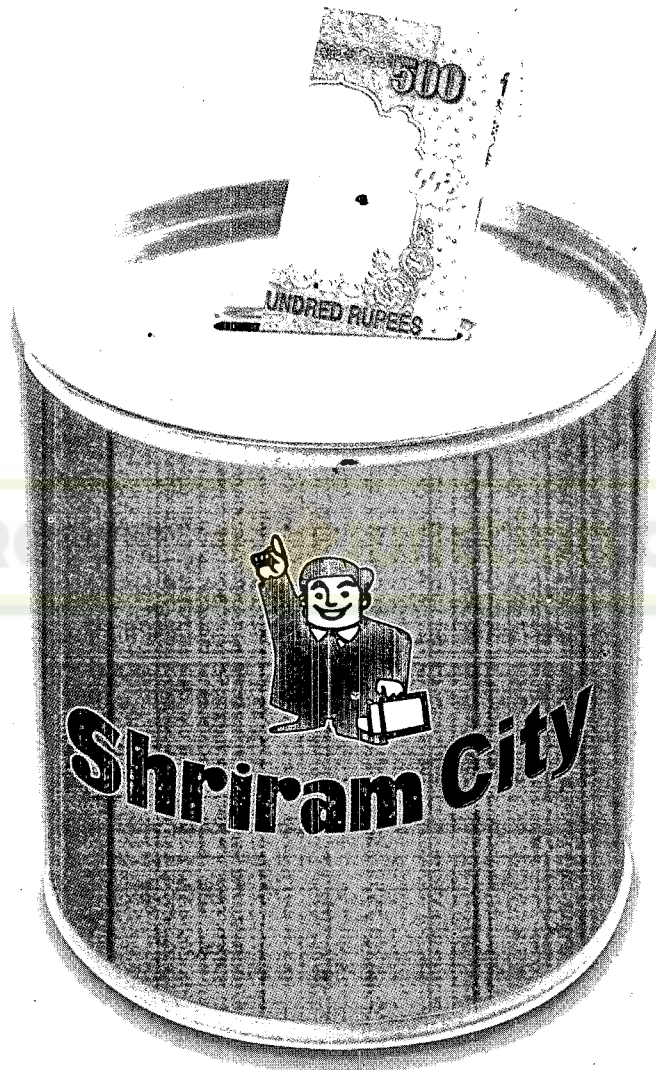


Shriram City



MONEY WHEN YOU NEED IT MOST

Shriram City Union Finance Limited
22nd Annual Report 2007-08

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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 informed 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 plan and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'project', '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 realized, although we believe we have been prudent in assumptions. The achievement of results is 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 bear 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.

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ABOUT SHRIRAM CITY UNION FINANCE LIMITED

LINEAGE

Shriram City Union Finance Limited is a part of three decade-old Chennai-based Shriram Group - India's premier financial services chain - which ranks amongst one of the largest player in the Indian sub-continent in Truck Financing and Chit Funds business.

The Group also has a significant presence in Insurance Consultancy, Retail Asset Financing, Life Insurance, Re-insurance, Stock Broking and General Insurance.

GROUP PRESENCE

With a wide reach and penetration in the most remote parts of the country: employee strength of over 11,000 across the country and presence of more than 75,000 agents nationwide, the Group has an extensive visibility in the retail segment with over 1.20 million investors in the Chit Fund business and almost 1 million holders of fixed deposits/debentures.

COMPANY OVERVIEW

Incorporated in 1986, Shriram City is a Deposit-accepting Asset Financing Company with a presence in 622 locations across India.

PRODUCT OFFERINGS

Prior to 2002, the Company was exclusively engaged in transport finance with special emphasis on financing pre-owned commercial vehicles to small road transport operators. However, since 2002, the Company expanded its product lines substantially and these today comprise financing of consumer durables, two-wheelers, commercial vehicles older than 10 years and non-commercial vehicles, Personal Loans, Small Business Loans and Gold Loans. As on 31st March, 2008, the Company's portfolio (Assets under Management) stood at approximately Rs. 33689 million.

