

# Live wire

Veritas Finance Private Limited

Issue 1 | Volume 1 | July 2018



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## EDITORIAL

Dear Colleagues,

We are pleased to launch “**Live Wire**”, the quarterly newsletter for all of us working at Veritas Finance Private Limited (Veritas). As you aware, Veritas was incorporated on 30th April 2015 and it completed three years of its existence in this quarter. The journey has been exciting with the pleasure of working with more than 1000 employees in these three years. The journey of Veritas as been capture in the main page through various highlights and milestones.

We are also thankful for the overwhelming response we got from all of you towards the contributions from you and your family members to this newsletter in the form of drawings, poems etc. Due to space constraints, we had gone ahead and published in Page 4, based on the contributions we received first come and the others will be showcased in the next newsletter. Please keep sending your contributions especially made by your children.

Our customer Mr. Deventhiran shares his experience on the loan availed from Veritas in Page 5.

The best way to understand the growth and success journey of Veritas is to hear from one of our first employees through his interview. You will also get to learn some insights on the success secrets from the most consistent winner ‘GEMS of Veritas’ for his excellent sales performance. To find out more, turn to Page 6.

As the saying goes ‘Health is Wealth’, we are pleased to bring out an interview with dietician **Dr.Dharini Krishnan**, Page 9 helps us to remain fit and stay in good health. Some may say ‘Knowledge is Wealth’ and for them we have a whole page on Basic Etiquette. RBI had come out with a competition on the case study for lending to MSME customers where Veritas was also a participant. To know more, please check out Page 10. Last but not the least, put on your thinking caps and participate in the contests for some innovative prizes given in Page 12.

We would be glad to have your thoughts, feedback etc. Please write to us at [corpcomm@veritasfin.in](mailto:corpcomm@veritasfin.in) to make this even better.

Happy reading!!!

Editorial Committee

## **MESSAGE FROM THE MD & CEO**



**Mr. Arulmany D**  
**MD & CEO**

I'm happy to know that 'Team Veritas' has launched '**Live Wire**' a quarterly newsletter. It's a great initiative which aims to connect all of us together.

Incorporated in April 2015, we are already an organization with close to 100 branches and 1000 employees. We have expanded our operations from Tamil Nadu to Karnataka, Madhya Pradesh, Telangana, West Bengal and Odisha. We already have people operating out of length and breadth of the country -from Nagercoil to Nayagarh, Koppal to Contai, Gadag to Ghatal. With such vast distribution reach and people located in different corners of the country, it becomes important that we have a medium to share the happenings in the organization periodically.

In that sense, I'm confident Live Wire would be a platform which would connect all of us together. As the name suggests, it is a forum for the energetic Veritas family to contribute and grow together. It is a medium to share and learn. It would help us know the people and branches in different corners of the country and their best practices. It would also connect the employees and families together.

I invite suggestions from all to make this Newsletter a vibrant platform to connect all of us. I also request active participation of all employees.

I congratulate the editorial team for a superb work on the newsletter. I wish Live Wire every success!

Thank You,

**Arulmany D**  
*Managing Director & CEO*



# VERITAS CREATIVETHON



**D. Kamatchi**  
Admin - Trichy



**Anjali**  
D/o. K Bhuvaneswari  
Admin - Davanagere



**Yasha C. Jain**  
Treasury - HO



**S.Pandiyan**  
Admin - HO



**B. Rohiith**  
S/o. B. Uma Maheshwari  
HR - HO



Photography by  
**V.MEENA**  
Legal - HO

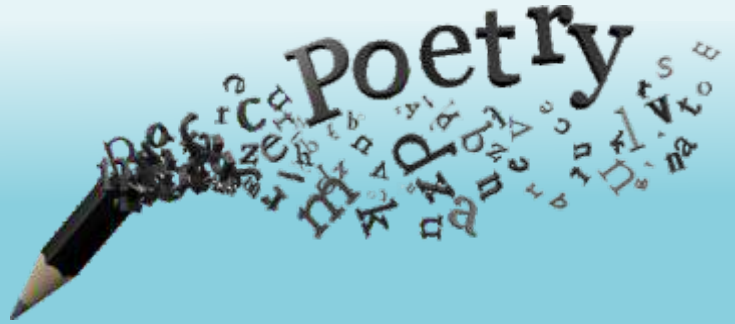


கனவுகளே காணத் தெரியாமல்  
இருந்த காலமுண்டு.  
ஆசை துளிகளாக ஆரம்பித்து  
கனவுகளாக உருவெடுத்தது.  
கனவுகள் காலப் போக்கில்  
லட்சியங்களாக மாறிக்கொண்டது.  
வாழ்க்கைப் பாதையில் சேர்ந்தபின்  
லட்சியங்கள் வடிவம் பூசப்பட்டது.

