



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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CONTENTS

02	Company Information	Board of Directors	16
04	Adapting to the New Normal	Management Team	20
08	Company Goals & Principles	Letter from the Managing Director	26
10	Company Snapshot	Management Discussion & Analysis Report	30
11	Business Strategy	Notice	42
12	Company Milestones	Directors' Report	53
14	Company Presence	Corporate Governance Report	77
15	Product Portfolio	Financial Statements	91

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
Mr. Naresh Chandra Varshney

COMPANY SECRETARY & COMPLIANCE OFFICER
Ms. Gunjan Khera

LISTED AT
BSE Limited

BANKERS
State Bank of India
HDFC Bank Limited

AU Small Finance Bank
Kotak Mahindra Bank

STATUTORY AUDITOR
Aggarwal & Rampal, Chartered Accountants

INTERNAL AUDITOR
R. Mahajan & Associates, Chartered Accountants

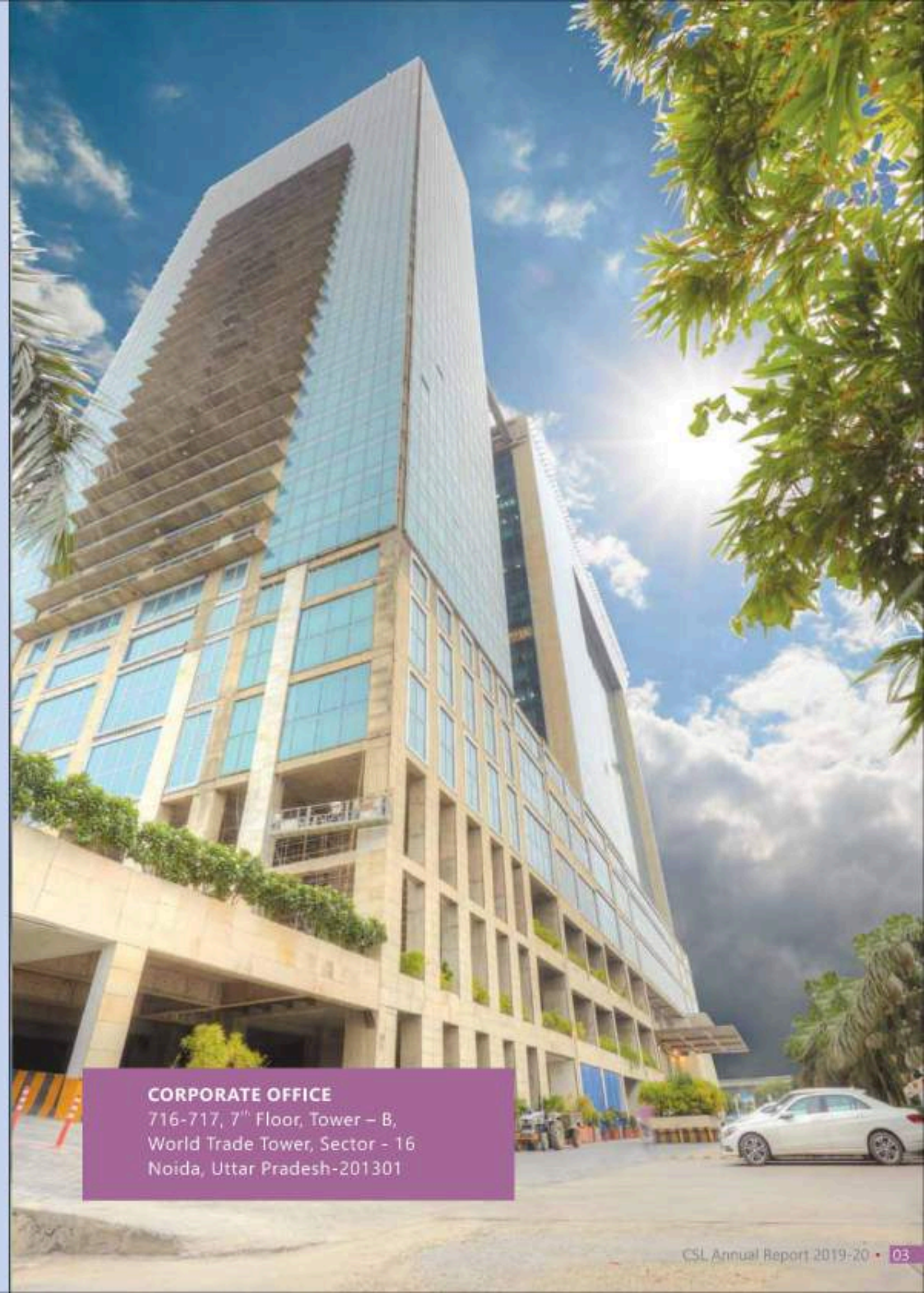
SECRETARIAL AUDITOR
N. Kumar & Associates, Company Secretaries

