

Live wire

Veritas Finance Private Limited

Issue 10 | Volume 3 | July 2021



NEXT 100 DAYS
CHALLENGE

INDEX

FROM THE EDITOR'S DESK	03
THIRUKURAL	04
CUSTOMER IS THE KING	05
BEST EMPLOYEES	06
NEW BORNs	07
LEADERS INSPIRE	08
LET'S KEEP MOOVING	10
WOMEN'S DAY CELEBRATION 2021	11
A MOMENT OF PRIDE	12
VACCINATED HEROS	13
AASHRIWAAD	14
HOMAGE	15
NEW BRANCHES	16

Veritas Finance Private Limited

SKCL Central Square 1,
South Wing, 1st Floor,
Unit # C28 – C35, CIPET Road,
Thiru Vi Ka Industrial Estate,
Guindy, Chennai-600 032.

From the Editor's desk



Glad to connect with you again,

Trust this finds you in the best of health. We all have just come out of one of the most difficult years since inception. As the Covid crisis stuck the industry economy and the country as a whole, it left a deep impact on our business. We remained calm and stood strong and responded to the crisis well. As we were getting ourselves ready to emerge stronger from the covid crisis, we have been hit by the second wave, which was far more lethal and brutal. This time we saw many of our employees and their family members getting affected by COVID. We even lost our dear Uday who succumbed to the virus. It has been truly challenging. We, however, believe we would be able to overcome this as well and the answer lies in getting our

priorities right and keeping the focus on the right things.

As we emerge from the difficult times, we need to set ourselves challenging new milestones. Next 100 days are very crucial as we need to make up for what we have lost and what we may if there is a third wave. We need to show the difference and set excellent standards and build a stronger organization that exceeds everyone's expectations by September 2021. Every one of us must rise up to the occasion.

I suggest we take up a " 100 days challenge " and urge each one of us take up an audacious target or a goal, A goal, when achieved, will put Veritas on a different trajectory. Whether it is productivity, OD & NPA, reducing cost, the challenge needs to be big, audacious and hairy.

It's the time to emerge stronger. Looking forward to an amazing and astounding performance from all of you in the next 100 days!

Yours

D ARULMANY
Managing Director & CEO

Thirukural



குறள் : 666

எண்ணிய எண்ணியாங்கு எய்துவர் எண்ணியார்
திண்ணியர் ஆகப் பெறின்

The will-to-do achieves the deed, when the mind that wills
is strong indeed.

Tamil Transliteration

Enniya enniyaangu eydhuvar enniyaar
thinniyar aagap perin

The will-to-do achieves the deed, when the mind that wills is strong indeed.

If those who have planned an undertaking possess firmness in executing it, they will obtain what they have desired as they wanted it to be. Person with the will and determination to complete a particular task or achieving a goal will be able to achieve it as they envisioned it.

CUSTOMER IS THE KING

A photograph of Mr. Arthanari, a man with a beard and mustache, wearing a pink and white striped shirt. He is standing in a workshop or factory setting, with various pieces of machinery and equipment visible in the background. The image is partially obscured by a large yellow diagonal graphic element.

Mr. Arthanari
Power loom business

I came to know about Veritas through my friend, who had availed a loan and I approached Veritas for my business requirements and availed my loan of 3.3 Lac. The terms of the loan were clearly explained, and the loan was processed quickly. I am very careful in repaying my loan and have been paying my dues regularly even when the industry was affected due to the pandemic. I understand the importance of financial discipline and I am happy to share that I have NIL over dues. My business is getting back to normal, and I am getting regular orders.

I am extremely happy and satisfied with the services extended by Veritas. They have a customer-friendly approach and are very courteous in their behaviour. Will refer Veritas to people in need for their business requirements.

Mr. Arthanari is our customer from 2016. He is running a power loom business over 15 years at his own premises.



Mr. Debashis Das, is our Sales Manager, he joined us on 16th April 2018 in Contai branch. In the past 10 months, he has contributed around 2.9 Crores of disbursement i.e an average of 29 Lacs disbursed per month.

When we had spoken to him on his achievement, he shared his simple style of working and dealing with the customers. Simple for him, but rather a unique style. He elaborated further on his achievement as below:

- ★ Remaining in constant touch with the all the customers, old and existing.
- ★ Getting feedback on service from all the customers.
- ★ Bringing awareness in the customer about the benefits of maintaining a healthy credit record.
- ★ Attending to customer needs and queries promptly.

