

live wire

Veritas Finance Private Limited

Issue 4 | Volume 1 | April 2019

We Make The Difference

- Women at Veritas



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EDITORIAL

Dear Colleagues,

As you all know, “Live Wire”, our quarterly newsletter is completing one year and we are immensely happy to share another milestone with our MD & CEO Mr. D. Arulmany being awarded the BFSI Leadership Award.

As you are aware, Veritas Finance will complete four years this 30th April 2019. The journey has been exciting as we have focused on performance with lot of passion and happiness at work. Also, we have now crossed our Balance Sheet Size of Rs.1000 Crores, a remarkable achievement in such a short time with funding support from our investors and lenders as well as a quality loan book due to good repayment track record from our customers, which has been possible only because of each of you having been giving your best.

The new financial year brings lot of new initiatives on the HR front like the MD's Club of Excellence for high performers with special benefits, training calendar focussed across all functions, life insurance cover for all employees from day one, Saturdays going back to the earlier schedule with holidays other than first and last Saturdays etc. This year we will be welcoming the management trainees recruited across functions from campuses.

This edition has all your favourite articles like ‘Cheers Veritas’ column by the HR Desk, interviews with ‘GEMS of Veritas’, interview with one of our customers, our case study on ‘Be the change you want to see in this world’, ‘Veritas Creativethon’, ‘Rack your brain’ etc. Also, we are glad to introduce the new members of our family, the new born babies, the future of our World and an extensive coverage on the Woman's Day celebrations at our Head Office as well as a snapshot on compliance and how to successfully manage the hottest summer we are seeing in recent years.

We would be glad to have your thoughts, feedback etc. Please write to us at hr@veritasfin.in to make this even better.

Happy Reading!!!

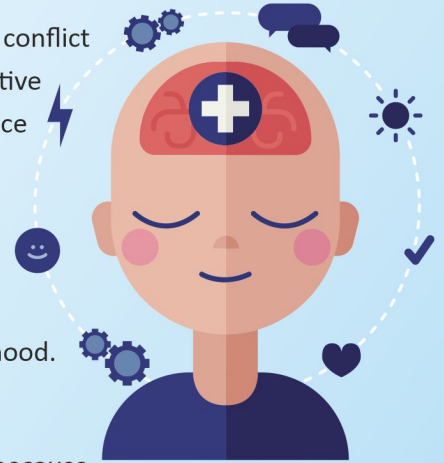
Editorial Committee

CHEERS VERITAS!

Hope you all have completed your SWOT analysis after our last edition. Now the next step is to pursue on how to be emotionally intelligent and successful. Daniel Goleman, a well known psychologist says Emotional Intelligence has five important components in it. Self-awareness, Self-regulation, Motivation, Empathy and People skills. We have heard these words several times from our leaders in many meetings.

When we behave Emotionally Intelligent, we make better decisions, have a no conflict work place relationships and we become a continual learner from constructive criticism. Emotional intelligence can be acquired and developed with practice overtime. Presenting few tips for your to master Emotional Quotient.

- Negative emotions- Come out of it immediately. Speak to a person who will make you feel better and positive.
- Be slow and wise in choosing words, when you are stressed or in a bad mood. Your words make your image.
- Practice to be on the other person's shoe. Your manager is tough with you, because he believes that your goals are his goals. Understand his pain points and views to become a high performer.
- Bad experiences are never an excuse for bad behaviour. Just because someone was harsh to you and if you pass on that to others, it is unpleasant
- Every time question your own feelings, opinions and behaviours. Practice consciousness and mindfulness in every act of yours.
- Have the "5 whys" in mind to solve your stressors. Many times the fifth "Why" will tell you what change should you need to make.
- Listen to others, genuinely respecting their views. If we have respect towards fellow human, all the above pointers are easily achievable.



Have a "calm down kit "on your desk. It can be a map of your dream position, your life time ambition, a picture of your loved ones or motivators, a sponge ball, a Rubik cube or your favourite book which will motivate you towards self awareness and higher level of emotional intelligence.

