



HBF NIDHI LIMITED

CORE BANKING UNDER NIDHI ACT

HBF NIDHI LIMITED INVESTOR'S PROJECT REPORT

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SACHIN KUMAR

HBF NIDHI LTD

C 16 , Sector 6, Noida

About Us

Our Company:

HBF NIDHI LIMITED, a public limited company, was incorporated in 2017, recognizing the prevalent gap in addressing the basic functionality of banking to inculcate the habits of “Thrift Saving”. In line with the growing aspiration of a resurgent and developing economy of India and with the focus of financial inclusivity of the population by the present economic outlook, HBF Nidhi Limited aspires to address this opportunity with its innovative products and services.

Our business model stands on the principles of transacting within members of the Nidhi company. We accept deposits from lend credit to our members and thus inculcate the habit of savings among the masses and also provide credit at lower costs than traditional banks.

We are recognized under Section 406 of the Companies Act 2013, and ratified, Under Nidhi Act 2014, by the Hon’ble Parliament of India, are also known as Permanent Fund, Benefit Fund, and Mutual Benefit Banking. HBF Nidhi Limited is authorized to accept deposits and lend money between the members, making the core business to be of borrowing and lending as a basic banking between members. We are regulated by Ministry of Corporate Affairs as a public limited company. Reserve Bank of India is empowered to issue directions to them in matters relating to their deposit acceptance activities as stipulated in the Act, however, in recognition of the fact that these companies deal with their shareholder-members only. We accept the deposits, within the framework of norms stipulated by RBI, the funds mobilized are utilized for the advance of secured loan to the members only.

The Company is bound by the guiding principles of honesty, sincerity, transparency, security, confidence and service and is constantly evolving with innovative and progressive products and services. The Company provides wide range of financial products with competitive rates of interest and with different features to suit the investment and financial needs of individual Members within the ambit of Nidhi Guidelines.

Our Company has completed One year of its operations and so far our journey has been very impressive. Within a short span of time, the Company could establish its own identity and in the coming years in its expansion phase, the Company shall be opening new deposit/collection centres, branches. Professional Management and a dedicated team of staff members in fully computerized environment ensure high competence and performance at all levels.

We work along with mutual benefit concept so that, we always take care of our shareholders and ensure they should be profitable.

HBF NIDHI LTD (CIN: U65900UP2017PLC091080); Paid up Capital: INR 1 Crore; Incorporation Date: Mar-7 2017

Doorstep Banking Solutions

There is an increasing expectation from customers for better service from their banks. The availability of ATMs for 24-hour banking is also not seen as sufficient. More and more customers look for getting banking transactions done sitting in their homes or offices. This has led to the concept of Doorstep Banking getting more and more volumes.

The main problem areas are the newly developing residential areas in Noida, Greater Noida, Gurugram etc, where people have started moving in, while these areas lack basic facilities. Banks are yet to open or finding it difficult to open up more branches and ATMs at these localities. To solve and help the residents of these areas, HBF Nidhi has come up with the doorstep services, not just to help Sr. citizens and ladies, but everyone.

While, the services to be offered are simple; the timeliness and urgency towards the customer poses a big challenge specifically because the geographical reach are very important. In order to manage / track/ evaluate these services centrally, there is need of robust system integrating central unit, hub branches, spoke branches & service provider agency. This system should enable the faster mode of communication between central unit, hub branches, service provider & customer thus reducing the turnaround time so that each customer is serviced effectively.

HBF provides doorstep services in U.P. (India), where we are starting our first phase from Noida (NCR), second from Lucknow, third from Allahabad and fourth will be Bareilly. We have planned to start and cover all the four phases within 3 months.

Our doorstep banking facility helps our members with banking solution at their home. We will provide deposit, withdrawal, statement and other financial services at their home.

Certified Financial Planner:

HBF Nidhi Ltd. Aspires to bring Financial Planning revolution in the nation, which is present in the west, but missing in India. HBF Nidhi Ltd. Will train the MBA grads to become certified financial planners, and will enable the candidates to establish and make an identity of their own. A certified financial planner works with an individual to plan their financial needs and future planning. A certified financial planner is a person, who will be trained to build relationships with new clients/customers, and understand their family and financial standing, and will understand their future personal, family and financial goals, and will help them plan their finances and investments accordingly.

