriching Lives through Creative Engagement

NeoGrowth cultivates a lively work culture with initiatives such as a year-end photography contest for the New Year calendar, tree planting for birthdays, family birthday messages, work anniversary celebrations, International Yoga Day events, monthly fun activities, and Thank You Day, enhancing employee engagement and community spirit.

Photography Contest for New Year Calendar

Annually, NeoGrowth hosts a photography contest for all employees, fostering a platform to showcase their passions. With enthusiastic participation and numerous entries, the top 12 photographs are selected to feature in the NeoGrowth desk calendar, distributed across all locations as a form of recognition.

Work Anniversary Celebrations

We celebrate each employee's work anniversary with an automated congratulatory mailer and a special flag placed at their desk, acknowledging their valuable contributions.



Birthday Celebration by Going Green

In partnership with Grow Tree, we celebrate each employee's birthday by planting a tree in their honour, contributing to nature conservation. This unique gesture includes a congratulatory email and a tree plantation certificate, enhancing the celebration while supporting employment in tribal rural communities.

International Yoga Day

We emphasise work-life balance and productivity through yoga, offering both online and offline sessions led by experts on International Yoga Day. These sessions teach practical Yogasanas and Chair Yoga, fostering physical and mental well-being.

Thank You Day Celebration

We cultivate a culture of gratitude with Thank You Day, where employees exchange handwritten thank-you cards with colleagues, supervisors, and support staff, nurturing a positive workplace environment.

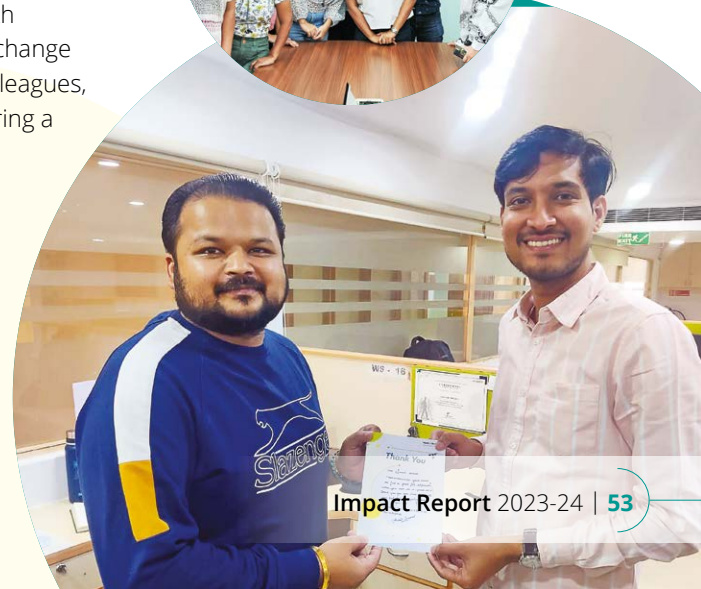


Family Member Birthday Recognition

We extend our celebratory spirit to the families of our employees by sending a birthday message for any family member's birthday, strengthening our community ties.

Fun @ Work

We ensure a lively workplace with unique monthly activities such as Treasure Hunts, Quizzes, and Virtual Games, held across all locations on the second Friday of each month.



Social | Community | Contributing to the cause

Blood Donation

We organised blood donation event across major offices and received highest ever participation - 143 employees donated blood this year.

We have also been maintaining a database of employees on voluntary basis who are ready to donate blood, for any future emergencies.

Cloth Donation

In association with the NGO partner - GOONJ, a cloth donation activity was conducted, where employees across locations donated clothes & other materials.



NeoGrowth

Environment



Environment | An Eco-conscious Approach



Environment | Promoting Eco-Consciousness in Customers

At NeoGrowth, we are committed to sustainability and security, educating our customers on environmental challenges and cybersecurity, while implementing energy-efficient solutions and water conservation measures. Our initiatives aim to reduce our carbon footprint, promote responsible resource management, and enhance customer awareness and safety.