See you in the next edition!

A photograph of Mr. Arulmany D, MD & CEO, standing in an office and holding a trophy. He is wearing a light yellow shirt and a lanyard. The background shows office desks and chairs.

A PROUD MOMENT FOR ALL OF US!

Our MD & CEO **Mr. Arulmany D** was awarded BFSI Leadership Award at the 6th NBFC100 Tech Summit 2019 held on 15th March 2019 in New Delhi, for his contribution in the BFSI domain!

lets the Banking & Finance Post

NBFC 100
NEW DELHI

GEM OF VERITAS FINANCE

Each day a new challenge is given to the team and it is the job of their reporting manager to understand if they are able to solve their immediate problem and be able to deal with future challenges. Starting from this edition we would be running a series 'From Boss's Heart' which would provide greater insights of the team member who has been part of the accolade gallery for his selfless contribution and achievement in order to build a stronger organisation.

Pradeep Kumar Sethi, Sales Manager - MSME, Nayagarh

Pradeep Kumar Sethi, a legend from Nayagarh Branch under Bhubaneswar HUB has single-handedly done a total disbursement of Rs.1.69 crores till Feb 2019. He had joined the organisation in April 2018 and since then there was no looking back. He has been "The Gem of The Month" for over six months now.



Pradeep Kumar Sethi,
Sales Manager- MSME, Odisha

His sheer never dying attitude, determination, sincerity & urge to learn and grow further has always helped him to stay on top. He has set a benchmark for all new joiners who have joined the team. He has always been customer friendly and transparent with his approach.

As a hardworking and aggressive person in the field of sales, he has time and again showcased the potential of being a team leader.

Pradeep is a son of Mr.V.Duryodhan Sethi and Mrs. Pramila Dei. His father is a retired from service and his mom is a home maker. His siblings are Ranjan Ku. Sethi and Sukanthi Sethi. Pradeep's wife Ms. Swapne Swari Sethi is a home maker. His family is a great inspiration for his team rapport building. Many thanks to his family who makes his work life balance a rejoice and making him a rock star of Veritas Finance! Pradeep has completed his Bachelor's in Business Administration.

Mr Ashutosh Praharaja is the proud Branch Manager, with a great team at Nayagarh, and Pradeep is one of the key gem of the branch. Great Work Pradeep, Kudo's!

Dinesh Kumar K, Sales Manager - Working Capital, Trichy

Dinesh Kumar, was a customer care executive when he joined us. As a fresher, we least expected that he will soon become the charm of Trichy, Working Capital customers. Our customers calls him "thambi"(younger brother) as he becomes an integral part of their family and business. He manages 100 customer accounts with "No Over Due". He has been a consistent performer and has been awarded GEM award for over four times.

Dinesh achieves a minimum of Rs.10 Lakhs disbursement consistently. His achievement in the Q3 needs a special mention. Q3 targets were set at 45 files & Rs.30 Lakhs disbursement, of which he achieved 46 files and Rs.35.60 Lakhs disbursements.

His personal connection with the customer and the credibility he has earned, makes his collections an easy task for him. He educates the customer on how to maintain their financial health, which benefits them on a longer run. Dinesh's personal connect and humorous behaviour in the Gandhi - Market, Trichy makes the customers delightful of repaying their daily payments.

Thanks to his family upbringing which has been the secret of Dinesh's approach to his work. His father Mr.Kannan is a cab driver and his mother Ms.Shanthi is a home maker. His brother Gopalakrishnan is studying in a college. Dinesh Kumar is a cricket player, and has completed his Bachelor's in Business Administration.

Prem Anand is the proud Branch Manager, with a great Team at Trichy, Dinesh plays a pivoted as a team player.



