



REGISTERED OFFICE

410-412, 18/12, 4th Floor, W.E.A.,
Arya Samaj Road, Karol Bagh,
New Delhi-110005

CORPORATE OFFICE

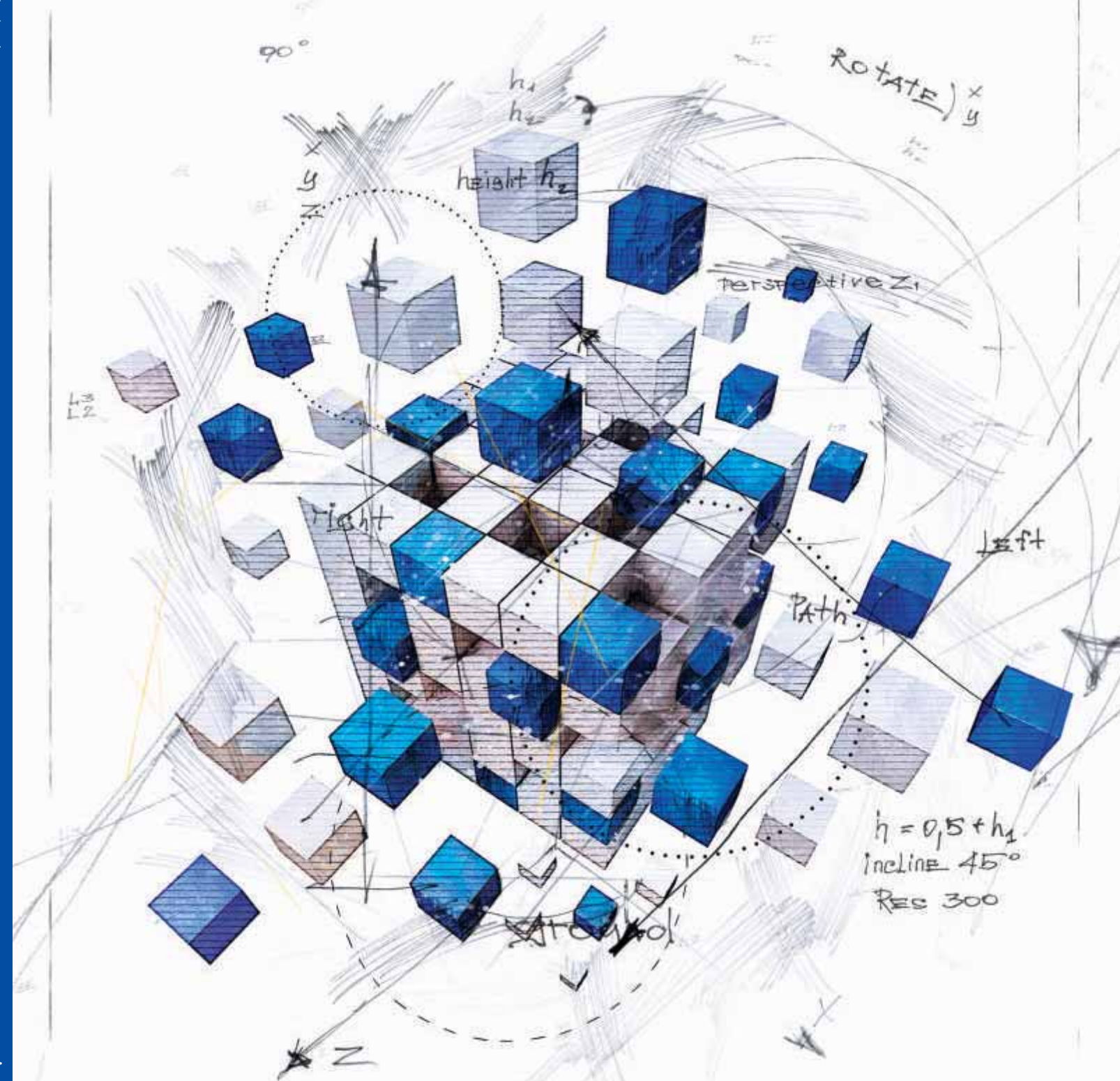
716-717, 7th Floor, Tower B,
World Trade Tower, Sector 16
Noida, Uttar Pradesh-201301