பல இன்பங்களை விட்டுக்கொடுத்து  
எண்ணங்களை மாற்றியமைத்து  
உடலை வருத்தி  
உணர்வுகளை ஒருமுகப்படுத்தி  
சொந்தங்களை தூரதள்ளி  
நம்பிக்கையை தன்வசப்படுத்தி

என் சிந்தனைக்கு மட்டும் மதிப்பளித்து  
வளர்ந்த பாதைக்கு முற்றுப்புள்ளியிட்டு  
மீண்டும் விதையாகி, வேருன்றி,  
கிளையிடத் துவங்கிவிட்டேன்...

**S.Pandiyan**  
Admin - HO



சாதனை படைக்க போகும் நீ சந்திக்க வேண்டியது  
ஏராளம் ஏராளம் !!!  
சிந்தனையை செயலாக்கு !!!  
துணியை துணையாக்கு !!!  
மீனுக்கு காத்திருக்கும் கொக்காய் இராதே  
தண்ணீரில் தடம் காணும் சாதனை மனிதனாய் மாறு  
கற்பனையில் காணும் சுகம் சுவைக்காது !!!  
கனவில் காணும் சுகம் நிலைக்காது !!!  
கற்பனைகளை கனவுகளுக்கு  
கனவுகளை நிஜமாக்கு !!!  
உன்னை நீ உற்று நோக்கு  
உன்னுள் இருக்கிறான் ஆயிரம் மானிடன்

**Monikandan B**  
WC Operations - HO

# CUSTOMER IS THE KING

**How did you get to know about Veritas Finance?**  
Through the flyer that was distributed by the local representative

**How long you have been associated with Veritas Finance?**  
For past two years

**How has your experience been?**  
Veritas really made us feel like a king. There was larger transparency in terms of the entire process from signing the agreement to disbursement to the repayment process. It was completely a hassle free process for us

**What do you like the best of the association with Veritas Finance?**

For people like us, we survive on day-to-day income from our business. Unless it is supported with some funding we may not be able to expand or grow. With minimum documentation and hassle free process, we are able to achieve and meet our business needs through Veritas Finance.

**What message would you like to give to our new customers?**

As a company, it has been transparent and ethical in its proceedings. There might be many players in the market, but Veritas is the only company who has the best and ethical practices where people like us who have less knowledge about the process feel secured to have partnered with them.

**DEVENTHIRAN S,  
COIMBATORE**

**Business :** Banana Leaf dealer  
**Product :** ML  
**Loan amount :** Rs.7 lakhs



*"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better." – Jeff Bezos*

# Gems of Veritas

## Mr.Veritas Warrior



**Muthuvel.K**

Branch Manager, Karur

Joined as Sales officer & had been promoted  
as Branch Manager

### When did you join Veritas Finance?

I had joined Veritas on October 25th, 2015

### Enlighten us with your experience with Veritas Finance

Veritas has been a company which is growing along with you. Its a company that anybody can work well because one gets the best environment and support system to work

### What is that you enjoy the most working at Veritas Finance

Your work is fun only when you have a good team and a great boss. It's a privilege to find both of these under one roof. And I am happy to have a great boss and a team who have been my pillars of strength for my success

### What kind of changes you are seeing working along with Veritas Finance

As a company we are evolving everyday with new initiatives and developments that is best suited for the customer. Hence its important to keep upgrading and equipping yourself to ever changing dynamics of the business

### Message that you would like to share with everyone

Change is constant. Its important that you treat this as your company where you have vested your learning which would multiply and create value proposition for the brand.

## Mr.GEM

### You have been a GEM performer for past 5 months, how do you feel about it?

It feels good as well as proud when you achieve something like this. I had always dreamt of becoming the Gem Performer for atleast once because it indeed motivates us to perform better.