Dinesh Kumar K,
Sales Manager- WC, Trichy



New Born's Added to Veritas Family



B S JIVIDEASH
DOB : 3rd Feb 2019
S/O BALAJI.S
Operations - Tanjore



NAKSHATRA V
DOB : 25th Jan 2019
D/O VISWANATHAN.P
Operations - Erode



BOY BABY
DOB : 16th Jan 2019
S/O MEDOJU BALACHARY
Sales - Siddipet



SANGAMITHRA.E
DOB : 19th Jan 2019
D/O EDWIN INBARAJ
Legal - Kumbakonam



ANKIT JANA
DOB : 15th Feb 2019
S/O ANIRBAN JANA
Sales - Tanjore



ESHIKA SHARMA
DOB : 10th Feb 2019
D/O GAGANDEEP SHARMA
Legal - Siliguri



ASHISH CHAKRABORTY
DOB : 12th Mar 2019
S/O SUBRATA CHAKRABORTY
Sales - Siliguri



SUMATHI
DOB : 1st Mar 2019
D/O UMESH M ANGADI
Sales - Koppal



YATHARTH SINGH
DOB : 30th Jan 2019
S/O RAHUL SINGH
Dewas

Emp Name	Child	Birth Date	Department
RAJMOHAN.K	Girl	13-Jan-19	SALES - MSME
DINESHBABU MURUGAN	Girl	30-Jan-19	SALES - MSME
SELLADURAI.R	Girl	01-Feb-19	SALES - MSME
KASI KUMARAN.M	Boy	02-Feb-19	SALES - MSME
SURESH.R	Girl	08-Feb-19	LEGAL
PREMNATH.M	Boy	18-Feb-19	SALES - WC
SOUGATA SARKAR	Girl	20-Feb-19	SALES - MSME
SHARANYA.V	Girl	20-Feb-19	HR
SELVAGANAPATHY.B	Girl	23-Feb-19	SALES - WC
VIJAYALAYA CHOLAN.S	Girl	24-Feb-19	SALES - WC
MEENAKSHI SUNDARAM.M	Girl	28-Feb-19	SALES - WC
VENKAT RAMANA.S	Boy	08-Mar-19	CREDIT - MSME
BALAJI.M	Boy	10-Mar-19	SALES - WC
JAYASEELAN.N	Boy	13-Mar-19	SALES - MSME
Pradeep N	Boy	25-Mar-19	SALES - MSME

Please share your new born's picture with us at hr@veritasfin.in



**WOMEN'S
SPECIAL
Employee**

Over the years the essence of Women's Day celebration has evolved and has taken up an altogether novel form. A woman in herself is a full circle and complete within herself she has inside the potency to fight for whatever is right! Few moments shared and views expressed by our women force how equal they feel when it comes to a workplace like Veritas Finance who has made it a memorable experience

'We at Veritas Finance, already an employee centric company is marching towards the theme of 2019 with increased self-confidence and safety of women kept at the helm of affairs. Veritas Finance Empowers women at all levels, enabling their voices to be heard by building equal gender balanced work place.'

Kanchana Srikanth, Legal - Chennai

I feel comfortable and enjoy the working environment of the company. I thank our organisation for giving us equal opportunities & providing us all the benefits as an employees

Malinipriya, Admin - Hosur

Each and everyone has a huge collection of various experience, like wise I'm learning new experiences day by day from our organisation to equip myself and serve. I feel more comfortable and safe in our organisation. I am really proud to work with my colleagues in our family. Thanks for giving this opportunity to honour them.

Ramani.S, Admin - Erode



I feel completely shielded with the hands of Veritas .. which treats male and female employee one and the same .. and sometimes I feel it pampers its female employees more than the male employees ... And By seeing the female leadership in veritas it ignites our spirit ...

Nisha Ramona, Operations-Chennai



I am with Veritas Finance for about a year. It is like a family which has always been considerate about me and my well being, proud to be a veritazen!

P. Sorna Lakshmi, Admin - Tirunelveli

Friendly environment with "no gender "approach, which gives equal opportunity for us to perform.