Environmental Education

Our customers receive educational mailers addressing environmental challenges, fostering awareness and promoting sustainable practices. Additionally, informative content on cybersecurity is disseminated, empowering customers to safeguard their digital assets and navigate cyber threats effectively. These initiatives aim to enhance customer knowledge, encourage responsible behaviour, and strengthen our commitment to environmental sustainability and cybersecurity resilience.

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Lending simplified. Growth amplified.

HOW TO PROTECT OUR ENVIRONMENT

- Use cloth carry bags
- Cut down on plastic waste at lunch
- Purchase recycled office supplies
- Commit to reusable coffee cups
- Use refillable water bottles

WORLD ENVIRONMENT DAY
5 June, 2023

#BeatPlasticPollution

Day NO single use PLASTIC

NEOGROWTH
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From Source to Sea

Preventing Water Pollution

Initiatives MSMEs can take to reduce WATER POLLUTION

- Waste Management**
Properly manage and dispose of waste materials to prevent contamination of water sources. Implementing recycling and proper disposal practices, depending on the material, can significantly reduce water pollution.
- Chemical Management**
Ensure safe storage and handling of chemicals to prevent spills or leaks. Opt for environmentally friendly alternatives whenever possible.
- Conservation**
Implement water conservation measures, such as fixing leaks, using water-efficient equipment, and reusing water wherever possible.
- Green Products**
Choose eco-friendly and sustainable products, especially those that reduce water usage during manufacturing.
- Compliance**
Ensure compliance with local environmental regulations and obtain the necessary permits for water-related activities.

#NeoGrowthForImpact

Environment | Promoting Eco-Consciousness in Employees

At NeoGrowth, we are dedicated to cultivating a purposeful work culture through strategic employee engagement across diverse areas. Our initiatives are designed not only to advance sustainability within our organisation but also to inspire our employees to integrate sustainable practices holistically into their lives.

Central to our employee engagement programmes is the concept of sustainability, with several initiatives seamlessly integrated into our engagement strategies. Annually, our employees participate in the Sustainability Resolution, a program that reinforces their commitment to sustainable practices.

The resolutions for 2024, ranged from people using EVs to educating the community about green initiatives.

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Sustainability Resolutions

For 2024



Bijal Patwa
Customer Relations

“In 2022, I took a significant step towards sustainability by adopting EV Technology (Electronic Vehicle) and switched my commute from Fuel based vehicle to OLA S1 PRO EV. EVs exhibit significantly lower emissions than vehicles running on fossil fuels. This makes EVs much more eco-friendly. By reducing air pollution and decreasing our energy dependency, EVs contribute to a cleaner and greener environment. Moreover, the growth of the EV industry creates job opportunities and promotes sustainable urban development. It's time to gear up and embark on this electrifying journey towards a greener and more sustainable tomorrow. Together, we can drive change and redefine our commuting practices. Stay charged!”

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Sustainability Resolutions

For 2024



Salima Khoja
Risk

“Reducing my carbon footprint in my day-to-day living will be my way to contribute to the sustainability of the environment. To achieve that, I have started using energy-efficient appliances and have switched to LED light bulbs at home. I ensure to turn off lights, electronics, and appliances when not in use. I use public transport for work daily to help reduce emissions. I plan to embrace sustainable shopping by carrying my own shopping bag and buy products with minimal packaging or packaging made from recycled materials.”

We launched Green Click Contest, an initiative that fosters environmental consciousness and promotes a harmonious work-life balance. Employees were encouraged to share photos of their in-house plants, kitchen gardens, terrace gardens, or desk plants. By participating, employees contribute to our sustainability commitment and demonstrate their dedication to personal well-being and environmental stewardship.