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CONSOLIDATING
for the **FUTURE**



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COMPANY INFORMATION

CORPORATE IDENTITY NUMBER (CIN)

L74899DL1992PLC051462

BOARD OF DIRECTORS

Managing Director

Rohit Gupta

Directors

Ashok Kumar Kathuria (Non-Executive Director)

Anjna Mittal (Independent Director)

Manoj Gupta (Independent Director)

Chief Financial Officer

Naresh Chandra Varshney

Company Secretary & Legal Head

Akash Gupta

LISTED AT

BSE Limited

BANKERS

State Bank of India

HDFC Bank Limited

AU Small Finance Bank

STATUTORY AUDITOR

Aggarwal & Rampal
Chartered Accountants

INTERNAL AUDITOR

R. Mahajan & Associates,
Chartered Accountants

SECRETARIAL AUDITOR

Sanjay Kumar

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REGISTRAR & SHARE TRANSFER AGENTS

MAS Services Limited
T-34, 2nd Floor, Okhla Industrial Area,
Phase-2, New Delhi-110020

COMPANY GOALS & PRINCIPLES

Since inception, CSL Finance Limited has been following certain guiding principles on which the foundation of the Company has been built. The Company believes in maintaining the highest level of integrity in its operations and aspires to be fair to its customers, employees and other stakeholders.

Company's Goals

In order to achieve its objective to be strong and viable in the long run, CSL Finance has earmarked its long term and short term goals, which are:

- Build a low cost profitable business model with a focus on high portfolio quality and customer satisfaction.
- Focus to become formidable player in our niche target segment.
- Build a sustainable business with ROE target of 16-18% in the medium term.
- Service unbanked small businesses with strategy to cross sell.
- Follow a cluster based approach to build a strong presence in select markets of North and West India.



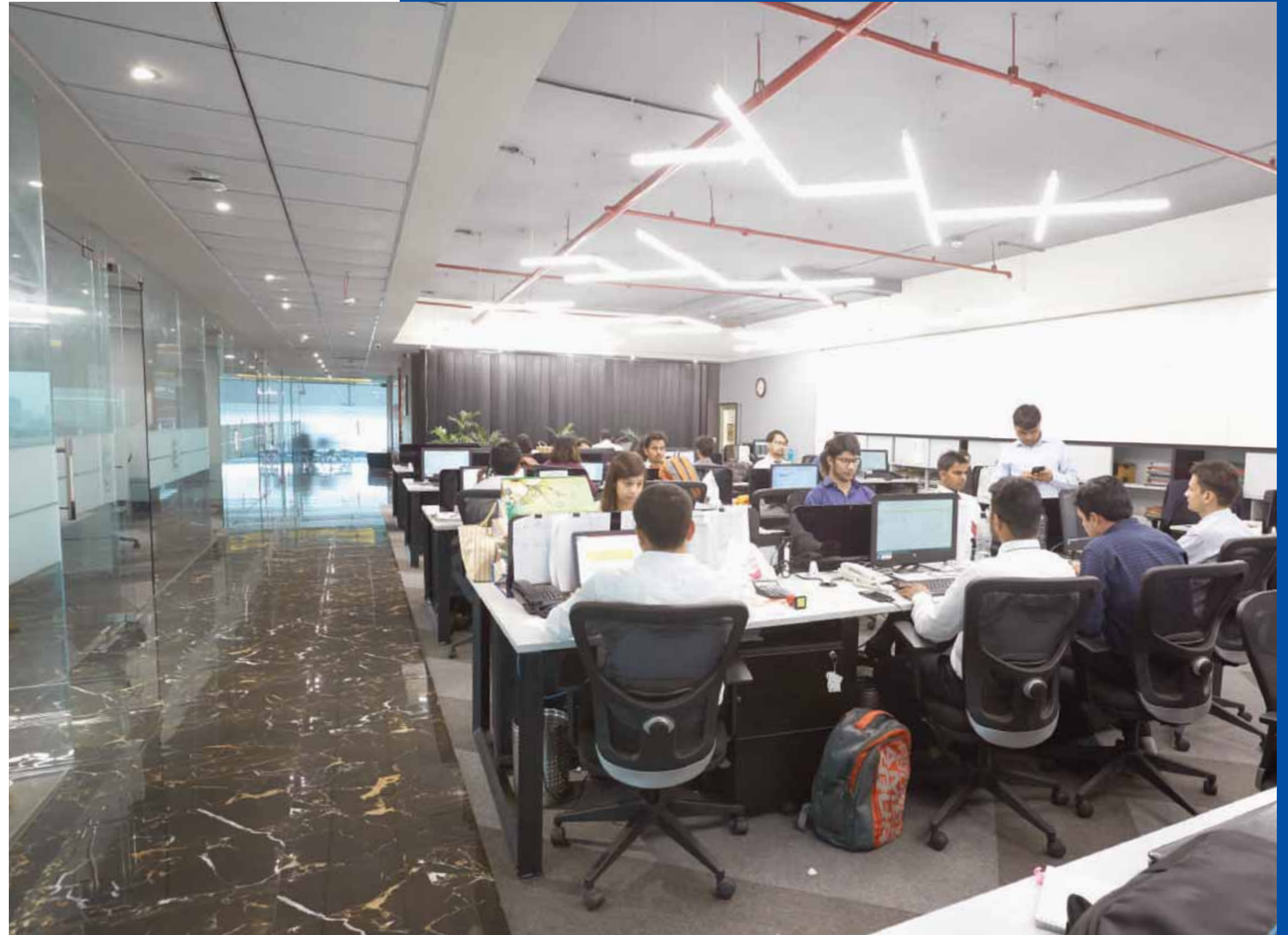
While the focus has been on managing risk, the Company has always had a keen eye for the risk reward payoffs. There has been a strong compliance orientation to ensure that all rules and guidelines are followed in order to build a strong and viable organisation in the long term.