### What has been your success mantra?

Self Learning and Hard work has made me what I am today. I have always believed that learning is a continuous process . One should always have the zeal to learn and grow

### What have been the challenges that you have faced and how did you convert challenges to opportunities ?

Its easy to work in an established set-up. A company like ours will provide opportunities for each of us to grow and learn. Every organisation that you go has numerous challenges. Unless you are not challenged you may not perform better. All of us have to go through the initial struggle. Its upto us to convert these challenges into opportunities.

### Whom would you like to attribute the success mantra?

If it was not for my Area manager I would have not reach to this level. He was the one who constantly motivated me to perform well. My Family has also largely contributed to my success. They have been my pillars of strength who helped me understand my strength and weakness and also made me overcome many hurdles.



**R.SANKAR**

Sales Manager, Nagercoil



## **BASIC SALES ETIQUETTE**

All of us when we enter a particular profession, we do have few corporate etiquette to follow. Out of which being on field is always a challenge and is also exciting.

Most of us probably will not understand the job of sales force who are the backbone of any organisation. They are revenue generators who help to multiply the profit for any organisation.

Considering their form an important part in company's function and the reflection of the company that they work for , its important to think about the customer, and put yourself in his shoes. How would you want to be treated? Here are some specific applications:



If you don't have an appointment and you want to intrude on a customer's time, ask permission by asking "Is this a good time to talk?" or "May I have a moment of your time?"

Be careful about immediately using someone's first name, he may view your use of his first name as an insult.



If you don't know how to pronounce a person's

name, ask them to pronounce it for you. This shows respect for the other person.

Ask permission to put your materials on the customer's desk or table. Don't just assume that you may do so.



If you are going to go over the allotted time, ask the customer's permission to continue. Estimate how much more time you expect to need, and ask for permission.

If you are going to take the customers' time, be sure that you have something that you believe they will consider of value to discuss with them. Be mindful and respectful of the customer's time.



Turn off the cell phone before you enter into any conversation with a customer.

If you must take a cell phone call, and are within close proximity to anyone else, move to a more secluded area to have your conversation. Irresponsible cell phone users are some of the most irritating and rude people around. Don't be one.

# KNOW YOUR BRANCH

## Amar Sohor Kolkata

Did any of you know that the city of Joy 'Kolkata' is also known by many other names. Isn't it interesting to know one of the oldest city of our country has a lot of unique facts that not many people know about. Here are some lesser known facts about Amar Sohor Kolkata:

Kolkata is also known as City of Palaces, City of Processions and The Cultural Capital of India.



All the Kolkatans might just hate the zoo for being filled with dust, but little do they know about the fact that it has the oldest zoo in the country



The botanical garden of Kolkata has been the house of the world's largest tree: An enormous banyan tree whose circumference is more than 330 meters



Kolkata might be the city of temples and palaces, but little known is the fact that the Birla Planetarium in Kolkata is the largest planetarium in Asia, and the second largest in the world.

In an era where super-cars and modes of transport are becoming a reality, Kolkata is one of the only cities in the world which still has a fully functional and running tramcar service throughout the city

When someone thinks about the busiest railway station in India, it's an easy pick for CST in Mumbai...right? According to sources and going by the record books, Howrah station here in Kolkata is the busiest and most crowded station – per day; in our country.



Kolkata is the second-largest city in India, after New Delhi.



Kolkata Branch Address:

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# EAT YOUR WAY TO A HEALTHY LIFE

Dr. Dharini Krishnan - Nutritionist & Dietitian

Health is largely focused as the mental and physical well being with absence of any disease. World Health Organization (WHO) estimated that India is likely to emerge as the global capital of heart diseases by 2025.

The reason behind this is largely our food habits as per our surveys, we find people eat a lot of food cooked from outside. They prefer fried foods and oily foods over vegetables and fruits which are healthy. A tasty meal does not mean only oily foods, fried foods, desserts, sweets, fried ice cream and more specifically, fried root vegetables.



A salad bowl which may seem to be bland can be made very tasty once garnished with oregano, basil, lime, orange juice by adding roasted almonds or peanuts to enhance the taste further.



Five servings of fruit or vegetables a day is the prescription for a healthy life and a healthy heart. Most of us do not even have one and a half servings in a day. The huge bio-diversity in India ensures we have a wide variety of vegetables and fruit, which can go to create tasty dishes, with very little oil. One can start their day with a fruit and have another fruit at breakfast. Then each meal they can start with one cup of vegetable or more.

