

IMPACT REPORT

2021-22

Building Social Capital



Message from our MD & CEO



The genesis of TRU is based on a singular focus on Trust. It is our vision to bring the last mile unserved customer into the ambit of financial inclusion, by making credit accessible for everyone via deployment of technology & capital to power the growth of MSMEs.



It is with immense pride that we present our first edition of the Social Impact Report for the year 2021-22. This report is a result of grassroots level engagement with our customers and their businesses. This opportunity of engagement has strengthened our ability to build upon customer service efforts for the underserved and unserved MSMEs across different parts of the country.

The last four years have been incredibly challenging, demanding and rewarding in equal measures as we grow with resolve and grit to support businesses thrive. The purpose of this report is to gain deep insights into Tru's impact in easing and incrementally improving the lives of borrowers, most of whom are building and nurturing MSME businesses in wake of challenges unique to Indian economy. We look to assess our intervention in terms of empowering women entrepreneurs, enhancing livelihoods, improving credit score, promoting financial access and inclusion; to guide our future execution strategy.

While we still grapple with uncertainty on multiple fronts which are global in nature but closely integrated with local businesses, be it the fallout from COVID outbreak, the Ukraine crisis, and now rising interest rates globally, we strive to engage with multiple stakeholders to find ways to offer support and build a sustainable business.

In alignment with our core values, we have proactively focused on providing immediate relief in the short term, as well as integrating more ways to support businesses and entrepreneurship in society through conscientious outreach measures, suitable to the beneficiaries in their relevant context. This has enabled us to empathise with our customers and help them tide over this unprecedented crisis. It has also helped us to forge deep local connections in the market and with customers, catalyzing our emergence as the lender of choice in segments that we operate.

Lastly, this report gives an insight into how Tru has helped solve the problems of capital and growth for MSME customers as they combat challenges head-on on multiple fronts. Tru has always focused on creating a positive social impact by lending & assisting women entrepreneurs, first-generation entrepreneurs & non-metro cities entrepreneurs. We empower our customers to facilitate job creation & improve credit scores via our loans.

Our holistic business performance is an outcome of consistent commitment & perseverance of our employees, channel partners & strategic business partners. We have evolved to arrive at an omni-channel lending model that resonates with our philosophy of accessible credit, in addition to staying customer-centric in our efforts.

Sincere thanks,
Rohan Juneja

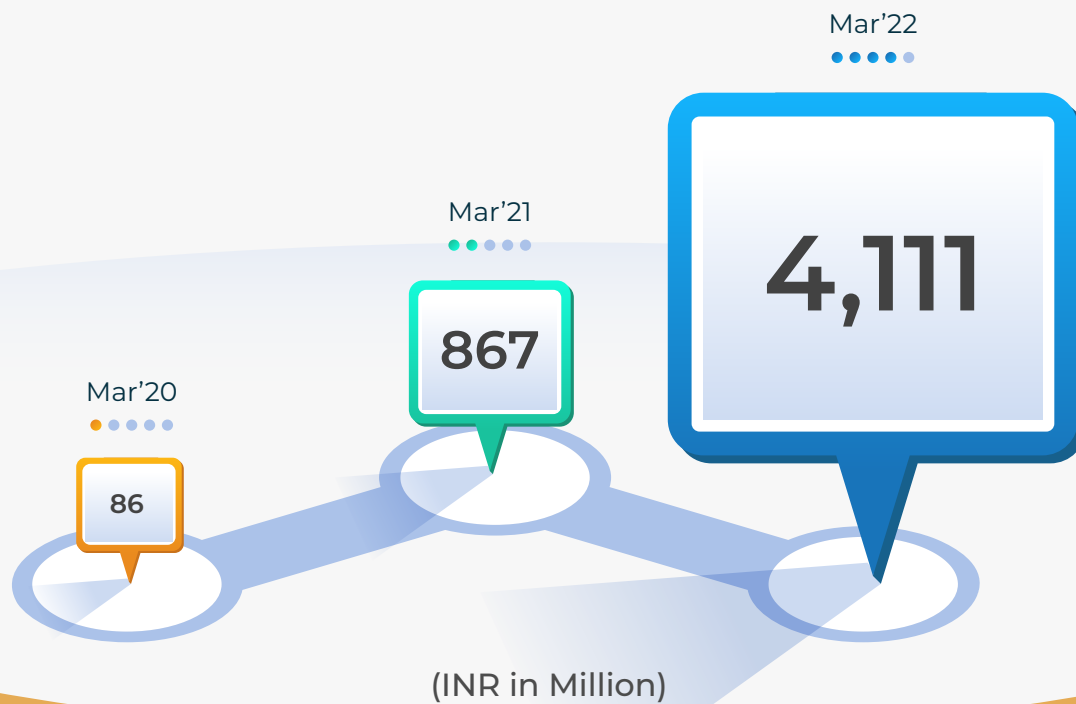
About Tru

TruCap Finance Limited (formerly known as Dhanvarsha Finvest Limited) mission started with an idea – an idea to 'build social capital' by aiming to provide credit solutions to India's large underserved and underbanked MSME segment. Promoted under the aegis of the 80 year old Wilson Group of Mumbai, the company aims to provide timely, affordable and sustainable access to credit to the country's almost 500 million under-served borrowers, either through its own balance sheet or via significant distribution tie-ups coupled with its robust technology engine.