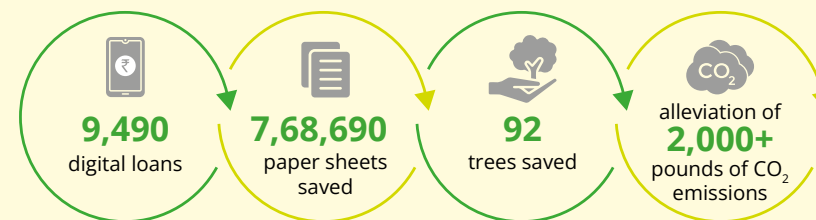


Environment | Developing Sustainable Operational Practices

We offer end-to-end Digital Journey with Aadhaar-based eSign for both NeoCash Insta & NeoCash Express products. Thus, making the loan process paperless.

The welcome kits to all new customers are sent digitally.

NeoGrowth is driving eco-friendly practices through digital lending, customer engagement, and green initiatives. Transitioning to a paperless experience reflects our dedication to environmental sustainability, championing efforts to minimise paper consumption and protect the planet.



Our end-to-end digital loan journey products



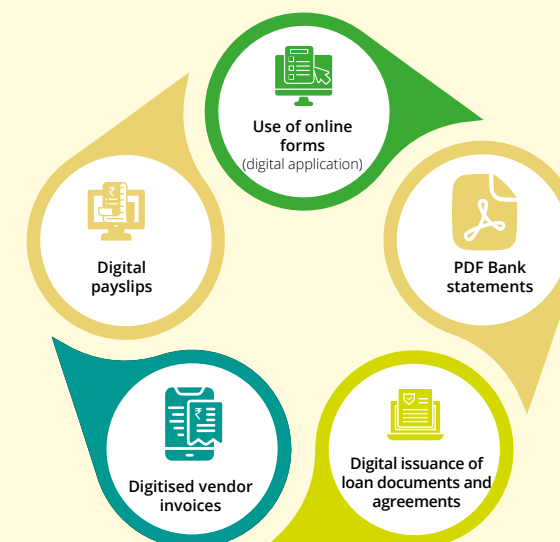
Water-Efficient Measures

Implementation of sensor taps at our Head Office has significantly reduced water consumption from 700-800 litres per day to an average of 400-500 litres. This innovative solution demonstrates our commitment to water conservation and sustainable practices, contributing to our efforts in reducing environmental impact. Our adoption of sensor taps highlights our dedication to operational efficiency and responsible resource management.

Energy-Efficient Measures

NeoGrowth has implemented energy-efficient measures by installing LED lights throughout our branches, reducing electricity consumption and environmental impact. Additionally, we have opted for 3-star rated appliances, further minimising energy usage and promoting sustainability. These initiatives showcase our commitment to environmental stewardship and contribute to our efforts in reducing carbon footprint across our operations.

Comprehensive Digital Operations



NeoGrowth X Grow-Trees – Overview

NeoGrowth in collaboration with Grow-Trees planted trees for all new customers and for all employees in this financial year

9,846
Trees Planted

1,92,920 Kgs
of Carbon sequestration
upon maturity

1,000
days of employment
generated

Project name	Plantation project site	Trees planted	Carbon sequestration upon maturity
Trees for Tigers, Similipal National Park, Odisha, India	Odisha	4,156	83,120 Kgs
Trees for Tigers®, Sundarbans National Park, West Bengal, India	West Bengal	5,690	1,13,800 Kgs
Total		9,846	1,92,920 Kgs

The amount of carbon sequestered is calculated for the number of trees planted by NeoGrowth, based on an indicative conservative estimate. A tree on maturity would absorb 20 kg of CO₂ annually.

Environmental and Social Impact for the trees planted by NeoGrowth



Habitat restoration and biodiversity conservation



Employment and community engagement



Rural landscape rejuvenation



Eco-tourism promotion



Micro-climatic improvement



Enhanced well-being of local communities



NeoGrowth X Grow-Trees – Objective

01

Reforestation of Degraded Land

To restore and rejuvenate degraded lands within the Mayurbhanj district by strategically planting saplings. This effort is geared towards fostering a healthier and more diverse ecosystem.

02

Wildlife Habitat Improvement

To enhance and create wildlife habitats, especially for the vulnerable tiger population, recognising the interconnectedness between flora and fauna.