PROMOTERS & MANAGEMENT BANDWIDTH

The Company has been promoted by the Shriram Group of South India, and has M/s Shriram Capital Ltd. and M/s Shriram Retail Holdings Pvt. Ltd. as its Holding Companies. Since the late 1990s, the Company's strategic direction has been steered by the Board of Directors consisting of employees and independent/professional/nominee directors.

SHAREHOLDING PATTERN

Leading investment agencies such as ICICI Venture, ChrysCapital, Bessemer Venture Partners and Asiabridge Fund have acquired stakes in the Company.



CORPORATE INFORMATION

CHAIRMAN:	Sri Arun Duggal	REGISTERED OFFICE:	123, Angappa Naicken Street Chennai 600 001 Ph: +91-44-2534 1431
MANAGING DIRECTOR:	Sri R. Kannan		
DIRECTORS:	Sri S. Venkatakrishnan Sri S. Krishnamurthy Sri V. Parthasarathi Sri Mukund Govind Diwan Sri Vipin Kapur Sri T. S. Sethurathnam (Nominee of IREDA Ltd.) Sri Sunil Varma	SECRETARIAL OFFICE:	4th Floor, "Mookambika Complex" 4, Lady Desika Road, Mylapore Chennai - 600 004 Ph.: +91-44-2499 0356, 2499 0960 Fax: +91-44-2499 3272
COMPANY SECRETARY:	Sri J. Radhakrishnan	ADMINISTRATIVE OFFICE:	New No. 221 (Old No. 229) Royapettah High Road Mylapore, Chennai 600 004 Ph.: +91-44-4391 5300 - 04 Fax: +91-44-4391 5351
AUDITORS:	Pijush Gupta & Co. Chartered Accountants	BANKS:	ABN AMRO Bank N.V. Axis Bank Ltd. Bank of America Bank of India Bank of Maharashtra Bank of Rajasthan Ltd. Calyon Bank Ltd.
SHARE TRANSFER AGENTS:	Integrated Enterprises (India) Ltd. II Floor, "Kences Towers" No. 1, Ramakrishna Street Off North Usman Road T. Nagar, Chennai - 600 017 Ph: +91-44-2814 0301 - 0303		



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Canara Bank
Central Bank of India
Centurion Bank of Punjab Ltd.
City Union Bank Ltd.
Corporation Bank
DBS Bank Ltd.
Dena Bank
HDFC Bank Ltd.
HSBC Ltd.
ICICI Bank Ltd.
Indian Bank
Indian Overseas Bank
IDBI Bank Ltd.
ING Vysya Bank Ltd.
Kotak Mahindra Bank Ltd.
Oriental Bank of Commerce
Punjab National Bank
Standard Chartered Bank PLC
State Bank of Bikaner & Jaipur
State Bank of Patiala
Tamilnad Mercantile Bank Ltd.
The South Indian Bank Ltd.
UCO Bank
Union Bank of India

United Bank of India
Yes Bank Ltd.

INSTITUTIONS:

IREDA Ltd.
SIDBI Ltd.

Listed on the following Exchanges and the annual listing fees have been duly paid

• Madras Stock Exchange Ltd., Exchange Building, R.B.No. 163, No. 30 (Old No. 11), Second Line Beach, Chennai 600 001

• Bombay Stock Exchange Ltd., Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001

• National Stock Exchange of India Ltd., Exchange Plaza, 5th Floor, Plot No. C/1, C-Block, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051

OUR PRESENCE IN INDIA

BRANCHES:

A: Adilabad, Adoni, Agra, Ahmedabad, Ahmednagar, Ajmer, Akola, Aligarh, Allahabad, Alwar, Amalapuram, Ambikapur, Amravati, Amritsar, Anand, Anantapur, Angamaly, Angul, Asansol, Attur, Aurangabad, Azadpur

