



SHRIRAM *City*

MONEY WHEN YOU NEED IT MOST



India's leading Small Business Finance Company

28th Annual Report



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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 materialize 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.



Board Of Directors

Sri Arun Duggal Chairman, Non Executive, Non Independent

Sri Duruvasan Ramachandra - Managing Director, Executive, Non Independent

Sri Gopalasamudram Srinivasaraghavan Sundararajan - Managing Director, Executive, Non Independent

Sri Subramaniam Krishnamurthy Director, Non Executive, Independent

Smt. Lakshmi Pranesh Director, Non Executive, Independent

Sri Venkataraman Murali Director, Non Executive, Independent

Sri Puneet Bhatia Director, Non Executive, Non Independent

Sri Pranab Prakash Pattanayak Director, Non Executive, Independent

Sri Ranvir Dewan Director, Non Executive, Non Independent

Sri Sunil Varma Director, Non Executive, Independent

Sri Vipen Kapur Director, Non Executive, Independent

Corporate Information

COMPANY SECRETARY:

Sri C R Dash

AUDITORS :

Pijush Gupta & Co.
Chartered Accountants
P-199, C.I.T. Road, Scheme IV - M
Kolkata - 700 010

SHARE TRANSFER AGENTS:

Integrated Enterprises (India) Limited
2nd Floor, Kences Towers,
No. 1, Ramakrishnan Street
Off North Usman Road, T. Nagar
Chennai - 600 017
Ph : +91 44 2814 0801 - 2814 0803

REGISTERED OFFICE :

123, Angappa Naicken Street
Chennai - 600 001
Ph : +91 44 2534 1431

SECRETARIAL OFFICE :

144, Santhome High Road
Mylapore, Chennai - 600 004
Ph : +91 44 4392 5300
Fax: +91 44 4392 5430

ADMINISTRATIVE OFFICE :

No. 221, Royapettah High Road
Mylapore, Chennai - 600 004
Ph : +91 44 4391 5300
Fax : +91 44 4391 5351

LISTED AT :

BSE Limited
National Stock Exchange of
India Ltd.
Madras Stock Exchange Ltd.

BANKS :

Allahabad Bank
Andhra Bank
Axis Bank
Bank of Baroda
Bank of India
Bank of Maharashtra
Canara Bank
Central Bank of India
City Union Bank
Corporation Bank
DBS Bank
Dena Bank
Federal Bank
HDFC Bank
ICICI Bank
IDBI Bank
Indian Bank
Indian Overseas Bank

Indusind Bank

ING Vysya Bank

Jammu & Kashmir Bank

Karur Vysya Bank

Kotak Mahindra Bank

Oriental Bank of Commerce

Punjab National Bank

State Bank of India

State Bank of Mauritius

State Bank of Mysore

State Bank of Patiala

State Bank of Travancore

Syndicate Bank

Tamilnad Mercantile Bank

The South Indian Bank

UCO Bank

Union Bank of India

United Bank of India

Vijaya Bank

Woori Bank

INSTITUTIONS :

Small Industries Develop-
ment Bank of India Limited
(SIDBI)

M I L E S T O N E S

2013 Social Audit Report generated on Shriram City's business. Rated by Frost & Sullivan as India's largest Small Enterprise Finance in the Small Loans segment.

2011 Celebrates Silver Jubilee. Floats maiden debt public offering of listed NCDs. Sees Private Equity participation in housing finance subsidiary.

2010 Net Worth reaches Rs. 1000 Crore. Launches housing finance subsidiary – Shriram Housing Finance Ltd.

2008 2nd Preferential Allotment to Private Equity investors @ Rs. 400/- per equity share.

2007 Introduces Loans against Gold.

2006 Launches Small Enterprise Finance. 1st Preferential Allotment to Private Equity investors @ Rs. 160/- per equity share.

2005 Listed on National Stock Exchange. Begins Retail Financing foray.

2003 Listed on Bombay Stock Exchange

1986 Shriram City established

M I S S I O N

To serve the largest number of common people and, in the process, build an exemplary organization engaged in the timely delivery of financial services.

SHRIRAM CITY'S MISSION IS TO PROVIDE FINANCIAL SOLUTIONS TO INDIVIDUALS RUNNING SMALL BUSINESSES WHO HAVE LESS ACCESS TO ORGANIZED CREDIT. BY OFFERING VARIOUS FINANCIAL PRODUCTS UNDER THE TWO BROAD CATEGORIES - BUSINESS PURPOSE LOANS AND CONSUMER LOANS, SHRIRAM CITY CATERS TO THE FINANCIAL NEEDS OF THIS SEGMENT (BOTH CREDIT & SAVINGS) TO IMPROVE THEIR BUSINESSES SUSTENANCE AND PERSONAL NEEDS.

Being Trustworthy:

The Shriram City brand is today among the most trusted in India.

Being Responsive:

Our reputation has been built on the timely dissemination of affordably-priced financial services to customers and locations most in need.

Being Creative:

Shriram City has consistently and successfully ventured into creative products and services.

Building Relationships

For us, business does not start and end with extending loans – we build long-term relationships with our customers. Our business model is customer-centric and driven by the needs of the community.

Bolstering the spirit of Entrepreneurship

We help small business owners think big and thereby move up the value chain. We also strive to empower our workforce at all levels to think like entrepreneurs

A woman with dark hair, wearing a white top, is smiling and holding a large green plant with variegated leaves. She is standing in a greenhouse with rows of similar plants stretching into the distance under a glass and metal structure.

**SHRIRAM CITY IS A
DEPOSIT-ACCEPTING
NON-BANKING
FINANCIAL COMPANY
(NBFC) REGISTERED
WITH RBI.**



TO BE A VALUE
CREATING AND
THE PREFERRED
FINANCING PARTNER
OF SOCIETY