



stable



scalable



sustainable

**Indiabulls**

Indiabulls Financial Services Limited

Annual Report 2009-10

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## forward looking statement

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in assumptions. The achievements of results are subject to risks, uncertainties, and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated, or projected. Readers should keep this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

# corporate information

## BOARD OF DIRECTORS

- |                        |                            |
|------------------------|----------------------------|
| 1. Mr. Sameer Gehlaut  | 5. Mr. Aishwarya Katoch    |
| 2. Mr. Rajiv Rattan    | 6. Mr. Shamsher Singh      |
| 3. Mr. Surabh K Mittal | 7. Mr. Karan Singh         |
| 4. Mr. Gagan Banga     | 8. Mr. Prem Prakash Mirdha |

## BANKING & FINANCING RELATIONSHIPS

Allahabad Bank	ICICI Bank	SBI Mutual Fund
Axis Bank	ICICI Pru Mutual Fund	State Bank of Bikaner & Jaipur
Axis Mutual Fund	IDBI Bank	State Bank of Hyderabad
Bank of India	Indian Bank	State Bank of India
Birla Sun Life Mutual Fund	Karnataka Bank	State Bank of Indore
Canara Bank	LIC Mutual Fund	Syndicate Bank
Canara Rebecco Mutual Fund	Lotus Mutual Fund	Taurus Mutual Fund
Central Bank of India	Oriental Bank of Commerce	UCO Bank
DBS	Peerless Mutual Fund	UTI Mutual Fund
Dena Bank Limited	Punjab & Sindh Bank	Vijaya Bank
Deutsche Bank	Punjab National Bank	Yes Bank Limited
GE Capital	Reliance Capital Limited	
HDFC Bank Limited	Reliance Mutual Fund	
HDFC Limited	Religare Mutual Fund	

## REGISTERED OFFICE

F-60, Malhotra Building  
2nd Floor, Connaught Place,  
New Delhi-110001, India

## WEBSITE

[www.indiabulls.com/financial](http://www.indiabulls.com/financial)

## COMPANY SECRETARY

Mr. Amit Jain

## REGISTRAR & TRANSFER AGENT:

Karvy Computershare Pvt. Ltd.  
Plot No. 17 to 24 Vittal Rao Nagar,  
Madhyapur, Hyderabad-500 081