A certified financial planner will understand the current market financial trends and will suggest their clients where to invest, what to buy and how much to borrow, based on their current financial status. A genuine **financial planner** can help you address a variety of **financial** needs, not just investments, just insurance or just taxes. Moreover, not every **financial planner** is a **CERTIFIED FINANCIAL PLANNER** professional. **HBF CFP** professionals have an ethical obligation to act in your interest.

A certified financial planner will bring success and prosperity to their client by giving the right financial advice at their door step.

At HBF Nidhi Ltd., we thrive to pass on the expert knowledge from our expert financial trainers to the passionate candidates, who wish to build their careers in the field of finance, and become successful financial planners.

The CFP program will train the candidate to be expert in all aspects of the finance industry, not just limiting to insurance or mutual funds etc. This program will enable the candidate to gain and gather knowledge about all sorts of finance/investment plans and products.

The financial planner will even become expert in suggesting about purchase of property/jewellery/other assets too, in terms of how much their client should shell out in such purchases, without disturbing their current and future financial state.

Investments Advice

Income Tax Advice

Loan Advice

Expert Business Advice

Future Goal Advice

Future Risk Advice

Insurance Advice

Accounts Advice



SAHI PLANNING! SAHI RESULT!

Why We Need HBF – CFP:

- Diversifying across asset classes such as stocks, ULIPs, Mutual Funds, government bonds, etc.
- Choosing appropriate, low-expense investments like Direct Equity & Market Lined Pension Plans and no load, no transaction fee mutual funds.
- Rebalancing your portfolio when needed. Can switch your funds to equity to Debt or Manage balance between High Risk and low risk investments
- Minimizing the tax impact of investing by locating investments by tax characteristics of account (e.g., taxable vs. tax-deferred).
- Creating a long-term asset allocation strategy and sticking to it.
- Make your Financial Profile Strong so Loan can be easy for you if required.

HBF Values:

People, Integrity, Leadership, Teamwork and Excellence Our values are the fundamentals beliefs and guiding principles of our organization. Our values define who we are.

People We value our people - be it our team members or customers. We treat our team members, clients and others with whom we do business with equality, respect, dignity and politeness. People are our biggest asset and we value their development and reward their performance. We are committed towards maintaining a safe working environment that is free from any kind of discrimination, harassment and retaliation.

We started this organization with one goal to help people fulfil their financial needs. We want to make our clients financially strong and aware. With this thought we want to help everyone be Financially secure. We help make customized financial planning for everyone.

Leadership demands vision, courage and integrity. We believe in leading our clients towards taking apt business decisions, leading our people towards achieving excellence and thought leadership. The leadership team is expert in the financial service and lead an example for the entire team by doing the same work of meeting and helping complete their client's financial planning.

Teamwork: Effective teamwork requires strong relationships built on the foundation of mutual respect and sharing. We Believe in maintaining employer-employee relationships based on open communication. Our team always works with transparency & maintain ethical behavior. We

believe that the best business solutions come when the leaders, and the team and the clients/members work together and understand each other well and build life long relations.

Ethics: our business ethical standards are higher. Ethics is an integral part of everything that we do. We believe that following an ethical behavior results in companies' growth in both the short and long term.

Integrity: We believe that Integrity should be at the heart and soul of a company's culture. We have clear commitment towards achieving professional goals and objectives through ethical conduct of our business.

Excellence: drives us to deliver what we promise and add value beyond the customer expectations. We strive to achieve excellence through keeping an open mind for learning, adopting futuristic technologies and by being agile in our thoughts and actions.

Future Vision: Our Goal is to fulfill all public financial needs in order to raise our organization into small bank Covering target with more than 100cr authorized capital within a period of 5years. On the other side we want create more than 1000 CFP n next 5 years.

Our Team

Sachin Kumar: CEO, founder, Strategy & Finance

He has more than 9 years of experience in Financial Sector. He is a first-generation business entrepreneur and a thorough executer who believes in working hard to get results with persistence. A passionate salesman, Sachin has been committed to building strong relationships with client, people and team. He has worked for over 2 years for Foreign based Leading Investment Banks where his role involved managing a team to provide Financial Services. He also worked as an Investment Consultant for few organizations and individuals of High and Ultra High Net worth and has an AUM of more than 50 million (in INR) currently managed under various financial products

Sachin heads the board at HBF Nidhi Limited and has been the key factor behind the concept.

<https://www.linkedin.com/in/sachin-sheoran-3449a339/>

Harish K Verma: Advisor & Promoter

Mr. Harish K Verma is the senior most experienced person in our team. He has more than 37 years of total experience and is currently working as an Executive Director at International Commission on Irrigation and Drainage (ICID). He has experience and exposure with ASIAN DEVELOPMENT BANK as a Senior Project Officer. A Masters of Engineering with University of Roorkee (now IIT, Roorkee), Mr. Varma, provides invaluable mentorship, suggestions, advice to the board and gives the overall direction, depth and insight to our brand.