B: Bachheli, Bagalkot, Balaghat, Bangalore, Bangalore Khar Road, Baramati, Bareilly, Barmer, Baroda, Basava Kalayan, Bathinda, Begusarai, Belapur, Belgaum, Belgaum II, Bellary, Berhampur, Bhagalpur, Bharatpur, Bharuch, Bhatkal, Bhavanipuram, Bhavnagar, Bhilai, Bhilwara, Bhimavaram, Bhopal, Bhubaneswar, Bhubaneswar II, Bhuj, Bicholim, Bidar, Bijapur, Bikaner, Bilaspur, Boisar, Bokaro, Burdwan, Burhanpur

C: Calicut, Chadikhole, Chamaraja Nagar, Chandigarh, Chandrapur, Channagiri, Channarayapatna, Chembur, Chikkodi, Chikmagalore, Chinchwad, Chindwara, Chiplun, Chitradurga, Chittorgarh, Cochin, Coimbatore, Cuddapah, Cuddapah II, Cuttack

D: Dahisar, Dahod, Dausa, Davangere, Dehradun, Dhanbad, Dhanbad I, Dharmapuri, Dharwad, Dhulia, Durgapur

E: Eluru, Ernakulam New, Erode,

F: Faizabad, Faridabad, Farrukhabad

G: Gadag, Gadwal, Gajuwaka, Gandhidham, Ghaziabad, Goa/panjim, Godhara, Gondia, Gorakhpur, Gudiwada, Gudur, Gulbarga, Guna, Guntur, Gurgaon, Guwahati, Gwalior

H: Haldwani, Harappanahalli, Hassan, Haveri, Himmatnagar, Hindupur, Hissar, Honnalli, Hosadurga, Hospet, Hosur, Hubli, Humnabad, Hunsur

I: Ilkal, Indore, Itchapuram

J: J P Nagar, Jabalpur, Jagadamba, Jagdalpur, Jaipur, Jaipur Lajpat Road, Jaisalmer, Jalandhar, Jalgaon, Jamnagar, Jamshedpur, Janakpuri, Jhunjhunu, Jodhpur, Junagadh

K: Kaithal, Kakinada, Kanchipuram, Kankavalli, Kannur, Kanpur, Karaikudi, Karim Nagar, Karnal, Karolbagh, Karur, Kasargode, Katni, Kayamkulam, Khamgaon, Khammam, Khargapur, Khatedhan, Koilpatti, Kolar, Kolhapur, Kolkata 1, Kolkata South, Kompally, Koppal, Korba, Kota, Kotputli, Kottayam, Krishnagiri, Kukatpally, Kumbakonam, Kumta, Kundapur, Kunnamkulam, Kurnool I, Kurnool II

L: L. B. Nagar, Lakimpur Kheri, Latur, Lingsur, Lucknow, Ludhiana

M: Madanapalli, Madikeri, Madiwala, Madras Main Branch, Madurai, Madurai II, Malegaon, Mancheri, Mandapeta, Mangalore, Mangalore II, Manjeri, Margoa, Masjid, Matunga, Mehboob Nagar, Mehsana, Mettupalayam, Miryalaguda, Moga, Moradabad, Mudabidri, Mumbai, Mundka, Muzzaffarpur, Mysore

N: Nagaur, Nagercoil, Nagpur, Nanded, Nandurbar, Nandyal I, Nandyal II, Nashik, Navsari, Nellore, Nizamabad

O: Ongole

P: Padi, Palanpur, Palghat, Pandarpur, Panvel, Paramakudi, Parbhani, Parvathipuram, Pathanamthitta, Pathankot, Patna, Pavagada, Phusro, Pollachi, Pondicherry, Porbander, Proddatur, Pudukottai, Pune, Puttur

Q: Quilon

R: Raibareilly, Raichur, Raigarh, Raipur, Rajahmundry I, Rajahmundry III, Rajkot, Rajnandgaon, Ranchi, Ratlam, Ratnagiri, Renukoot, Rewa, Roha, Rohtak, Rourkela

S: Sagar, Sagara, Sahibabad, Sakaleshpura, Salem, Salt lake, Sambalpur, Sandur, Sangli, Saraipali, Satara, Satna, Sawai Madhopur, Secunderabad, Sedam, Sewree, Shadol, Shahapur, Shimla, Shimoga, Sholapur, Sikar, Siliguri, Sindhanur, Sirohi, Sivakasi, South Delhi, Sriganganagar, Srikakulam, Sultanpur, Sulthanbathery, Surat, Surendranagar