## CORPORATE OFFICES:

"Indiabulls House", 448-451,  
Udyog Vihar, Phase V, Gurgaon-122001

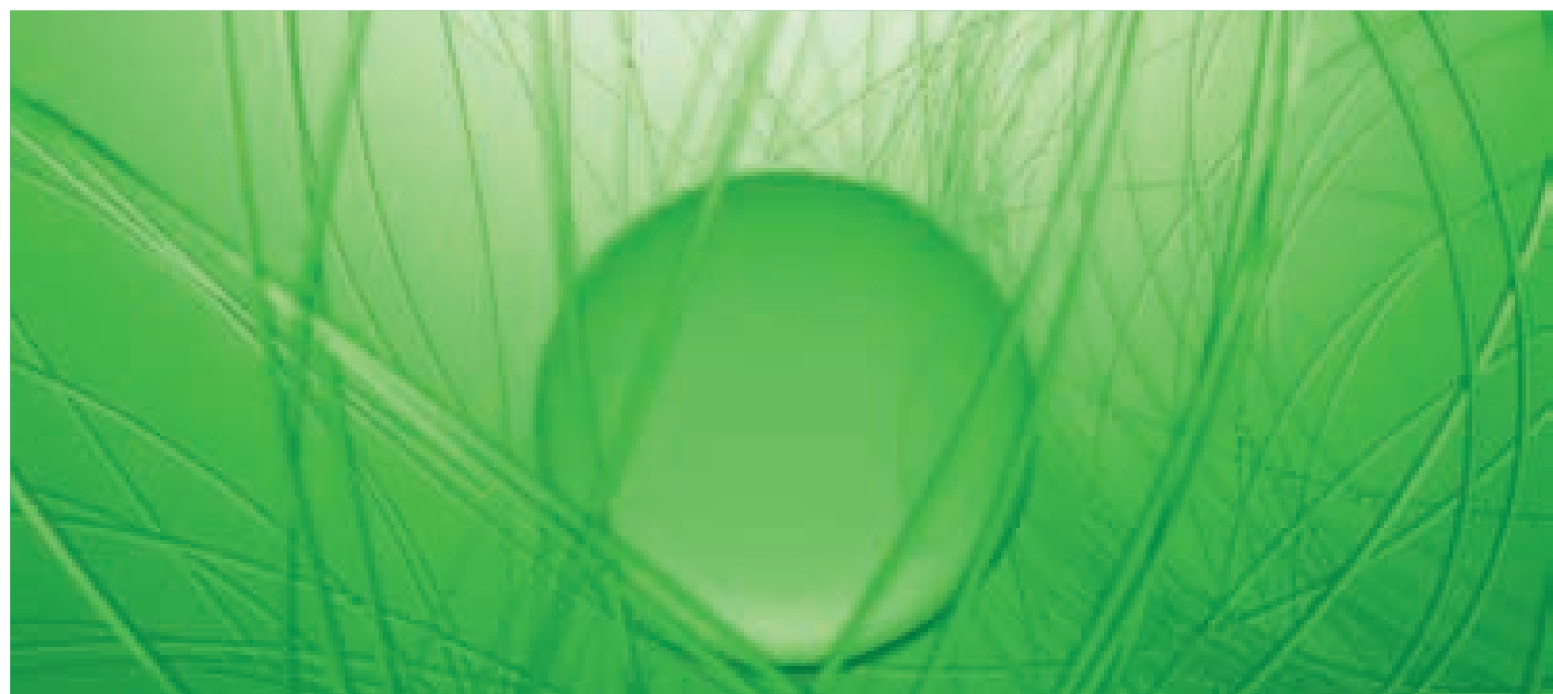
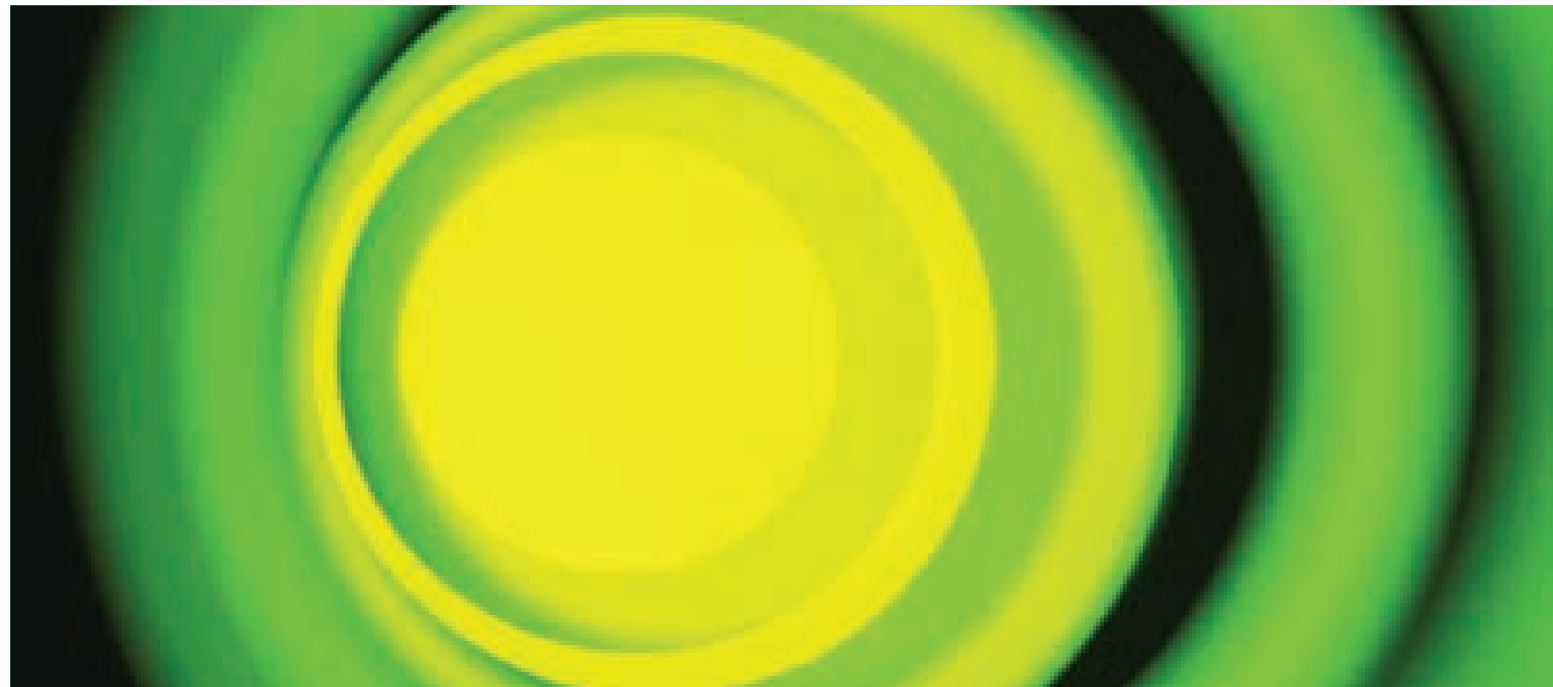
One Indiabulls Center, Tower 2/B, 841,  
Senapati Bapat Marg, Elphinstone Road,  
Mumbai- 400 013.