<https://www.linkedin.com/in/harish-kumar-varma-98615065/>

Shashwat Verma: Director, Sales & Operations

Shashwat Verma is an engineer (B.Tech) in Computer Sciences and MBA in I.T. He brings 11 years of extreme experience in the field of customer account management, sales & satisfaction and is also experienced in corporate Sales. He has worked with big companies like SAP LABS. He has also worked with Big Boy Toyz, one of the biggest Super Luxury Automobile companies in India.

Shashwat's focus has always been on providing optimum process flow and customer satisfaction, thus he always involved with the customers and the staff directly to seek inputs for improvement and providing the best services to the customers as well as ensuring employee satisfaction at the same time.

<https://www.linkedin.com/in/shashwat-verma-146843b/>

Neha Gupta Vishnoi: Human Resources

Visionary Human Resource leader with 10+ years of strong experience across all verticals of Human Resources in diverse industries. Silver Medalist in Human Resources Management with a positive and proactive attitude. Creative, practical & articulate communicator with proven results in solving difficult business problems. Demonstrated experience includes: Organizational effectiveness, Compensation Analysis, Leadership & employee development, Team building, Performance management, Positive employee relations, Training, Recruitment/Retention, Negotiation Skill, Culture change.

<https://www.linkedin.com/in/neha-gupta-vishnoi-b263834/>

Products (HBF Nidhi)

Savings Account

HBF NIDHI LTD offers an attractive savings account to our members with interest rate of up to 6%. We offer this savings account facility to our members where banking service/solution are not easy for senior citizen, ladies & others.

Deposits

We provide Attractive & Assured Returns on our Deposits. Term fixed deposits are available in both varieties of Fixed and Recurring and with attractive compounding benefits.

Loans

HBF Nidhi provides Loan against Gold, Loan against insurance, Loan against property & others

Lockers

We will provide locker facilities like banks and NBFCs.

Third Party Products.

Insurance: Life Insurance Health Insurance General Insurance

Mutual Funds: All Mutual Funds

Loan: Business Loan Unsecured loans Home Loan

Why to Invest HBF Nidhi Ltd.?

- HBF Nidhi Ltd. works on Doorstep Banking startup. We maintain low cost of infrastructure and works with single branch concept in order to maintain profitability.
- HBF Nidhi Ltd. works with secure business model we only provide secured loans which leads our org to be financially strong & secure.
- HBF Nidhi Ltd. takes experts advice before expansion, it reduces financial risk.
- HBF Nidhi Ltd. maintains reserves equal to or more than the total amount invested by shareholders.
- HBF Nidhi Ltd. instead of working with corporate it works with members only. So that, max shareholders can be benefited.

Growth / traction achieved till date

Our Company has completed one year of its operations and so far our journey has been very impressive. Within a short span of time, the Company could establish its own identity and in the coming years in its expansion phase, the Company shall be opening new deposit/collection centres, branches.

As on February 2018, We have done some fantastic sales numbers as a newly formed NBFC. We have 727 members in our HBF Nidhi. A membership gets initiated with INR 100 translating to INR 72,700 base deposit for HBF Nidhi. We got 50 RD schemes subscribed by our members amounting to INR 89,000 per month and 3 FD done worth INR 5,10,000.

High level projections, future strategy & expansion plans

HBF Nidhi Ltd has high ambition in the financial services arena and aims at transforming our current business into Small Finance Bank within next 3-5 years. We have started our sales operation in Q4FY2017-18 and aim to close the financial year with a decent growth by doing business amongst our members only. The expansion plans of the company are very aggressive and have finalized a new office location in NCR which will be our service base for the members. We aim at PAT of INR 12.5 crores in March 2019 and INR 21 crores for March 2020.

Investment raised till date

Required Total Equity Fund: HBF Nidhi Ltd requires INR 100 crores equity over a period of next three to five-year period. The equity infusion is required to expand HBF Nidhi Ltd as a small finance bank.

Our immediate requirements would be to a tune of INR 10 crores. We aim to utilise 10 to 15% of this for promotions and brand building. Rest of 85-90% will be utilised for providing secured loans (Gold loans, loans against property and loan against ULIP) to the members which in turn will lead to revenue generation for the company.