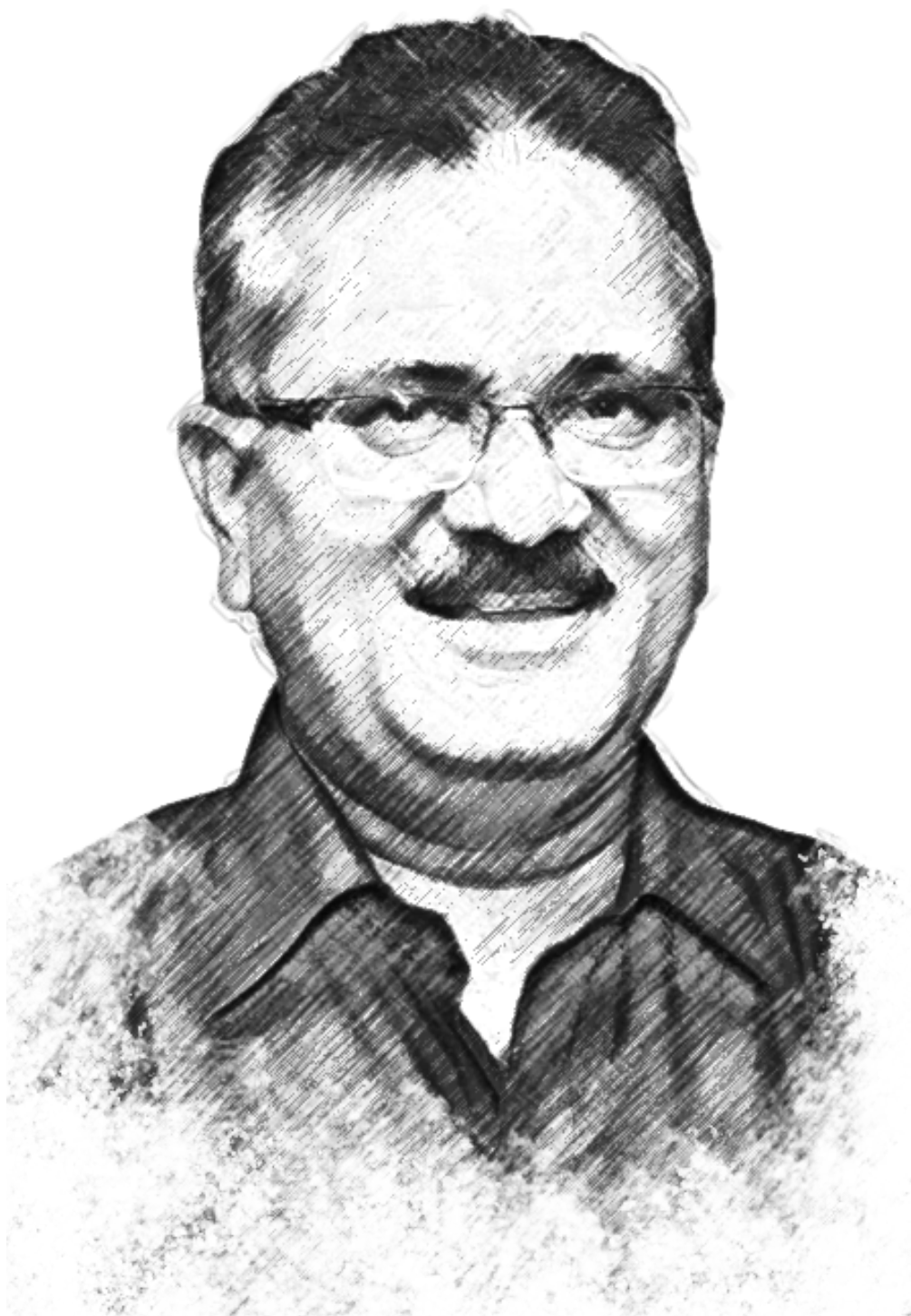




**AKME STAR
HOUSING
FINANCE
LIMITED**

14th ANNUAL REPORT

2019



in the loving memory of
Dr. Mohan Lal Nagda
Founder Chairman and Managing Director

Corporate Information of ASHFL

BOARD OF DIRECTORS

Mr. Ashish Jain
Chairman & Managing Director

Mr. Nirmal Kumar Jain
Executive Director

Mr. Kalu Lal Jain
Executive Director

Mr. Amrit Singh Rajpurohit
Independent Director

Mr. Suresh Chandra Gupta
Independent Director

Dr. Rekha Jain
Independent Director

KEY MANAGERIAL PERSONNEL

Mr. Bhanwar Singh Kachhawaha
Chief Financial Officer

Mr. Paritosh Kothari
Company Secretary

BANKERS

Bank of Baroda (BOB)
Main Branch, Town hall, Udaipur 313001

State Bank of India
Sme Branch, 4-C, Riddhi Siddhi Complex,
Madhuban Udaipur

Au Small Finance Bank Limited
19-A Dhuleshwar Garden Jaipur

STATUTORY AUDITORS

HR Jain & Co.
310-313 Arihant plaza, Near State bank of
India Udaipole, Udaipur 313001
M. No.: 9785390875
E Mail : hrjainca@gmail.com