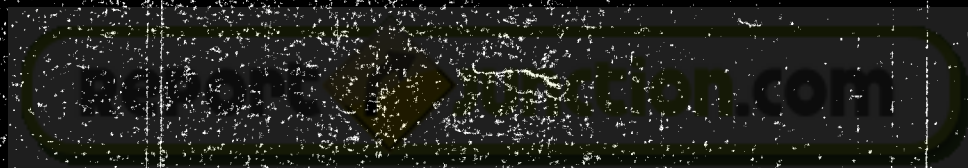
T: Tadipatri, Tambaram, Tdasarhalli, Thalassery, Thane, Thanjavur, Theni, Tiptur, Tirunelveli, Tirupathi, Tirur, Tiruvannamalai, Tiruvarur, Trichur, Trichy, Trivandrum, Tumkur, Tuticorin

U: Udaipur, Udupi, Ulhasnagar,

V: Vapi, Varanasi, Vashi, Vellore, Vijaya Nagar, Vijayawada I, Vileparle, Villupuram, Visakhapatnam, Vizianagaram

W: Wada, Waidhan, Warangal, Wardhmannagar

Y: Y. Nagar, Yadgir, Yeshwanthpur





I needed.....

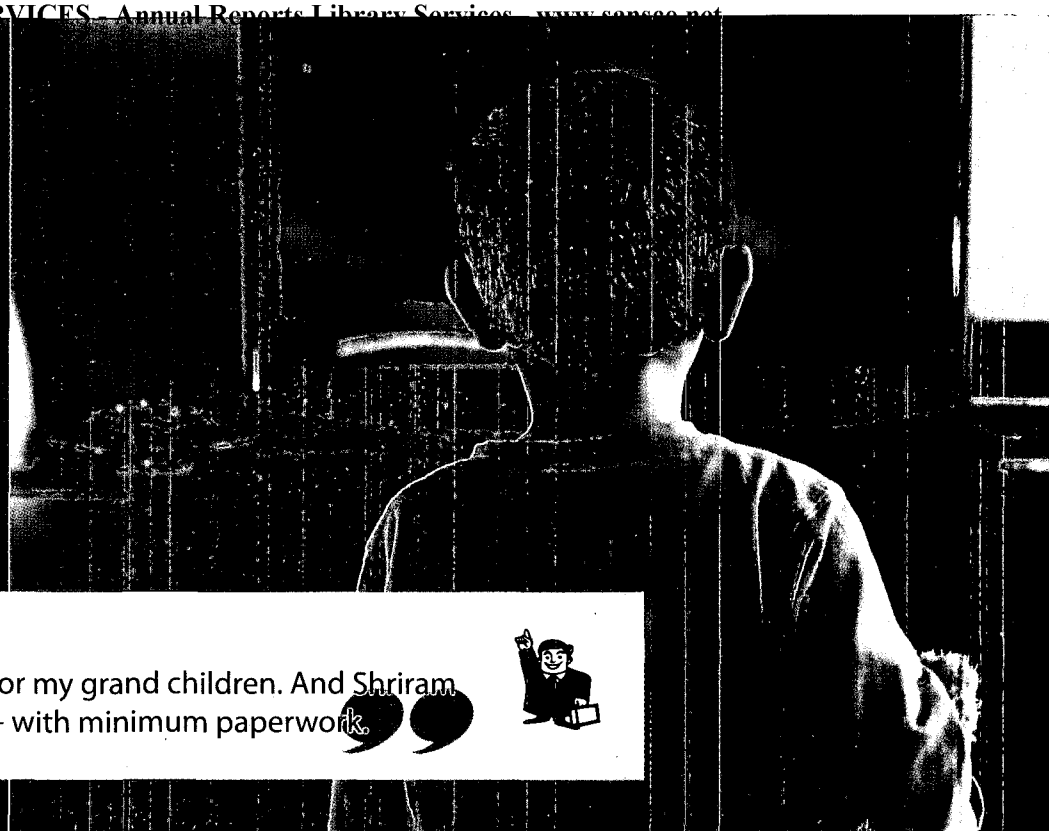
Money urgently when my wife fell ill and there was nobody else to turn to. And Shriram City was there to give it to me - on the spot.