## STATUTORY AUDITOR

Deloitte Haskins & Sells  
Chartered Accountants

## INTERNAL AUDITOR

N.D. Kapur & Co.  
Chartered Accountants, 2-A, Shankar Market,  
Connaught Place, New Delhi-110001



# stable. scalable. sustainable.

To be able, is to have the necessary power, skill, resources, and qualifications to author and manage change. It is the essence of endeavour and one of the prime requirements for success. It is a root word, which lends itself to different meanings; depending on the prefix that one attaches before it. Like the white ray of sunlight which carries the colours of the rainbow within it, ability requires just a refracting circumstance to manifest itself as capabilities.

At Indiabulls Financial Services we seek, groom, nurture our abilities. Given our involvement in diverse activities across several industries, we offer our team different arenas to manifest their abilities. In doing so we have built an organization that has proven capabilities in successfully entering and sustaining ourselves in new business domains, increasing our market share as well as bottom-line, while playing a game changing role for the betterment of the sector.

In the macro view, it is people's abilities that build a Company, it is the Company's capability that builds the industry, and it is the industries' capability that builds the economy.

But it all begins with people, their abilities, and what they make of their enterprise.

For us at IBFSL, three words can sum up our enterprise: Stable; Scalable; and, Sustainable. At its root is our attitude. We can *and* we are able.

# our corporate profile

Indiabulls Financial Services Limited (IBFSL) is one of the leading and fastest growing private sector financial services companies in India providing Home Loans, Commercial Vehicle Loans, Loans to SME's and Business Loans.

## OUR PARENTAGE

- A part of the Indiabulls Group, one of India's top Business houses with businesses spread over Real Estate, Infrastructure, Financial Services, Securities & Power sector.
- The IBFSL group enjoys a network of approximately USD 1 billion as on March 31, 2010.
- The IBFSL group has been conferred the status of a "Business Superbrand" by the Brand Council, Superbrands India.

## OUR ACCREDITATIONS AND ACHIEVEMENTS

- IBFSL has set up India's 4th Multi-Commodities Exchange – ICEX (Indian Commodity Exchange Ltd) in partnership with MMTC Limited, the largest international trading house in India.

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presence in **>90** cities

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**>140** branches

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**>Rs. 11,000 crore** loan asset

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# business at a glance



\* National level commodity exchange went live on 27th November 2009

\*\* in the process of getting final approval

# our business divisions

IBFSL is a retail focused organization, fulfilling the credit needs of a large percentage of population across the nation. The Company has leveraged its market knowledge and experience to develop Product Suite for its target client base. These products, with their own distinctive features, are supported by experienced marketing teams and technology infrastructure. These have resulted in a customer-centric credit delivery business model that reaches out to customers across India.

## LENDING BUSINESS

### Home Loans

#### Loan against Property

### Business Loans

#### Commercial Vehicle Loans

#### Commercial Credit Loans

## OTHERS

### National level Commodity Exchange

IBFSL, in partnership with MMTC, has established India's fourth national level commodity exchange - Indian Commodity Exchange Ltd (ICEX) in the country. Recognized by the Govt of India, ICEX is the first exchange that has been set up as a public-private partnership. This screen based online derivative exchange, which went live on Nov 2009, offers trading in bullions, base metals and energy, and agriculture commodities. Its head office is located in North India (Gurgaon), one of the key regions in India's agri- belt, with a mission to encourage participation of farmers, traders and actual users to hedge their positions against the wild price fluctuations. It intends to provide the widest range of benchmark future products available on any exchange, covering all major commodities. Its vision is global growth, innovative product development, continually enhanced technology and the highest level of service.

IBFSL is the largest shareholder in the exchange, holding 40% stake.

### Asset Management Venture

IBFSL has received in principal approval from SEBI and is waiting for final approvals post which it will launch its own fund.