REGISTRAR AND TRANSFER AGENTS

Big Share Services Private Limited
302, Kushal Bazar, 32-33, Nehru Place,
New Delhi-110019
Tel: 011-42425004, 011-47565852
Email: bssdelhi@bigshareonline.com

REGISTERED OFFICE

Akme Business Center
4-5 Subcity Center, Savina Circle,
Udaipur 313002
Tel: 0294-2489501
Email: compliance@akmestarihfc.in

CORPORATE OFFICE

Unit No. 708, Accord Classic, Station
Road, Jayprakash Nagar, Goregaon, East
Mumbai - 400063 (Maharashtra)

STOCK EXCHANGES

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400,001

SECRETARIAL AUDITOR

Ronak Jhuthawat & Co.
328, Samriddhi Complex , 3rd Floor,
Above Udaipur Urban Co operative
Bank, Opp Krishi Upaz mandi, Sector 11
Main Road Udaipur 313001
Tel: +91-9887422212
Email Id: csronakjhuthawat@gmail.com

DEPOSITORIES

**National Securities Depository
Limited (NSDL)**
Trade World, 4th Floor, Kamala Mills,
Compounds, Senapati Bapat Marg,
Lower Parel, Mumbai-400,013

**Central Depository Services Limited
(CDSL)**
17th floor, P J Towers, Dalal Street,
Mumbai 400001



CHRONICLE:



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► FULFILLING DREAM OF OWN HOMES



The journey of a thousand miles begins with a single step...

Corporate Snapshot

Portrait of ASHFL

AKME has been engaged in specialized retail financing services for over one decade. Catering to the financial needs of lower income and middle-income groups of society, ASHFL offers a range of retail financing products for Home Loans, Purchase and sale of flats, House, Property, Construction loan, repair and renovation of property, Extension of Existing Units, Mortgage Loan, Project Loan with a presence across urban, semi-urban and rural areas, the Company provides credit solutions for both the formal and informal sectors, with its network of 20+ branches, as at end March 2019, ASHFL caters to over 5,000 clients in more than 20 centers, in an endeavour to fulfill its quest to take top-class services to the doorstep of the people of India. These touch points are spread across the states of Gujarat, Maharashtra, Rajasthan & Madhya Pradesh,

Targeting a significant market share of the financial services space, ASHFL has been putting in place systems and processes that enable the Company to expand its distribution and assess various perspectives of credibility, in the absence of proper and systematic credit documents, including creditworthiness through other channels. It also leverages the distribution network of its partner franchisees, thus tapping the emerging opportunity by extending financial services to underpenetrated regions.

We at ASHFL are committed to deliver the services as per following values to our customers:

- Disseminating affordably priced financial services to customers and locations most in need of them, in a timely manner.
- Customizing product offerings and solutions to meet customers' requirements.
- Our governance structure is driven by a highly focused management team, guided by a distinguished Board profile.
- To assure that Customers are utmost satisfied under the home buying process.
- Making Housing Finance affordable and convenient.

Steps towards "Affordable Housing"

We stepped forward in the direction of 'Housing for All by 2022' to mingle our vision with the vision of the Government of India. ASHFL is putting its efforts in converting dream of numerous Indian's from the Rural & semi urban area into the reality. The Company is associated with the other organizations that are engaged in "Affordable Housing Projects."

Key Strength

Caters to a wide base of Borrowers

ASHFL has been catering to the needs of the vast financially underserved masses of the country, both in the formal and informal sectors of the urban, semi-urban and rural areas across seven states. This presents a colossal opportunity to expand its presence and business.

Growing range of Lending Products

Over the past 10 years ASHFL has created a diversified portfolio of loan products, which include for Micro Enterprises and Small and Medium Enterprises, Home Loans.

Efficient Liability Management

ASHFL enjoys an efficient cost of borrowing on Term Loans and Cash Credit. Side by side, the Company ensures robust

Tier I and Tier II CRAR.

Strong Retail Presence and Wide Distribution Network

ASHFL believes in offering best-in class services at the doorstep of its customers. Powered by this mission, it has set up a robust retail network that expands even into the hinterlands.

Achieved Consistent Growth

Irrespective of economic cycles and other external factors, ASHFL has delivered consistent growth in profitability and returns over the years. Alongside stellar growth in the AUM, the GNPA's and NPAs have remained negligible.

MISSION

To be known as the organization where personal attention will never become obsolete. We want to employ people who are extremely satisfied and go the extra mile for clients. We want a culture of growth, profitability and enthusiasm throughout the company.