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REGISTRAR & SHARE TRANSFER AGENT
MAS Services Limited
T-34, 2nd Floor, Okhla Industrial Area,
Phase-2, New Delhi-110020

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ADAPTING TO THE **NEW** NORMAL

We all know that financial year 19-20 was a tough year for Indian economy in which it has faced challenges on every front and at a later phase when it was trying to recover, it was hit by another crisis COVID-19 which has made everyone to focus on existence rather than only growth. Now companies are thriving to have a sustainable presence and growth in the market.

Post this period, we are expecting a lot of behavioural changes in the market and fear of this pandemic will persist till the vaccine is widely available in all parts of country. Government restrictions and other measures will keep hurting the businesses and their normal course of operations till normalcy is achieved. So, in order to cope up with these challenges and to maintain their normal growth, the companies will now focus changing their business processes, and more thrust will be given on making things online rather than following old offline/manual processes. We presume, the financial industry, including NBFCs, will also go through a lot of process changes to adapt the changed scenario, which has become a New Normal for everyone.

“

We think that business environment shall change which will become new normal, and we are positioning ourselves for the same.

ADAPTING
TO THE
NEW
NORMAL



As we all know, CSL is always a firm believer of "Quality over Quantity" and in order to deliver the same standards, we have started to re-design our policies & processes to prepare & position ourselves for the future. We are now focusing on process-re-engineering in collection and disbursement methods and enhancing our resources regularly to keep pace with changing dynamics of the industry.

Healthy credit book has been top priority of CSL. Since NPA has been the biggest concern for the industry we are improving our underwriting methods and lending policies. We are also focusing on data analytics methods and regularly improving our processes. The company has brought its maximum database on cloud platforms and has implemented digital platforms for improving collections.

Thus, we see current financial year as a year of consolidation where we shall focus on collection and improve our disbursement and underwriting processes. We think that business environment shall change which will become new normal, and we are positioning ourselves for the new normal. This year is the year of survival and sustainability rather than focusing on aggressive growth.

Our 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 processes 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 Ltd. 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.

“

The company believes in maintaining a sustainable presence and growth this year.



Company Snapshot



Listed on Bombay
Stock Exchange



Delhi based NBFC
with AUM of ₹318 Cr
as on 31st Mar-20



Wholesale housing
book of ₹245 Cr & SME
Retail book of ₹73 Cr



98% of loan
book is secured



18 Branches spread
across North and
West India



Raised ₹51 Cr
from Marquee investors
in September 2017



High CAR of 73%



BBB rating from CARE

Business Strategy

Portfolio Quality

Prudent risk
management and
continuous monitoring
of portfolio

Focused Approach

Pragmatic build up of
portfolio in chosen
geographies through
cluster approach

Niche Segments

Good segmental
knowledge leading to
niche product offerings.