He has demonstrated his “Customer is the King” approach.



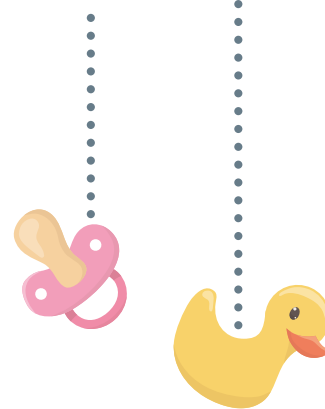
Mr, Durjoy Ananta, is our Sales Manager, he joined us on 18th April 2018 in Burdwan branch. He has been able to develop and nurture himself in his work. He is qualified for the “ MD’s Club of Excellence ” twice and a recipient of “Gem of the month award once. He has contributed around 3.2 Crores of disbursement i.e an average of 32 Lacs disbursed per month.

His success story is built on his hard work and determination to achieve. He firmly believes the below can bring out the best.

- ★ Customer market survey, cold calling, door to door customer visit.
- ★ Establish oneself in the market, by maintaining regular contacts in the market area.
- ★ Visiting customers place regularly.
- ★ Connect with old customers through visit and calling.

Now our shining star has again reiterated that “Customer Satisfaction and maintaining Customer Contacts” can keep us well ahead in the race.





NEW BORN'S ADDED TO VERITAS FAMILY



Baby Girl
BASAVARAJ N BANDI
10-Jan-21
Koppal



Baby Girl
MUTHUKUMAR.K
16-Jan-21
Pudukottai



Baby Girl
VEERAPANDI.P
19-Jan-21
Virudhunagar



Baby Girl
SUNII KUMAR
27-Jan-21
Mandsaur



Baby Girl
RAJA GOPAL.K
04-Feb-21
Head Office



Baby Girl
SRIDHAR.S
06-Feb-21
Dharmapuri



Baby Girl
KARTHI MURUGAN
07-Feb-21
Hosur



Baby Girl
SURIYAPRABU.K
14-Feb-21
Ambur



Baby Boy
UDAYA KUMAR.T
16-Feb-21
Vellore



Baby Girl
RAJKUMAR.S
16-Feb-21
Musiri



Baby Boy
ALAGUMALAI.S
20-Feb-21
Theni



Baby Boy
SAKTHIVEL.K.R
20-Mar-21
Erode



Baby Girl
BALAMURUGAN.S
26-Mar-21
Theni



Baby Girl
PRABU.R
28-Mar-21
Karur



Baby Boy
JAGADISH.E.N
01-April-21
Davanagere



Baby Boy
KIRANA KUMARA.K
06-April-21
Davanagere



Baby Boy
MANJUNATHAN.M
25-April-21
Marandahalli



Baby Girl
Selvakumar.k
04-May-21
Tanjore



Baby Girl
Venkatesh.S
14-May-21
Tanjore



Baby Girl
Sriramvignesh.R
16-May-21
Rajapalayam



Baby Girl
Srinivas.B
16-May-21
Sangareddy



Baby Girl
Ajaya Kumar Nayak
29-May-21
Jajpur Town



Baby Boy
Arun.B
31-May-21
Kanchipuram



Baby Boy
Tentu Naveen Kumar
01-Jun-21
Khammam



Baby Girl
Vijay.P
06-Jun-21
Trichy



Baby Boy
Sankar.K
07-Jun-21
Kumbakonam



Baby Girl
Ajaya Kumar Rout
10-Jun-21
Kendrapata



Baby Boy
Murugan.N
11-Jun-21
Head Office



Baby Boy
Karthik Tamzharasu
19-Jun-21
TharamangalamSalem



Baby Girl
Manikandan.N
18-Jun-21
Villupuram



Baby Boy
AMAL HALDER
25-Jun-21
Chakdaha



Baby Girl
SAKTHIVEL.P
26-Jun-21
Tanjore

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

Leaders Inspire



A leader is one who knows the way, goes the way, and shows the way. — A famous quote by John Maxwell says it all. Inspirational leaders are value-driven, leading with a deep sense of purpose and responsibility to create a positive change. They have a clear understanding of what their values are and do not buckle under pressure during circumstances where they would have to compromise on their values to accomplish their goals. In a nutshell, leaders work relentlessly towards translating vision into reality.