03

Alleviation of Pressure on the Main Forest

To mitigate the strain on the main forest by providing alternative habitats through reforestation efforts, thereby contributing to the overall sustainability of the region.



Tectona Grandis
(Teak)

NeoGrowth X Grow-Trees - Impact

01

Carbon Sequestration Potential

- Mature trees store ~20 kg of carbon/tree annually
- Significant contribution to creating carbon sinks and reducing carbon footprint
- Enhances biodiversity and provides a sustainable climate mitigation solution

02

Generating Employment Opportunities

- 1,000 days of employment generated
- Benefited over 150 marginalised families
- Provides long-term economic support and sustainable livelihoods

03

Impact on Local Communities

- Improves livelihoods through employment and skill acquisition in nursery management, planting, and forest conservation
- Promotes sustainable income sources and overall economic development
- Raises awareness about trees and wildlife, attracting eco-tourism and creating additional jobs.
- Protects the environment and promotes community well-being



NeoGrowth
Governance

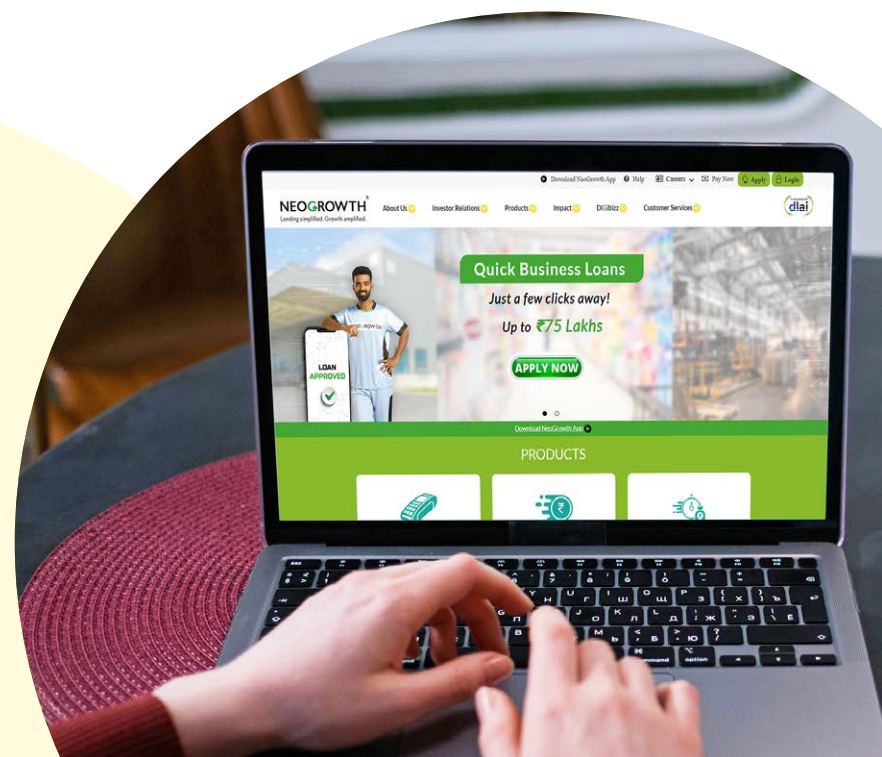
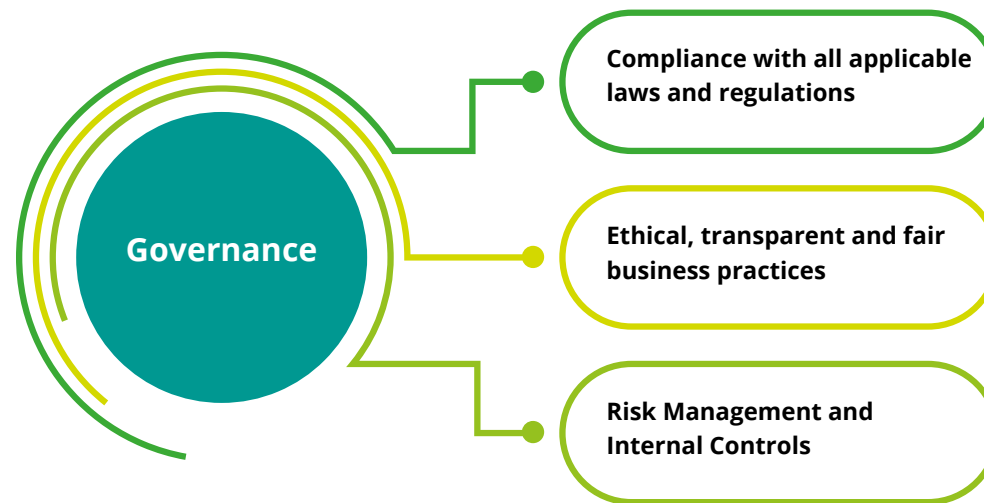