Upasana Munshi Kara, Legal - Kolkata





S' DAY
IAL
e Speak



Be it a seasoned staff or a straight from institution candidate, all feel that Veritas Finance is an equal opportunity employer and very considerate when it comes to women staff professional and personal well-being"

Prasanna, Risk Audit - Chennai

I have been working at veritas Finance for more than 2 years. Great career progression and supportive management. Very good workspace culture and company has given plural sight for self up-skilling. Provides safety environment for women and good learning opportunity. Apart from work, there are ample activities to participate in live wire, quiz competition etc... HR team is very supportive and interested in addressing relevant issues. Friendly colleague and a very pleasant atmosphere to work. Happy to be a part of veritas Finance family...

Saranya, Admin - Pondicherry

"Veritas Finance has built a great team, supportive managers making it a happy workplace for Women"

Chitra Ahuja, Operations-Kolkata

"I love my workplace. Everyday there is a new learning and new opportunity that you get to take on. Hence this provides me larger avenues to scale up enhancing my skill sets which would offer me a lot of growth opportunities.

D.S Saranya, Risk Audit - Chennai

Friendly environment with 'no gender' approach, which gives equal opportunity for us to perform.

Veena.S, Operations - Bangaluru

In VERITAS finance I feel very safe and comfortable to work and communicate to each other. Thank u so much 'MY VERITAS' giving me such a great environment by helping me stay secured.

Shanthini.I, Admin- Madurai

When I joined, I had few concerns about my ability to adapt to this work culture since I came from a BPO. In less than a month, I felt that I'm at a safe place and feels very comfortable to adapt to this work culture. In a nutshell, I enjoy my work and work environment and would say that this is the best place for women to work.

Jyothi, Risk Audit -Chennai

CUSTOMER IS THE KING



"I would like to thank Veritas Finance from the bottom of my heart as they had provided me a financial aid when there was a crucial need for continuing our Business. We are not from a privileged background, we didn't have family or friends to help us out of the crisis. That's when we came to know about Veritas Finance through marketing activity. Many of our fellow shop keepers have availed working capital loans from Veritas. This made a magic in our life, all my family members were happy and thankful about the timely help we received from Veritas Finance.

The time for processing the loan was not tiresome or lengthy, My bank account was credited with funds at mentioned timeline of two days. Never in the process, we felt that Veritas as a lender and we a borrower. They maintained that kind of a empathy in the association. The kindness the Veritas Finance team showed towards us feels like more than a family which gets us connected with the company emotionally. The SMS receipt facility brings about the transparency and safety about the Veritas Finance processes.

Especially the daily collections in the evening is like meeting a friend to give him some money, that's the kind of feel the collection manager gives. They speak like a family member no customer in the shop will know that there is a collection process happening at that moment. I can vouch for this because I have had enough bad experiences with other finance companies and private financiers. Thanks to Veritas Finance who brought me out from the heavy interest rates and the stress we had during our loans from other sources"

Mr.R. Senthil Kumar is a Vegetable Vendor for the past 7 years, He took over from his father who had this shop for around 50 years in the Gandhi Market, Trichy. He is one of our prompt customer as he maintains "NIL OD" and his first loan amount was Rs.50,000. The current loan he has is Rs.1,00,000 and this is the 7th time he has taken loan with us.

Vizag

KNOW YOUR BRANCH

- The first Naval Base of India is Visakhapatnam. Not only that the might of Indian Navy got it's first domain here.
- While the Vishakhapatnam port, one of 13 major ports in India and the only major port of Andhra Pradesh which also happened to be India's second largest port by volume of cargo handled has been opened in 1933.
- INS Kursura is one of the first four submarines bought by the India navy 1969. It played a key role in the 1971 Indo-Pakistan war. It was decommissioned in 2001, Upon which it was established as a Submarine museum in Rama Krishna beach of Vizag in the year 2002
- Vizag steel plant is the first shore-based integrated steel plant in the country.
- Visakhapatnam was a seat of learning and meditation for the monks and relics and architecture still present in the city point to a Buddhist presence quite active long ago.

Visakhapatnam Branch address:

Veritas Finance Pvt Ltd

D.No- 1-83-2, 2nd floor, Plot no. HIG - 87/1, S.No 10,
MVP colony double road, Visakhapatnam - 530 017



COMPLIANCE -A SNAPSHOT!