In our Inspirational Leadership series, we will see how our leaders have traversed their leadership journey with passion and motivation. Let us begin the series with one of the most promising and fascinating leaders. Glad to share a post from Mr. Sekhar Vikas, Executive Vice President -East & Business Head -WC

Mr. Sekhar always believed that the success of the organization leads to the success of an employee. He led from the front in putting together a strong dedicated team across the states of West Bengal and Odisha. His participative leadership style, ability to identify right set of people for task assignment, his passion to coach and develop team members, ability to work through and with people have brought the best out of the team. East regions has completed four years of business operation and has been one of the best teams across. Please find below Mr.Sekhar sharing about his journey.



"I joined veritas in Nov 2016 in east as first employee of the region. Firstly I hired two people who I knew for long, they were ready to join not knowing veritas at all. When we joined we all had our own apprehensions. But we have brushed them aside and started to get to the ground. Over a period of one year, we put together a strong dedicated warrior team across Bengal and Odisha .

I had a vision, which MD told me personally was to build a 500 cr loan book over a period of three years. I just blindly went about doing that by sharing this plan with my one downs and they also pursued it along with me. My style of leadership is very simple- identify raw talent, give them big responsibility and just help them learn to swim, give them enough freedom to implement their plans within the guidelines set and let them free to go for it. It worked well and now we just completed 4 years in April 2021 in East and currently we stand at 420 cr loan book

in east. This is despite the lockdown last year or else we would have touched our plan of 500 crores loan book build.

I believe I am good at coaching and nurturing a good relationship across my team which helped a lot in building this team. People trusted me so much as I trust them. I feel that my approach towards my team as that of an elder brother rather as a boss, is what makes the team to take my feedback objectively even when I get a little harsh with them at times. My team understand that there is nothing personal about it and took it in the right spirit. I strongly believe that, as a Zonal head, my responsibility is to back my team, give them confidence of achieving tough targets which might look a little impossible, but I always ensure that they go on to pursue the same. At times I needed to take tough decisions which is important to take for the good of the organization. We work as one team when it comes to sharing the organisation's vision and mission.

We have just crossed one milestone and there are many more milestones to achieve and I know this work half done and we have a long way to go. Would like to close this with a thanks note for all the guidance and support extended in making East as one of the best performing team."

Emperor Napoleon Bonaparte says that "A leader is a dealer in hope." No matter what situation he or she faces, the first job as a leader is to inspire hope, first in self and then in other people". Veritas is proud to have such leaders who inspire confidence.

Look forward to more such inspiring sessions under this series.

LET'S KEEP MOOOOVIN...

Hello Veritasians,

Hope all of you are safe and in good health. Most of us are aware that regular physical activity provides important health benefits like chronic disease prevention, helps in maintaining healthy weight, improves bone strength. But how? We are all living in the new norm like WFH and outdoor physical activity is becoming difficult. It's time we start with simple exercises at home.



We recommend you sharing few good exercises. Don't try these if you are unwell or have any other complications.

Let us keep moooovin..... as in the picture and let us catch up with more serious workouts next time. Till then stay safe.... stay healthy.

Women's day Celebration 2021



A moment of Pride



Our GST Champions receiving certificate of appreciation from MD



PRAVEEN.A
Assistant Manager - Finance



ANUSHA.P
Senior Executive - Accounts



MURALIKRISHNA.R
Senior Executive - Accounts



SWATHY RAMADOSS
Assistant Manager - Finance



M. SRINIVASA RAO
Senior Manager - Accounts



VIJAYA KUMAR.P
Assistant Vice President - Finance



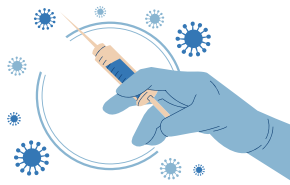
RAMESH.R
Vice President - Finance



TEAMWORK

and intelligence win

CHAMPIONSHIPS



VACCINATED HEROS

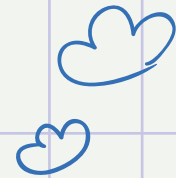
Meet our heros who took a pledge to protect themselves, their family and the society! They had their dose of Vaccine to fight against Covid19. They are immunized now.



GIVE IT A SHOT, IF YOU ARE YET TO BE IMMUNIZED!