Governance | Introduction

NeoGrowth's effective corporate governance principles ensure transparency and accountability. NeoGrowth commits to high ethical standards through regular meetings and committees, ensuring efficient and transparent business conduct, regulatory compliance, and risk controls.

NeoGrowth's governance framework is meticulously designed to ensure strict adherence to all relevant laws and regulations while embodying the principles of fairness, integrity, and respect for all stakeholders. The company's governance processes, which encompass a well-structured Board of Directors, comprehensive risk management practices, and clear stakeholder policies, underscore its commitment to maintaining high standards of corporate behaviour and governance. By fostering a culture of transparency, ethical dealings, and accountability, NeoGrowth not only meets but often exceeds regulatory requirements, thereby setting a benchmark for responsible corporate conduct.

Our dedication to exemplary corporate governance predates our listing and other corporate mandates, reflecting a deep-rooted commitment to ethical practices, fairness, and thorough disclosure. NeoGrowth operates on these principles to build trust and foster long-term relationships with its stakeholders. With a steadfast focus on maintaining the highest standards of good corporate governance, NeoGrowth aims to sustain and enhance its reputation as a responsible and forward-thinking organisation.



Governance | Board of Directors

NeoGrowth’s unwavering commitment to Corporate Governance ensures that its Board of Directors remains independent, well-informed, and capable of providing crucial strategic direction. The Board is acutely aware of its fiduciary responsibilities and is dedicated to meeting the highest standards in every aspect of NeoGrowth’s operations, ensuring that it acts in the best interests of all stakeholders.

Our Directors are characterised by outstanding personal and professional ethics, integrity, and values, with a proven history of competence. They exercise their judgement independently and without bias. The Board is devoted to representing the long-term interests of all stakeholders and plays an active role in all strategic decisions that are essential for NeoGrowth’s growth and development.



Board Composition and Meetings

The size of NeoGrowth’s Board is thoughtfully aligned with the scale and nature of the company’s business operations. Currently, the Board includes one Executive Director and eight Non-Executive Directors, among whom two are independent. This composition ensures a balanced and diverse range of perspectives and expertise.

To maintain effective oversight and governance, the company schedules at least four Board meetings and committee meetings each year, with one held every quarter. These meeting dates are set well in advance for the entire calendar year, facilitating maximum attendance and engagement from all Directors. Comprehensive background materials for agenda items are distributed prior to each meeting, allowing Directors ample time to review and prepare for meaningful discussions.

During these meetings, all critical information is presented to the Board for thorough deliberation. The Board continuously monitors and evaluates its decisions and those made by its committees to ensure they align with the company’s strategic objectives.