# operational highlights

## MAJOR FOCUS ON HOME LOANS

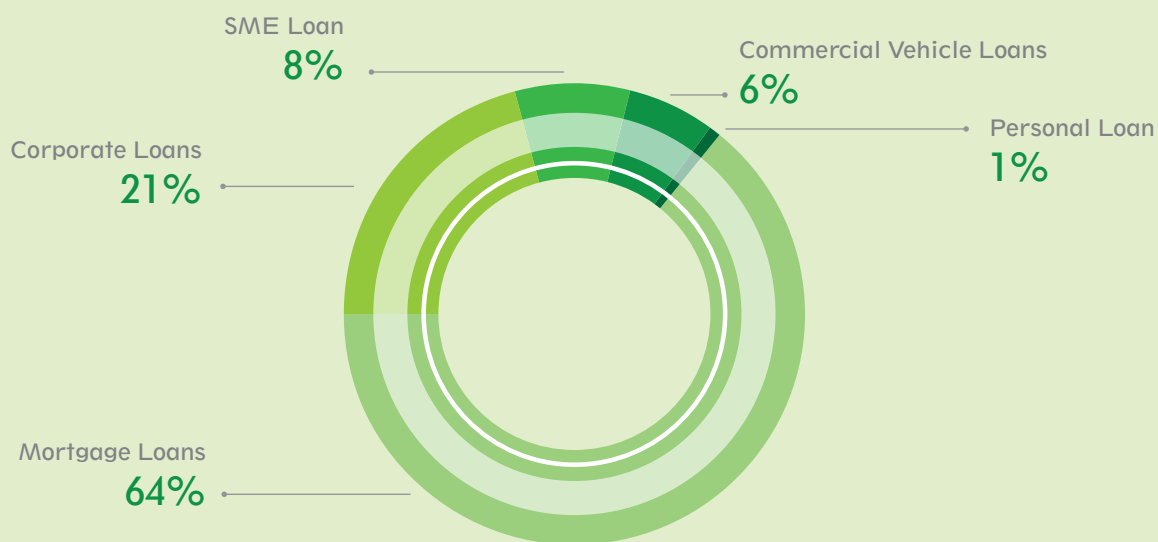
IBFSL's reduce cost of funding (vs historical cost) enables it to be a major player in home loans

Current home loans being offered in line with other leading home loan players

Direct selling team of close to 1,000 persons offering home loans to customers

Leveraging IBFSL's extensive branch network (more than 140 branches across 90 cities).

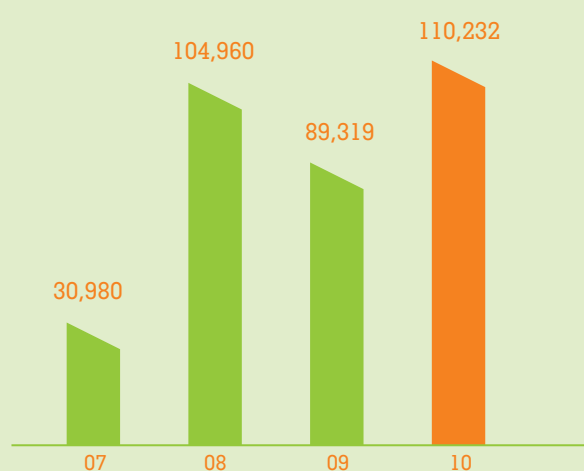
## LOAN BOOK MIX as on March 31, 2010



# financial highlights

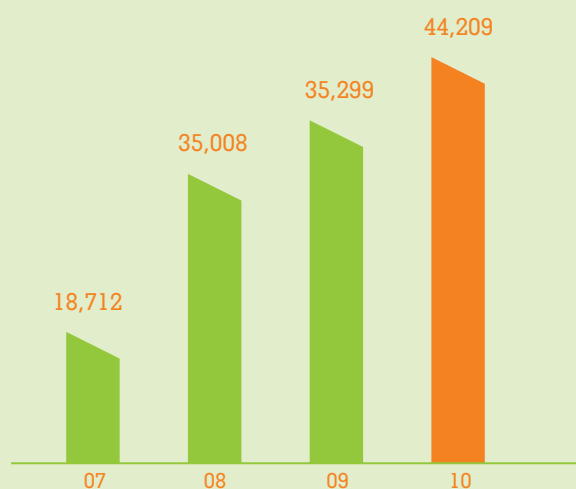
## LOAN BOOK

(RS. IN MILLIONS)



## NETWORTH

(RS. IN MILLIONS)



## PAT

(RS. IN MILLIONS)