At dinner, add another cup of vegetable or fruit serving. Add different types of vegetables like beans,

green leafy vegetables, carrots, cabbage, cauliflower, raddish, pumpkin, ash gourd, brinjal as part of every day menu.



Non-vegetarian foods such as fish and chicken should be had in gravy form and can replace pulses or dal in a vegetarian menu. Red meat must be restricted. Remember, non-vegetarian foods can never replace vegetables in a meal. A tasty, balanced meal is the perfect way to a hearty healthy meal. Sunday meals tend to be a non vegetarian gravy with a fried non vegetarian item.

## Three aspects of one's behaviour and practices determine a healthy life:

- The first is the physical activity. Everyone needs to do some sort of physical exercise for at least 150 minutes a week to maintain heart healthy.
- The second is to avoid or minimize stress levels. Stress is a major killer and can be tackled by simple techniques as breathing, seeing nature, playing with kids, doing Sudoku or even listening to classical music. All one needs to do is devote only ten to fifteen minutes to any of the above diversionary activities.
- The third and last but not the least is the food one consumes.



Dharini Krishnan Ph.D., R.D.  
Chairperson, R.D. Board (2012 to 2015),  
National President (2008 to 2011)  
Indian Dietetic Association, Consultant Dietitian, Chennai  
email: dhar.krishn@gmail.com  
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*"The food you eat can be either the safest & most powerful form of medicine or the slowest form of poison" – Ann Wigmore*

# BE THE CHANGE YOU WISH TO SEE IN THIS WORLD

Veritas has seen more than 15000 happy customers and are still going strong to add more customers who are the pillars of success for the company Veritas started with primary intention of reaching out to the customers who are either having no access or in-adequate access to financial services in the informal MSME sector.

This case pertains to a customer who ran a bakery shop for the last 5 years. We shall be running the case study as part of news series.

## Part I:

'No' was the word, Mr. Sampath was hoping that he doesn't hear as he was waiting anxiously outside the cabin where the name board read Mr. Ravi, Branch Manager, Coimbatore. Mr. Sampath had come with lot of expectations to the bank for getting a loan for the renovation and expand of his bakery shop. Even though he was confident of getting a loan being a long-term customer of the bank, he still could not wish away the negative thoughts in his mind. He had told his close friend Mr. Kumar; a Chartered Accountant, who is well-respected in his friend circle, that he was going to the bank to apply for a loan, his friend had warned him saying that Banks require documentary evidence for his income generation capabilities for the past few years. But Mr. Sampath told his friend since he was a regular



customer and as per Pradhan Mantri Mudra Yojana, Rs.1,22,000/- Crores has been earmarked for funding to MSME customers like him and Rs.5 Lakhs is what he wants. Besides, he had collateral for the loan namely his home, which he had bought out of his earnings.

Just going by Mr. Sampath's anxious look, Mr. Ravi told him that credit assessment of the bank has become parameter driven based on a checklist and without documents like Income tax return, audited financial statements, business plan for the next 3 years, SME grading or credit rating etc., it is difficult to even accept an application for the loan. Mr. Sampath tried to justify saying that he has income and based on that only he had bought the house. Mr. Sampath for the first time in his life felt that being salaried was better than being self-employed as he had heard from his friend that even new employees of big IT companies get various benefits like pre-approved personal loans, credit cards, two-wheeler loans, free personal accident cover etc. as part of Corporate Salary Accounts.



However, as the thoughts on his dream of having a renovated and expanded bakery shop now shattered, on his way back from the bank, Mr. Sampath went to Mr. Kumar's house and told him what he said was true and he was declined the loan from the bank. He felt helpless and told his friend that small entrepreneurs like him are suffering and end up paying the price for the NPAs of banks resulting from loans to big corporates. Mr. Sampath also lamented that those days even his father had got a bank loan as Branch Managers had the powers to give loans and now everything is centralized and no discretion is given to the Branch Managers.