CONSOLIDATING for the FUTURE

The Indian economy has gone through a challenging time last year. NBFC Sector has been hugely impacted due to the defaults by IL&FS Group, which has led to massive liquidity crunch and subsequent defaults by other NBFCs.

In this tough environment for smaller NBFCs, we are working to further consolidate our operations and improve our processes. We are working towards

“Continuing our growth story with a focus to increase profitability and market share.”



building a hub-n-spoke model for our SME Retail Loans, and improve our market penetration.

We have had good response to our School loan products and over time we plan to ramp up this portfolio in our branches. We are building a secured book, and at the same time our focus is to improve branch throughput, drive sales productivity, standardize our processes with an aim to improve profitability at branch level. Our NPAs are under control and we are tracking our loan portfolio closely to see any impact of the slowing economy and resultant job losses.

Given the challenges of raising fresh debt in the current environment, we will be using the cash flows from the wholesale lending book to fund the growth of the SME Retail lending book.

We see the current year as a year of consolidation and hope to grow our balance sheet as soon as the liquidity crunch gets resolved, and we are able to borrow at competitive rates.



BUSINESS STRATEGY



Portfolio Quality

Prudent risk management and continuous monitoring of portfolio



Focused Approach

Pragmatic built up of portfolio in chosen geographies through cluster approach



Flexibility

Flexible offerings in line with customer needs



Costs

Optimisation of operating profits through continuous cost controls and monitoring



Niche Segments

Good segmental knowledge leading to niche product offerings.



Customer Focus

Focus on building customer relationships to ensure repeat business

PRODUCT PORTFOLIO



Retail Financing

Secured Business Loans

Unsecured Business Loans



Wholesale Financing

Wholesale Mortgage – Large (Group Housing)

Wholesale Mortgage - Small (Builder Floor Financing)

Wholesale Mortgage - LAP (Corporates & Education Sector)

COMPANY SNAPSHOT



Delhi based NBFC
with AUM of
323.51 Cr



18
Branches spread
across North &
West India



Wholesale housing book of
268 Crores
& SME Retail book of
55 Crores



High CAR
66%



BSE
Listed on Bombay
Stock Exchange



99%
Loan Book
Secured



BBB
Rating from
CARE



51 Cr
Raised from
Marquee Investors
in Sep. 2017

SME CUSTOMERS SPEAK



I had never taken any loan before and CSL's simple and easy documentation process alongwith their supportive team, has made it easier for first time customers like me to gain access to loans.



Anuj Kumar
Shiv Shakti Kiryana Store



I knew that my gol guppas were the best but I could not dream to expand my business without money. That's when I discovered CSL!