VISION

To let the people feel the warmth of their “own house” by delivering quality financial product both in appearance and content.

CORE VALUE



Seeking Excellence

We strive for perfection and excellence in all that we do and it is this motto that has led to the sustained growth of ASHFL, regardless of upheavals in the economic environment. The sincerest efforts of every member of the AKME family to uphold these values shows in the treatment of customers and employees, while dealing with investors and clients and above all, in the supportive and inspiring environment we work in.



Accountability & Ownership

Accountability is all about answerability; the willingness to accept a task and be responsible for completing it to the best of one's abilities. Ownership, on the other hand, requires not only taking onus of the task at hand, but responsibility for the outcome of it, whatever that may be. While workloads and responsibilities are often shared at ASHFL, each person feels completely accountable for the job they do. Employee diligence and dedication form the very foundation on which happy, successful companies are built.



Teamwork & Collaboration

The ASHFL way is to ‘do it better together!’ We believe in the collaborative approach; each person finds their niche in the company and the best manner in which to serve its needs, rather than chasing individual gains. Teamwork brings out the best in people and at ASHFL, we feel that positive, constructive and efficient collaboration can ensure success.



Integrity

Strength and stability, both moral and financial, are the backbone of ASHFL. Integrity is at the apex of our business and we hold ourselves to the highest financial, intellectual and ethical standards no matter what.



Nurturing Lives

As a company, ASHFL aims to create value for all the people associated with it, through its various endeavours and actions. Be our customer, vendor or people we work with, ASHFL endeavours to make an impact and difference to all those we interact with.

OUR OFFERINGS

Home Loan

A. Purchase of Flats/Houses

Akme Star Housing Finance Limited completely understands the need of a livable home. The company was formed with main objective of providing financial assistance where an individual/family can live in. In this scheme, we support the people who are looking to purchase a new or second hand flat / home depending upon their need.

B. Renovation of Existing Units

We have a scheme known as Renovating existing units for renovation / repair of your existing units. The facility for this loan is also easy and fast depending upon the condition of house.

C. Extension of Existing Units

To extend the house for any reason, we do provide extension loan plan for

individuals, corporate in this scheme. This scheme is available even for a small bedroom, a balcony or roof top etc.

D. Purchase of Plot for Construction of houses.

Akme Star Housing provides the loan even for a plot on which a residential house is to be constructed.

Mortgage Loan

We help our customers unlock the value of their property by availing loan against their unutilized property. The customers can utilise the loan amount for productive deployment in their business like Business Loan, Education Loan, SME Loan, Project Loan, Etc.

Project Loan

For Construction of Residential Flats, Project Loan to builders is also considered by the Company.

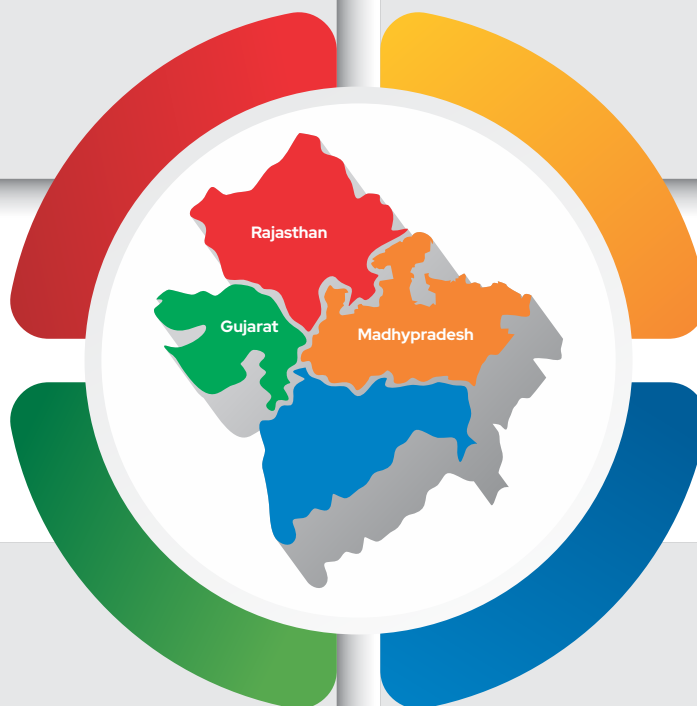
GEOGRAPHICAL SPREAD

Rajasthan

Udaipur, Banswara, Sirohi,
Dungarpur, Chittorgarh,
Pratapgarh, Rajsamand,
Covering 21 Districts

Madhypradesh

Indore, Ratlam,
Neemuch, Nagda,
Ujjain



Surat,
Ahmedabad,
Himmatnagar,
Baroda

Gujarat

Mumbai,
Nasik,
Navi Mumbai,
Pune

Maharashtra