Flexibility

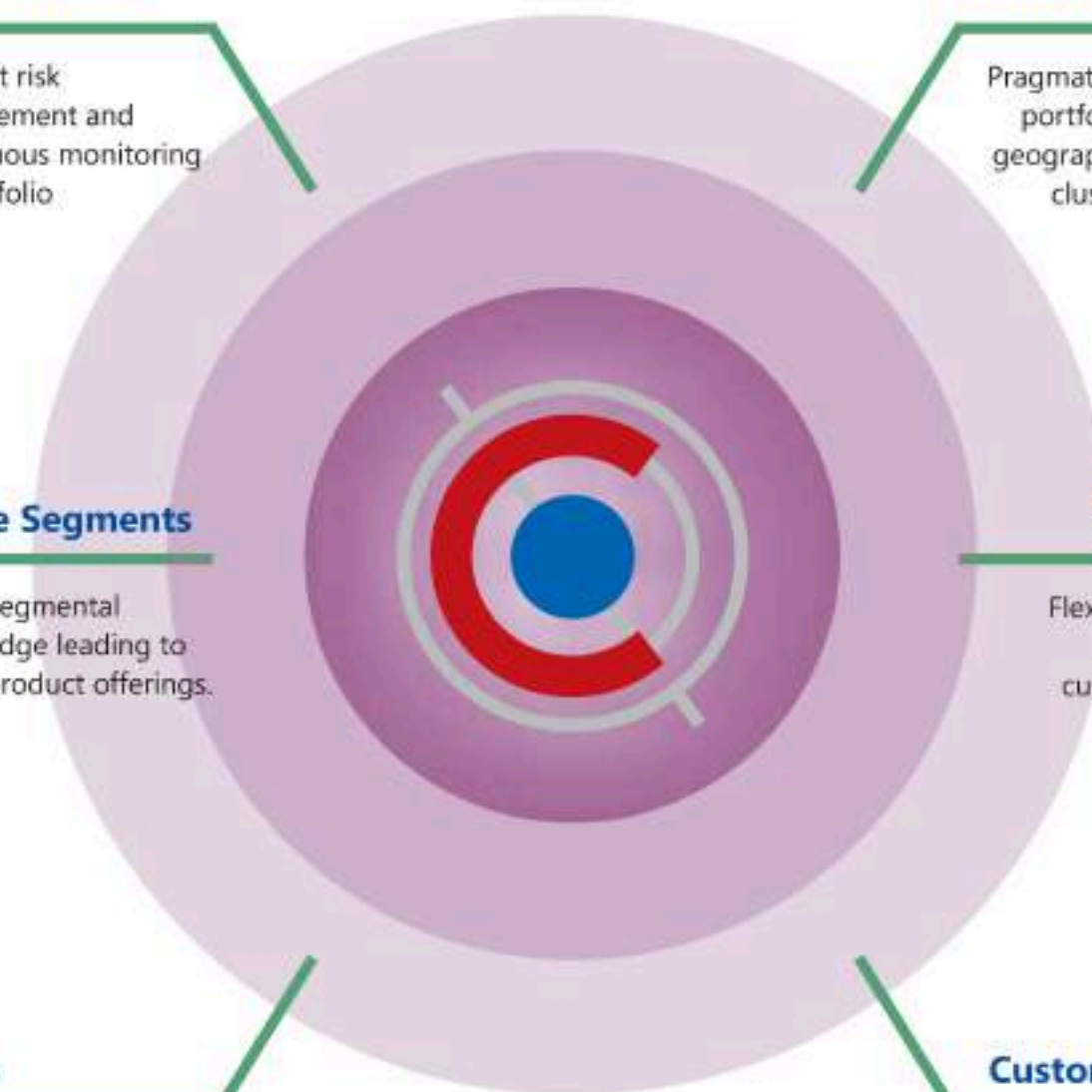
Flexible offerings
in line with
customer needs

Costs

Optimisation of operating
profits through
continuous cost controls
and monitoring