Governance | Marquee Board of Directors



Piyush Khaitan

Founder & Chairman



Dhruv Khaitan

Founder



Arun Nayar

Managing Director &
Chief Executive Officer



**Ramakrishnan
Subramanian**

Professional and Nominee
of Trinity Inclusion Limited



Bindu Ananth

Independent Director

Payment Specialists

Professionals with Financial Services operating experience



Michael J. Fernandes

Nominee of Trinity Inclusion
Limited



Ganesh Rengaswamy

Nominee of Minority
Shareholder Interests



Deepa Bachu

Professional and
Nominee of FMO
Till July 31, 2024



Suresh Jayaraman

Independent Director

Financial Services Investment Specialists

Technology Specialist

Retail Specialist

Governance | Corporate Governance Practices

Key Pillars

Internal Controls

- Separate Risk, Audit, Nomination, and Compensation Committees with formal mandates are established within the company
- The company has an Internal Audit (IA) function and compliance function independent from other function
- The internal audit function adopts a risk-based approach, prioritising assessments derived from comprehensive risk assessments over process-based reviews

Risk Governance

- The company has independent risk function and a Risk Framework identifying and categorising various risk types
- A risk management system is in place to manage identified risks
- Information regarding risk events and control failures is centralised and reported
- Quarterly assessments of risks and controls are conducted for financial risk categories
- A Risk and Audit Committee convenes at least quarterly

Disclosure & Transparency

- Financial and tax statements, along with management discussion and analysis, are presented, recorded, and reviewed at Board meetings at least quarterly

Governance of Stakeholder Engagement

- The company has a grievance mechanism in place for external individuals and communities, providing a formal complaint process for those negatively impacted by its operations
- There is a grievance mechanism to receive formal employee complaints and provide remedies, with an established procedure and/or committee to handle employee feedback
- The company has a grievance mechanism specifically covering sexual harassment/Prevention Of Sexual Harassment (POSH)
- A process exists to communicate critical concerns to the highest governance body, including concerns about potential and actual negative impacts on stakeholders raised through grievance mechanisms and other processes

Board Effectiveness

- The company reviews the Board composition and the skill set of its members on a yearly basis



Governance | ESHC Policy

NeoGrowth has established a robust Environmental, Social, and Human Capital (ESHC) Policy Statement. Paired with our Internal Framework, it fuels our ambition for growth in a conscientious, inclusive, and sustainable manner.

NeoGrowth's ESHC Policy is rooted in its mission to drive impact within the MSME sector, providing essential financial and allied support to this segment. Embracing the concept of sustainable development, we integrate environmental and social considerations into our business operations and those of our associates. Our commitment extends to conserving natural resources, safeguarding the environment, and contributing to community welfare. This policy applies comprehensively across our business ecosystem, encompassing employees, customers, stakeholders, and partners.

In order to address effectively any operational, social, environmental, human capital and other general concerns, NeoGrowth has in place a structured grievance redressal framework supported by a review mechanism. This redressal mechanism can be used not just by its customers, but also by its employees, vendors and the community at large.

The exclusion list in the NeoGrowth Environmental, Social & Human Capital Policy document details sectors or businesses to which NeoGrowth does not lend. It serves as a guide for responsible lending practices and ensures alignment with their Environmental, Social, and Human Capital (ESHC) principles.

In addition to skill-based learning and development, we provide specialised training programmes on the ESHC policy centred on environmental stewardship, social and human capital management.

789

employees took the ESHC policy training module in FY'24

NeoGrowth pledges to adhere to this policy, along with relevant legal regulations, and actively address emerging environmental, social, and human capital concerns.

The ESHC policy has 3 main components



Environmental



Social



Human Capital



Governance | Fair Practice Code

In compliance with the updated Fair Practice Code (FPC) guidelines issued by the Reserve Bank of India for Non-Banking Finance Companies (NBFCs), NeoGrowth Credit Private Ltd. has meticulously devised its own FPC.