Raj Kumar Gupta
Gupta Chat Bhandar



I have my business of PVC and aluminium works in Ahmedabad. CSL understood my business and loan requirements and advised me accordingly. With the help of CSL's loan, I have been able to purchase new machinery and raw material for expanding my business.

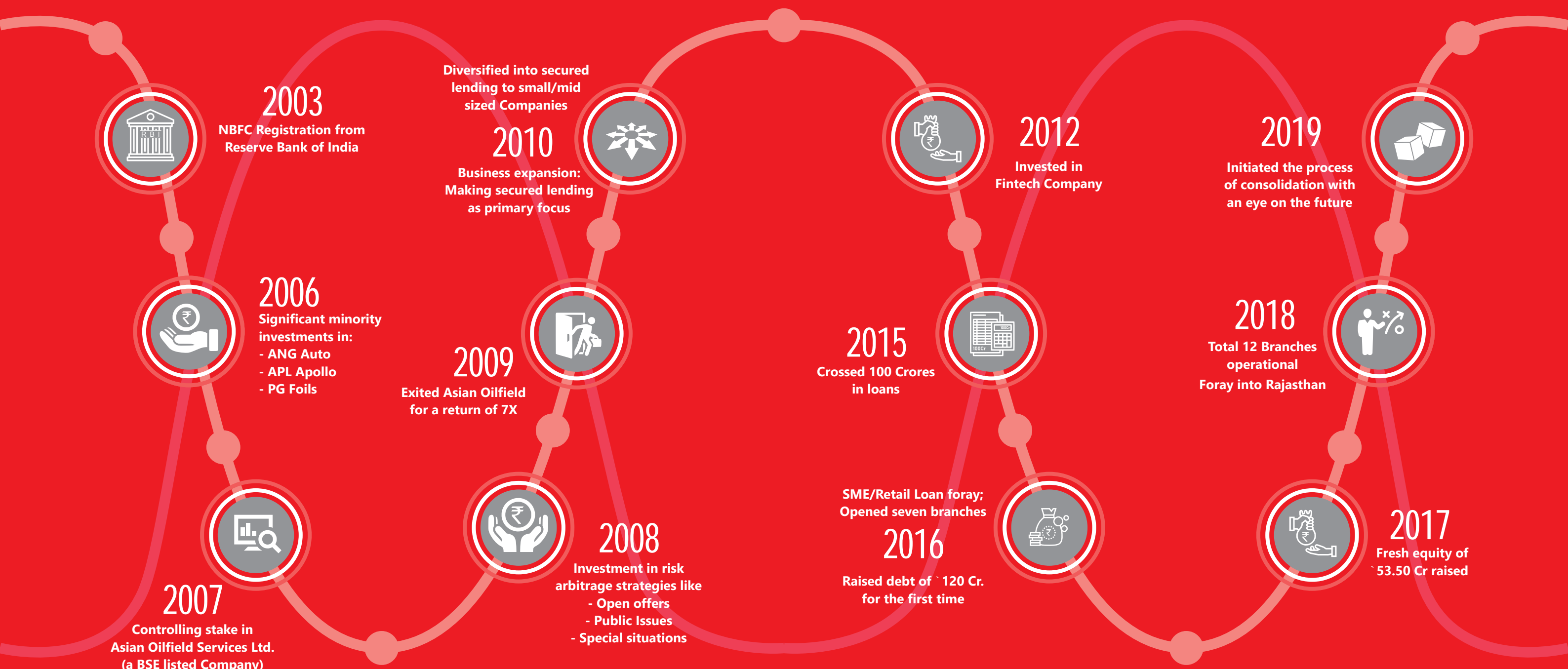


Vijay Kumar
Vidya Metals

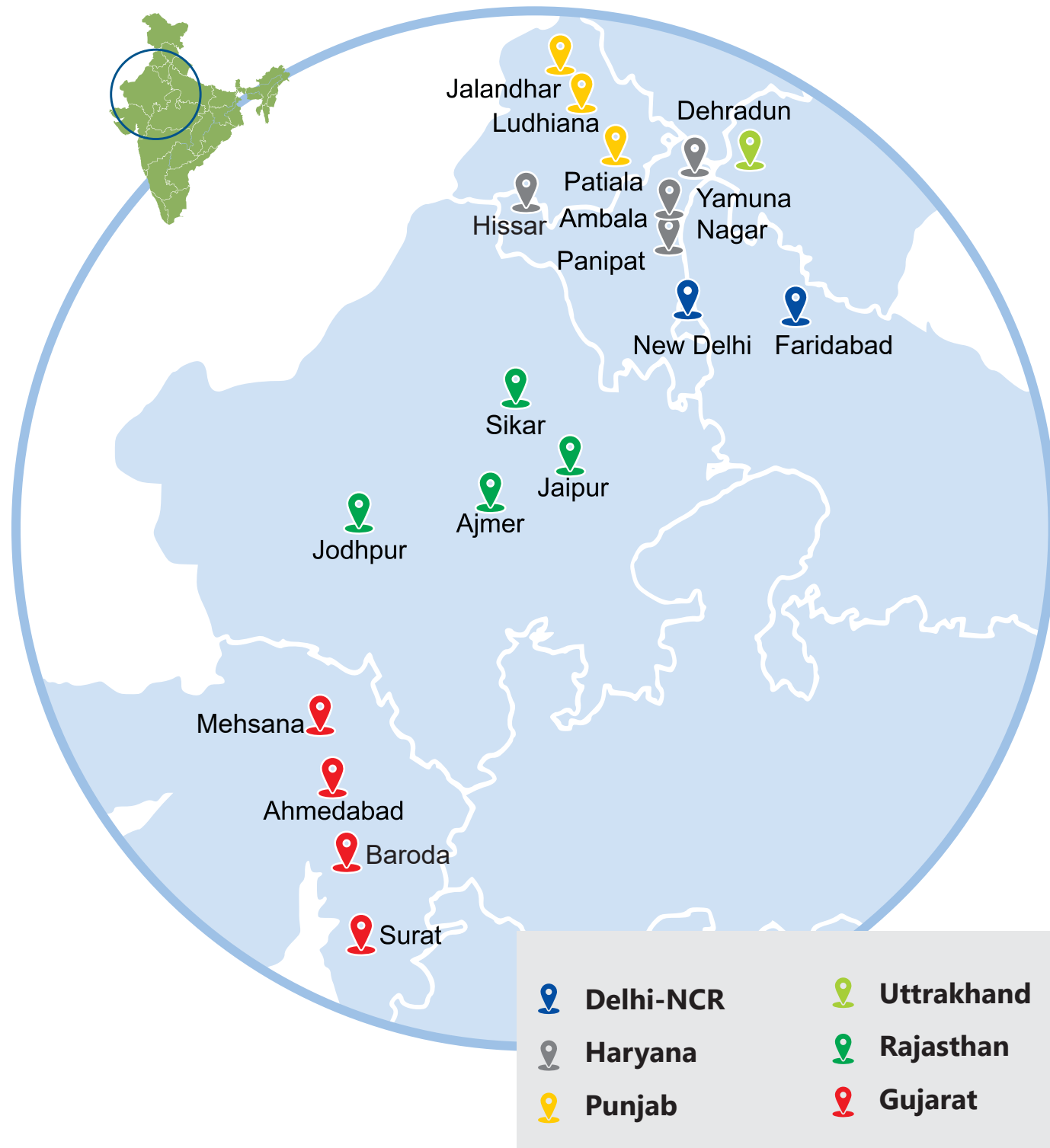


COMPANY MILESTONES

The Company has come a long way since its inception. It has grown to a major player in the NBFC Sector, diversified its portfolio and consolidated its resources to focus on the future. Here are the Company milestones over the years.



COMPANY PRESENCE



BOARD OF DIRECTORS

ROHIT GUPTA (MANAGING DIRECTOR)

Rohit is a Chartered Accountant with over 25 years of diverse experience in the fields of merchant banking, corporate finance, financial restructuring, project finance, capital markets and structured lending. He has advised several small/mid-size organizations develop and execute turnaround and growth strategy and helped them raise equity and debt through various instruments to fuel their growth. He is passionate about innovative and structured lending models and is the prime driving force behind the structured lending model of CSL Finance Ltd. He has steered the company to certain NICHE market segments and has visioned Company's foray into SME lending.