LASTING MEMORY - THE FIRST AASHIRWAAD!



You completed your studies, designed a perfect resume and worked hard through a tough interview process and finally, got an offer to join Veritas Finance. Your first day at your first job was filled with mixed emotions from nervousness to eagerness, you got united into the workplace culture and all well set to become an achiever. Then comes the excitement, a life transition the FIRST SALARY. Veritas makes the excitement super special by celebrating the FIRST Pay check and creates memorable moments to cherish forever.

Wishing you the same excitement everyday, as you progress into the journey of WORK!!



Abinesh Tamilmani, Sales - MSME, Mayiladuthurai



Sushanta Guchhait, Sales - MSME, Contai



Sudharshan Annamalai, Sales - MSME, Thiruvannamalai



Tupakula Abhinai Srinivas, Sales - MSME, Khammam



Amrendra Kumar, Sales - MSME, Ranchi



Swetha V, Finance, HO



Balachandar K, Sales - WC, Chennai



Provati Mukherjee, Sales - MSME, Kalna



Rajesh Pilot, Sales - MSME, Gadwal



Cheerala Raju, Sales - MSME, Mahabubnagar



Badripally Shiva, Sales - MSME, Amanagl



Majji Swamy, Sales - MSME, Bhimavaram



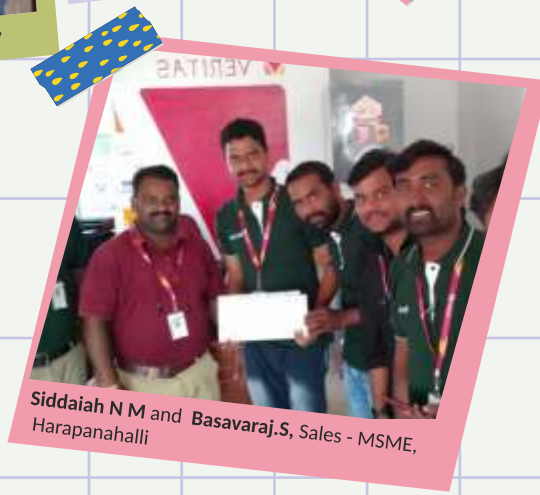
CH Subrahmanya Swamy, Sales - MSME, Bhimavaram



Susanta Guchhiet, Sales - MSME, HO



Venkatarama M A, Sales - MSME, Hassan



Siddaiah N M and Basavaraj.S, Sales - MSME, Harapanahalli

HOMAGE



Uday Sankar Mallick

Assistant Vice President - Kolkata

(04.02.1979 - 14.05.2021)

Deeply mourning the untimely demise of our colleague

Uday Sankar Mallick, AVP-Credit-East-MSME.

May the almighty grant courage and strength to the bereaved family to bear the loss.

Prayers for his soul to rest in peace.

New Branches



Mahabubabad, Telangana
11th January 2021

Sri Veerabhadra Swamy temple



Chas, Jharkhand
16th January 2021

Sri Sri Kalika Maharani Temple



Amangal, Telangana
24th January 2021

Bhongir Fort



Chittoor, Andhra Pradesh
15th February 2021

Tada Falls



Madanapalle, A.P.
15th February 2021

Horsley Hills



Palamaner, A.P.
15th February 2021

Ganganna sirrasu waterfalls



Pileru, A.P.
18th February 2021

*Sri Swayambhu Varasidhi Vinayaka
Swamy Vari Devasthanam*



Tirupati, A.P.
20th February 2021,

Sri Venkateswara Swamy Temple



Katni, Madhya Pradesh
9th February 2021

Vijayraghavgarh Fort,



Gulbarga, Karnataka
1 st April 2021

Gulbarga Fort



Bhalki, Karnataka
1 st April 2021

Bhalki Fort



Shahapur, Karnataka
1 st April 2021

Mysterious Fort



Bidar, Karnataka
1 st April 2021

Bidar Fort



Humnabad, Karnataka
1 st April 2021

Sri Veerabhadra Swamy Temple



Giridih, Jharkhand
8 th April 2021

Parasnath Hills



Sathupally, Telangana
22nd April 2021

Bogatha Water Falls



Vijayamangalam, T.N.
22nd April 2021

Bhavani Sagar Dam



Daltonganj, Jharkhand
14th June 2021

Palamu Forts