This code encompasses various principles concerning disclosures regarding the terms and conditions relevant to loans and other financial products offered by the company, alongside a structured grievance redressal mechanism. NeoGrowth is dedicated to ensuring equal access to its financial products for all eligible applicants, without discrimination based on various factors. FPC covers the following areas:

Loan Application and Processing

- Economic viability evaluated before extending credit
- Loan applications include essential information for comparison
- Clarity provided on required documents and processing timeframe

Loan Appraisal and Terms/Conditions

- Outcome communicated through a sanction letter
- Terms include loan amount, interest rates, and penalties
- Borrower's acceptance recorded, changes communicated clearly
- Alterations in rates and charges implemented prospectively

Loan Disbursement / Repayment Practices

- Subject to fulfillment of repayment conditions, all securities released upon repayment
- Minimal interference in borrower's affairs beyond agreement terms

Grievance Redressal Mechanism

- Robust system in place, with designated officers for prompt response
- Right to appeal through RBI's Integrated Ombudsman Scheme 2021 in case of unresolved complaint

Responsibility of Board of Directors

- Board conducts regular reviews of grievance mechanism
- Reports submitted to demonstrate commitment to ethics and compliance

Penal charges in loan accounts

- No capitalisation of penal charges
- Reasonableness of quantum of penal charges
- Disclosure of quantum and reason for penal charges.



Governance | Key Policies

NeoGrowth has formulated the policies to serve as guiding principles, ensuring ethical conduct, regulatory compliance, and operational excellence. These policies act as essential frameworks that shape our business practices and uphold our commitment to transparency and integrity.

Whistle-blower
policy/vigil mechanism

Interest
Rate Policy

Sexual Harassment
Redressal Policy

Related Party
Transaction Policy

Privacy
Policy

Policy for appointment of
Statutory Auditors

Corporate
Governance Policy

Nomination and
Remuneration Policy

Fair Practices
Code

Terms and Conditions for
Independent Directors

Liquidity Risk
Management Policy

The Ombudsman
Scheme

ESHC
Policy

CSR
Policy

Policy for Prevention
of Insider Trading

To read the policies: visit:

<https://www.neogrowth.in/company-policies/>



Governance | Commitment to Customer Safety

At NeoGrowth, we prioritise both the privacy and processing of our customers' data. Recognising the profound social and environmental impact of our operations, we have implemented robust measures to safeguard customer privacy while minimising our ecological footprint. By integrating sustainable practices into our operations, we aim to not only protect sensitive data but also contribute positively to society and the environment. In this impact report, we highlight our efforts to uphold privacy standards and mitigate environmental impact, underscoring our dedication to responsible business practices.



Steps to Detect Spam:

- 1


Verify if the contact number is in your list before interacting.
- 2


Spam messages often create urgency. Beware of such practices.
- 3


Attackers often make spelling errors, so look for mistakes.
- 4


Hover over links without clicking to ensure they match their description.

#AwarenessWithNeoGrowth



How To Detect a Fake SMS



Hi Sooraj,
Your Neogrowth Business Loan amount of Rs 1000000 has been approved, click on the link below and fill in your bank details for disbursement. Verify your details - <https://bit.ly/3uZ8EKI>

Beware!
We never ask you to share confidential information over text.

#AwarenessWithNeoGrowth


Governance | Cybersecurity Resilience

Building Cyber Resilience Through Ongoing Communication

At NeoGrowth, safeguarding our operations and protecting the integrity of our data are non-negotiable priorities. That's why we've made a commitment to regularly communicate with our team about Information Security and Cyber Safety. These communications serve as vital tools in our ongoing efforts to enhance cyber resilience and empower every member of our organisation to navigate the digital landscape safely and confidently.

Our approach to these communications is multifaceted, covering a diverse range of topics aimed at providing comprehensive guidance and actionable insights. Here's a closer look at how we're expanding and enriching our Information Security and Cyber Safety communications:



-  **Confidential Information**
-  **Stay Safe from Cyber Attack**
-  **Know Double Barrel Attack**
-  **Know Social Engineering Attack**
-  **Information and Cyber Securities Policies**
-  **Clean Desk & Clear Screen**
-  **ChatGPT - Do's & Don'ts**

NEOGROWTH
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DETECTING A PHISHING EMAIL

What is a Phishing Email?
Phishing is the practice of cybercriminals sending fraudulent communications via email that appear to come from a reputable source. The goal is to steal sensitive data, such as login information and passwords, or to install malware/viruses on the victim's machine

 **Do Not Trust the Display Name of the Email Sender.**
Just because it claims to be from someone you know or trust doesn't mean it truly is. Be sure to verify the email address to confirm the true sender.