Compliance means conforming to the rule, policy, standard law and specification. Our Company being registered with various regulatory bodies, complying with the applicable laws and regulations becomes a mandatory exercise. Documentation and Record - keeping is an essential feature of good Compliance.

A quick check list given below will help us in dealing with the audits and surprise inspections conducted by the statutory authorities:

- **Availability:** Ensure all the mandatory registrations and statutory approvals are available in the specified location
- **Accessibility:** Ensure you have accessibility to all the documents and records pertaining to your KRA
- **Comprehensive:** The documents should be complete without missing any detail
- **Update:** All mandatory registers and records should be updated periodically
- **Technology Compatible:** The records to be available electronically for faster retrieval and back up
- **Proof of Compliance:** The proof of complying with the statutory requirements should be readily available
- **Control:** Control over the process of documentation and record keeping to avoid negligence through a well designed tracker
- **Training and Communication:** Train the team members making them aware and responsible for the Documentation and Record - Keeping

The above check list is much more applicable at the branch level and at the Branch Manager is expected to ensure that all the documents and records are updated and complete in all aspects. Regularity of the above will take us a long way in emerging an organisations having good compliance policy in place.

by - N.A. Madhavi, Company Secretary & Compliance Officer

BEING SUMMER SMART

Summer is around the corner heat drains our energy. Majority of our people are field force, and they need that extra preparation to beat the heat. Presenting you few time friendly and pocket friendly tips to manage the heat.

- Stay hydrated. Have a water bottle with you throughout the day
- Have a bottle of fresh juices like lemon, watermelons etc as they keep us cool and fresh. Avoid processed cool drinks which will damage your gut
- Avoid spicy food. Load your intake with fibre protein, lessen your carbs
- Wear clothing made of breathable fabric like cotton, linen which covers fully, like full sleeve shirts to avoid direct sunlight on the skin
- Never forget your sunglasses when you are out on the field or during driving.
The sunglasses prevents the eyes from heat and give a pseudo effect to the brain that it is not that hot and not to dehydrate
- Use a scarf on your head inside the helmet to avoid direct heat on the head
- Sleep well at night, as in summers our body needs more rest than the other seasons of the year



BE THE CHANGE YOU WISH TO SEE IN THIS WORLD

Veritas Finance has always thrived to provide better financial assistance by penetrating into the remotest region making financing option accessible. The edition of Live Wire brings you another exciting part of the case study which highlights the process of availing a loan and how Mr Sampath's never die attitude made him achieve his dream of becoming a successful entrepreneur.

In this case, even though the customer has registered and obtained a PAN since there is no past repayment, the credit bureau report returns a score of '-1' indicating in-adequate credit history of the customer. The customer has never borrowed in the past from a formal source. Also, since the customer does not have audited financial statements, which again is required for a credit rating, the assessment to verify the ability to repay becomes difficult.

His Company, Mr. Kesavan explained recognized that each business is different and hence assessment is done differently for their cash flows based on credit intelligence templates including a mechanism to compare business margins and scoring model where more weight is given for stability and continuity of business, good reference checks from suppliers, customers and other stakeholders, documentary pieces of evidence like invoices, bank credits etc.

One of the solutions thus developed was termed the 'AAA' filter. Sales Executive had come with a flipchart in vernacular language to explain the product and the process and he then started explaining that 'AAA' filter stood for 'Actual field visit' towards KYC check and 360 reference checks with suppliers, customers, landlord, neighbours etc., 'Available document verification' for ascertaining the cash flow and the net monthly income, and the confirmation on the 'Asset creation tendencies' based on past savings generated from the business.

Mr. Kesavan got the application form filled by the client and spent a few days in completing KYC check, the cash flow assessment using the credit intelligence template for the bakery business and the 360 reference checks. He also got a copy of the legal documents relating to the house and gave it to his legal team. His credit officer, who got the application form and the cash flow assessment, met Mr. Sampath to validate the assumptions based on available documents to ensure that the cash flow reflects the realistic turnover for arriving at net income and not based on optimistic forecast. Post his assessment, he recommends the same to Head-Credit. Meanwhile, the legal officer completes the validation of title deeds and technical evaluation to ascertain the value of the property.