*To be continued...*

*"To improve is to change; to be perfect is to change often" – Winston Churchill*

# CLEANLINESS STARTS FROM WITHIN

Parthiban S - Vice President - IT

Picture this. The bloke sitting next to you on the train starts smoking pot and littering the floor. What would you do? An American would dial 911, a Chinese would kung-Fu punch him, the Saudi would have him flogged and then shot him in public, the Russian would ignore him and enjoy his vodka, the Singaporean would pick up the litter and fine the guy and the Philippine president would have personally executed him in front of human rights activists. But what would you (the average Indian) do? Chances are, you would probably think of doing all of the above, actually do nothing, and then go home and complain to all about how poor, dirty and unsafe the railways are. What do you think, i would have done? Well! I would have stopped smoking and littering the train the moment the American dialled 911. Who else but an Indian did you expect to do the littering anyway?



We, as a nation, are experts at “complaining about the System”, so much so, that it is now in third place behind “Spitting pan from moving vehicles” and “throwing garbage out from the balcony” on the top 3 list of national hobbies. Talk to any Indian, and the standard cribbing list goes something like this

- Our government doesn't work, our politicians and bureaucrats are corrupt
- The streets are dirty, filled with garbage
- We have not developed since Independence
- Just look at Japan and Singapore, when will India ever get there?

We all know what ails our country and what we need to do about it, but we just won't do it. We tend to accept all the hogwash happening around us, with an “I Know this is wrong but what can I do” attitude. Nothing extraordinary is required, all we need is to inculcate the virtue of self-discipline in our public lives and have the courage and conviction to stand up to what we perceive as right. When Indian's change, so will India.



This is precisely what the late visionary extraordinaire Dr. Abdul Kalam said in his unforgettable Vision India speech at IIT Hyderabad. Aside from declaring "paradise biriyani rocks " he exhorted each of us to “DO WHAT INDIA NEEDS US TO DO. Ask what we can do for India and do what has to be done to make India what America and other Western countries are today”. Change has to come from within. Agreed, not everyone is going to change overnight, but are you willing to be one of the early adopters and lead the change process? It goes to show, that masses generally tend to adopt the traits of their leaders. Can you be the “Change Leader” in your family or at your local street/gully/dukaan level? That is all that is required.

When we can so faithfully believe that Maggi can cook in 2 minutes (I have never been able to do it under 10 minutes), why can't we believe that we can spark the “change”, that India so desperately needs. Why can't we start today and give it our best shot. Remember your first shot is always your best shot, unless you are either Gautam Gambhir or Yuvraj Singh playing in IPL 2018, in which case your first shot is also probably your last shot for the day.

Everybody has got to go someday, it does not matter how you go, it is what you did before you went is what that counts.

“One who maintains cleanliness, drives away diseases” – Sama Veda



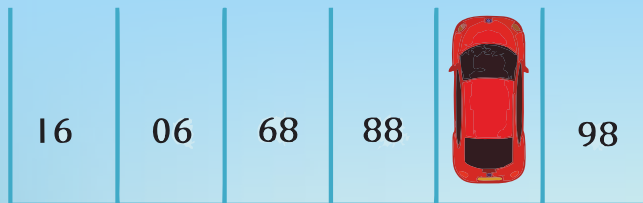
## RACK YOUR BRAIN

### Quiz - How well do we know our Veritas?

- 1) When was Veritas incorporated?
- 2) Which were the first two branches of Veritas?
- 3) Who is the anchor investor and strategic adviser to Veritas?
- 4) Who were the first two institutional investors of Veritas?
- 5) Who was the first lender to Veritas?

Clue: All answers are available in various sections of our website – <http://www.veritasfin.in>

### What is the number of the parking space?



### Guess the player?



### Sudoku puzzle

|   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|
|   |   | 9 |   | 4 |   |   |   |   |
|   |   |   |   |   | 5 | 3 | 1 |   |
|   | 6 | 1 |   |   | 8 |   | 5 |   |
|   |   | 5 | 4 |   |   | 2 |   | 3 |
|   | 1 |   |   |   | 7 |   |   | 8 |
|   | 8 |   |   |   |   | 7 | 6 |   |
| 3 |   | 6 |   | 1 | 9 | 4 |   |   |
| 7 |   |   |   |   |   |   |   |   |
|   |   | 4 |   | 5 |   | 6 | 2 | 7 |

Send in your responses to [corpcomm@veritasfin.in](mailto:corpcomm@veritasfin.in) with your name and employee ID by 15th July 2018. All the correct responses would stand a chance to win a prize!



## We'll Be Back in October!

We hope you liked and learned something new from this inaugural issue of Live Wire!  
Watch out for our next issue coming in October 2018!

### Veritas Finance Private Limited

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