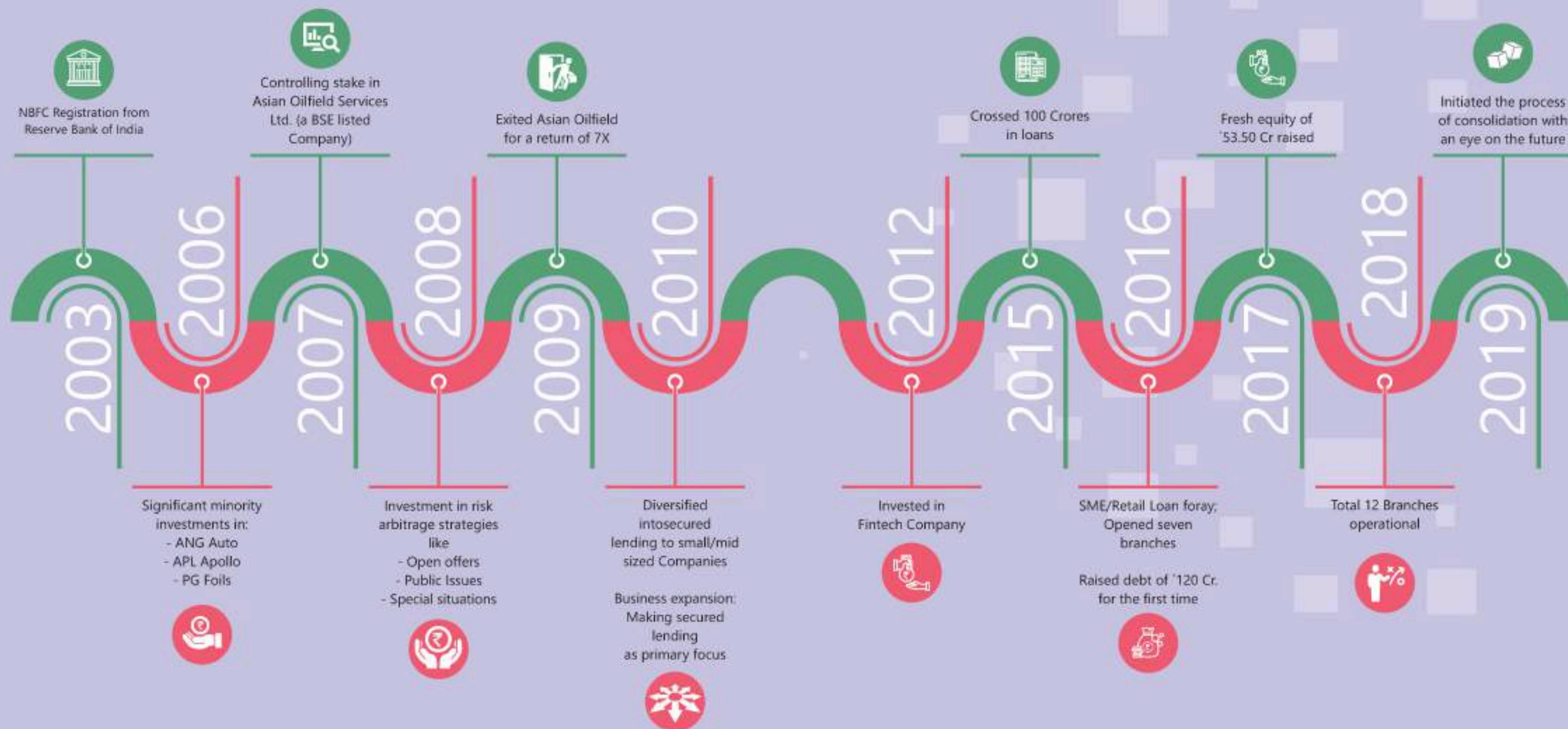
Customer Focus

Focus on building
customer relationships to
ensure repeat business

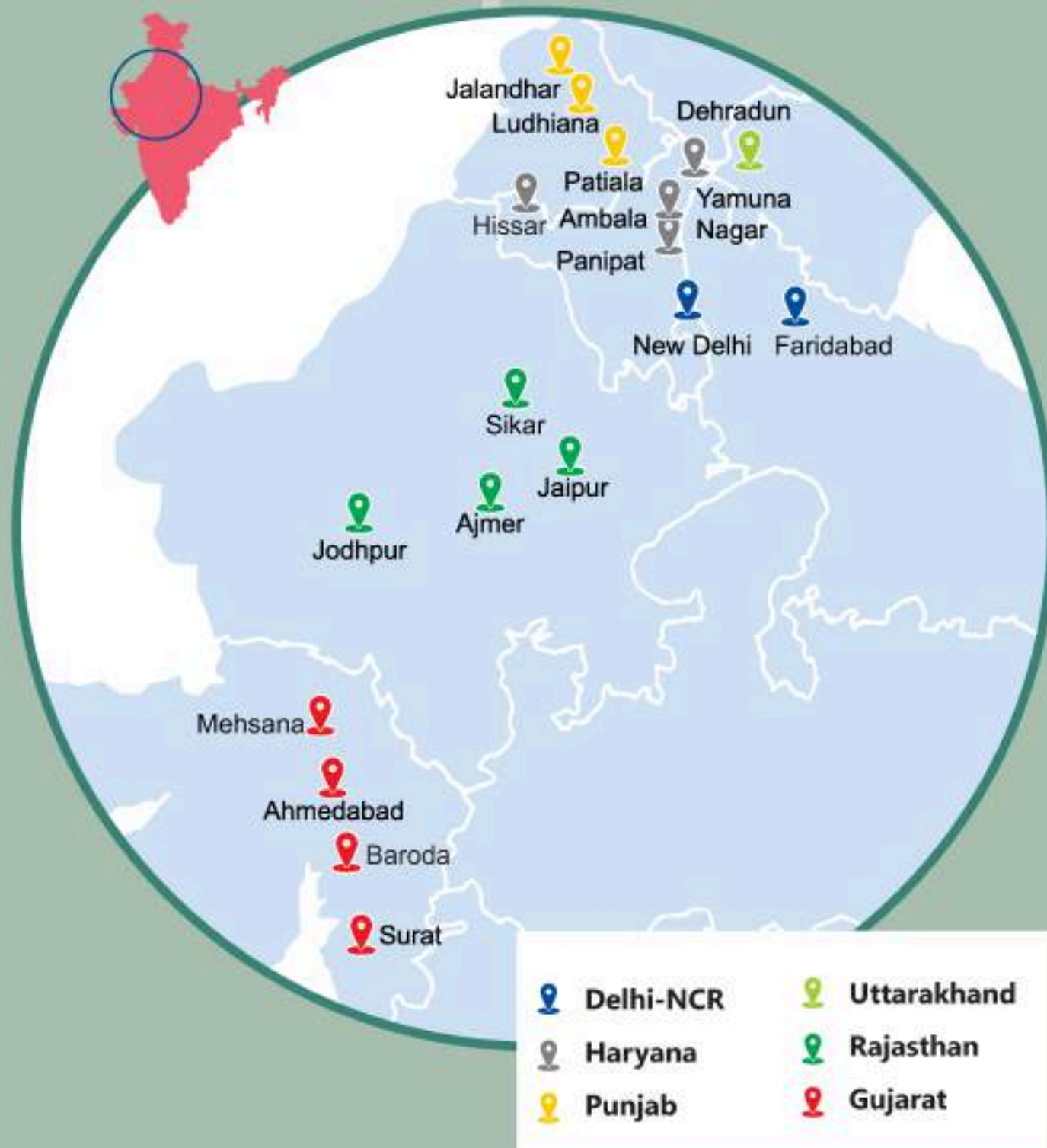


Company Milestones

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



Product Portfolio



Retail Financing

Secured Business Loans

Unsecured Business Loans



Wholesale Financing

Wholesale – Large
(Affordable Group Housing)

Wholesale – Small
(Builder Floor Financing)

Wholesale – LAP
(Corporates & Education Sector)

Board of Directors

ROHIT GUPTA (MANAGING DIRECTOR)

Rohit is a Chartered Accountant with over 26 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.