Based on the net monthly income, EMI was fixed around 35% so that even in a month of average turnover, there is sufficient cash to pay the EMI. The Loan to value limit was kept at 50% and this was the basis for determining the loan amount eligibility. The tenure was fixed based on the amount of loan eligible and the EMI with the expectation that as long cash flows are available to service the loan, the tenure is not a constraint and often seen in housing loans and microfinance, the pre-closures tend to be on the higher side.

RACK YOUR BRAIN 3RD ISSUE WINNER

Nisha S, IT - HO, Chennai, T.N

Congratulations



VERITAS CREATIVETHON



Parkavi R K,
D/o. Krishnaraj, Credit - Chennai



Ms. Kamatchi . D, Admin - Trichy



Sheik Aaryan S,
S/o. Sheik Abdullah, HO- Chennai



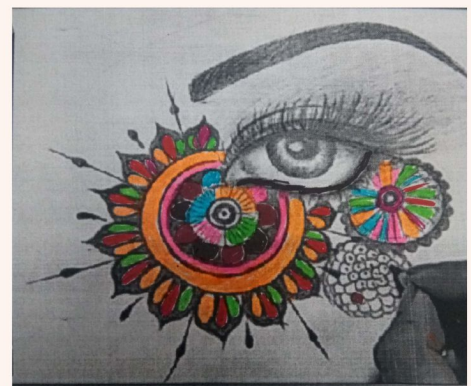
Stone Art : Saranya,
Admin - Puducherry



ABITHA.B,
Admin - Tanjore



Rajeshwari
Admin - Kanchipuram



MALINIPRIYA.P
Admin - Hosur



1) What is the current Balance sheet size of Veritas Finance as on 31st March 2019?

- a. Less than Rs.100 Crores
- b. Less than Rs.500 Crores
- c. Less than Rs.1000 Crores
- d. More than Rs.1000 Crores

2) Our MD & CEO, Mr. D. Arulmany won the BFSI Leadership Award at a conference in Delhi, name the conference:

- a. 6th NBFC 100 Tech Summit
- b. NBFC - BFSI World Congress
- c. The Economic Times – NBFC & MFI Summit
- d. MSME Banking Excellence Awards

3) What is the total disbursement done by Mr. Pradeep Kumar Sethi, Sales Manager – MSME, Nayagarh?

- a. Rs.10 Lakhs
- b. Rs.1.69 Crores
- c. Rs.25 Lakhs
- d. Rs.2 Crores

4) What is the no. of customer accounts managed by Mr. Dinesh Kumar K, Sales Manager – WC, Trichy?

- a. 65 customer accounts
- b. 80 customer accounts
- c. 100 customer accounts
- d. 75 customer accounts

5) Who said “...this is the best place for women at work” as part of the Women’s day celebrations at our Head Office?

- a. Upasana Munshi Kara, Legal - Kolkata
- b. M. Jyothi Bhonsale, Risk Audit - Chennai
- c. I. Shanthini, Admin - Madurai
- d. S. Ramani, Admin - Erode

6) Name the customer mentioned in the case study series “Be the change you want to see in this world”

- a. Mr. Kesavan
- b. Mr. Sampath

7) Compliance – A snapshot! presented by Ms. N.A. Madhavi contains a checklist, is ‘proof of compliance’ part of this checklist?

- a. Yes
- b. No

8) Name the employee who did the Stone Art in “Veritas Creativethon”?

- a. Ms. Saranya, Admin - Puducherry
- b. Ms. Abitha B, admin - Tanjore
- c. Ms. Kamatchi D, Admin - Trichy

We'll Be Back in July!

We hope you liked and learned something new from this issue of Live Wire!
Do share your feedback and inputs at hr@veritasfin.in

Veritas Finance Private Limited

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