 **When in Doubt, Contact IT/TeamCISO.**
Regardless of the time or concern, contact TeamCISO@neogrowth.in for clarification rather than risking the entire organization's security.

 **Beware of Urgency.**
Phishing emails often create a sense of emergency to manipulate recipients.

 **Be Careful with Attach-**
Attackers may use enticing attachments that could contain malicious code or malware. Beware of any fake icons, such as a counterfeit Microsoft Excel file.

 **Look, but Don't Click.**
Hover your mouse over email links without clicking to ensure they match their descriptions. Suspicious links could lead to malicious web-

 **Check for Spelling Errors.**
Attackers are often less concerned about spelling and grammar than legitimate senders.

 **Be Wary of Emails Requesting Personal Information.**
Legitimate organizations rarely ask for personal information in emails.

 **Check the Email Signature.**
Most legitimate senders include a complete signature block at the email's bottom.

 **Don't Believe Everything You See.**
If something appears unusual, it's better to report it to the IT Team or TeamCISO for further investigation.

 **Consider the Salutation.**
Pay attention to the salutation; if it's too general or vague, it may be a sign of phishing.

Future Outlook | Sustainable Growth for a Purposeful Future

NeoGrowth significantly contributes to India's lending sector by bridging the credit gap for small businesses and enhancing financial inclusion. By harnessing the power of the digital ecosystem, NeoGrowth meets the credit demands of India's small enterprises, thereby supporting the long-term expansion of the nation's MSMEs.

The loan offerings from NeoGrowth empower MSMEs to pursue their growth objectives by providing financing solutions that align with their specific needs at different stages of their business lifecycle. NeoGrowth is dedicated to closing the financial inclusion divide, simplifying the loan process through paperless transactions for customer convenience, and promoting an environmentally sustainable workforce.

In FY 2024-25, our commitment to aligning our business activities with the UN Sustainable Development Goals (SDGs) remains strong. We will continue contributing to the societal well-being. We will also maintain our efforts to reduce paper usage across all operations. By utilising advanced technology tools and platforms, we aim to streamline processes and minimise paper dependency. Additionally, we will ensure that our digital loan application process supports a paperless approach. With over ₹ 5 Crore in net profitability (average of 3 years), NeoGrowth will contribute towards CSR activities centred around environmental protection and socio-economic development.

Focus Area	Target FY'25
% of loans advanced to pharmacies, clinics, labs, and healthcare businesses (by value)	7.5%
% of borrowers who received health insurance (by volume)	85%*
% of loans advanced to businesses that were run by women either as sole proprietors, partners or directors (by value)	20%
% of loans advanced to tier-II cities (by value)	25%
% of loan portfolio less than < equal to ₹ 25L (by value)	45%
% of loans advanced to businesses with vintage <=5 years (by volume)	35%

* Insurance penetration is considered for customers below 50 years basis the offering.

Glossary

AUM: Assets Under Management

CAGR: Compound Annual Growth Rate

CED: Continuing Education Department

CMIE: Center for Monitoring Indian Economy

FY: Financial Year

GDP: Gross Domestic Product

GEM: Government eMarket

GOI: Government of India

GST: Goods and Services Tax

ICU: Intensive Care Unit

IFC: International Finance Corporation

₹: Indian Rupee

MSMEs: Micro Small and Medium Enterprises

MTD: Month to Date

Pvt Ltd: Private Limited

NBFC: Non-Banking Financial Company

NGO: Non-Governmental Organisation

PSU: Public Sector Undertaking

RBI: Reserve Bank of India

SME: Small and Medium Enterprises

UNSDGs: United Nations Sustainable Development Goals

UPI: Unified Payments Interface





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