I wanted.....

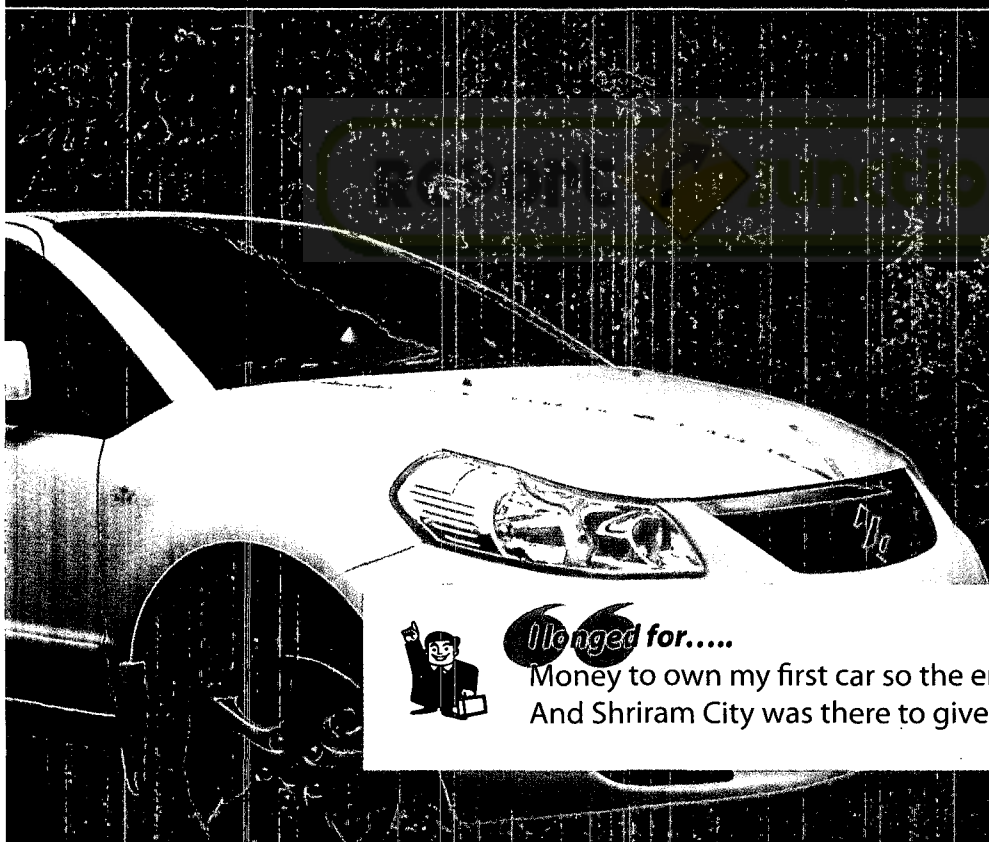
Money to buy a two-wheeler to help me reach office in time. And Shriram City was there to give it to me - in less than 24 hours.





I desired.....

Money to buy a television set for my grand children. And Shriram City was there to give it to me - with minimum paperwork.



I longed for....

Money to own my first car so the entire family could go out together. And Shriram City was there to give it to me - without any hassles.



Money when you need it most.
That's Shriram City for you.



For millions of people across the country, Shriram City has been there when they needed it most.

When they needed money to meet their urgent requirements.

When they needed money to tackle sudden crisis.

Or when they needed money simply to have a better life.

Money for a wedding in the family. Money for a medical emergency. Money to set up a house or a small office. Money to establish a business.

Even money to buy a television set or an air-conditioner, or a two-wheeler or a car or a tractor.

**Money for just about everything that matters to you.
So long as you need it, we are there to give it to you.**