Tru is an RBI registered, Non-Deposit Accepting NBFC and is listed on the Bombay Stock Exchange and National Stock Exchange, that operates through an omni-channel strategy, aiming to leverage technology to make a traditional lending business faster, more efficient and risk mitigated. Lenders to Tru include giants like State Bank of India, HDFC Ltd., Bank of India among others.

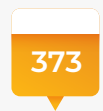
The company prides itself on highest standards of corporate governance and transparency with an eminent and completely Independent Board that comprises of veterans from banking, fintech, taxation, regulation, and global businesses. The Board comprises of industry luminaries such as Mr. Rakesh Sethi (38 years banking veteran; ex CMD of a large bank); Mr. Rajiv Kapoor (19 years+ at Visa International in senior roles); Mr. Nirmal Momaya (entrepreneur); Mr. KP Raghuvanshi (Strategic Security Advisor to the RBI); and Mr. Atwood Porter Collins (Global Finance Veteran, Co-Founder Seawolf Capital LLC and featured in Michael Lewis book and the movie 'The Big Short' for accurately predicting the Global Financial Crisis of 2008) Ms. Abha Kapoor (a media and communications veteran) and Ms. Geetu Verma (Global Business Leader with 30+ years of experience in FMCG) and Ms. Rushina Mehta (Entrepreneur).





Loan Disbursement

From INR 86 Mn loans in FY'20, TRU has disbursed INR 4,111 Mn in FY'22 witnessing nearly 47-fold growth in the last 3 years.



Mar'20

1,044

Mar'21

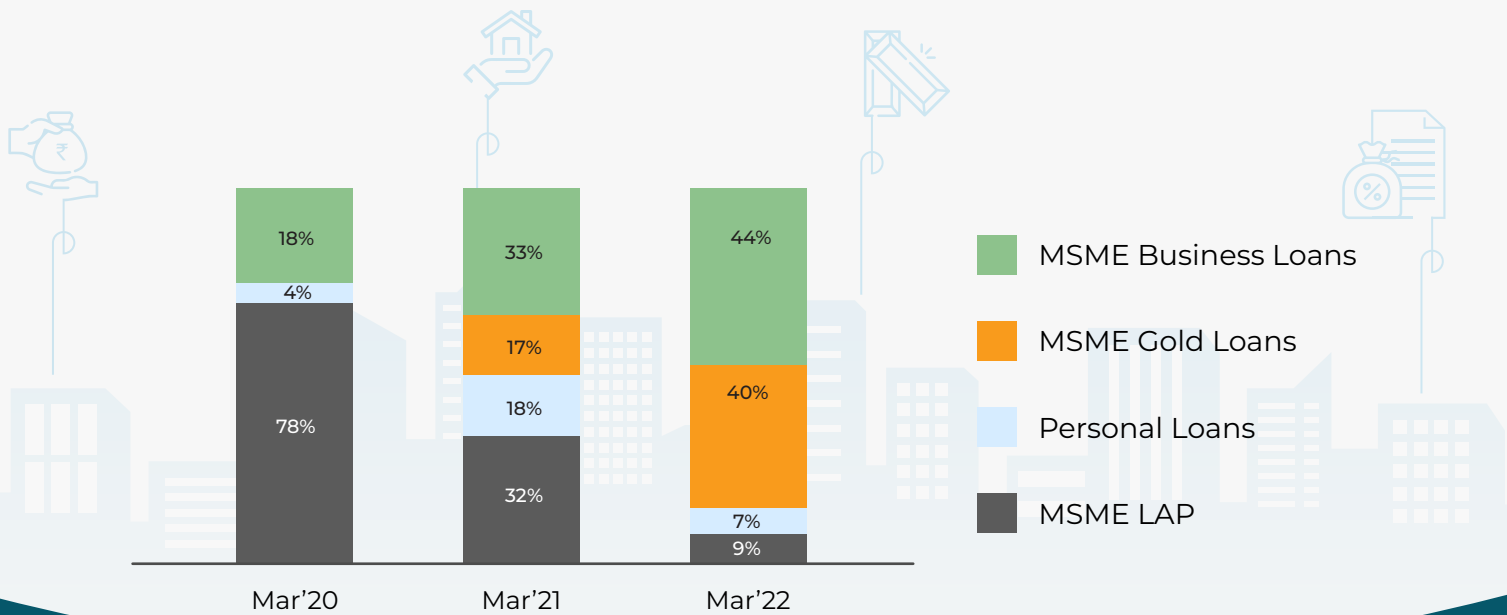
3,068

Mar'22

(INR in Million)

Loan Book Growth

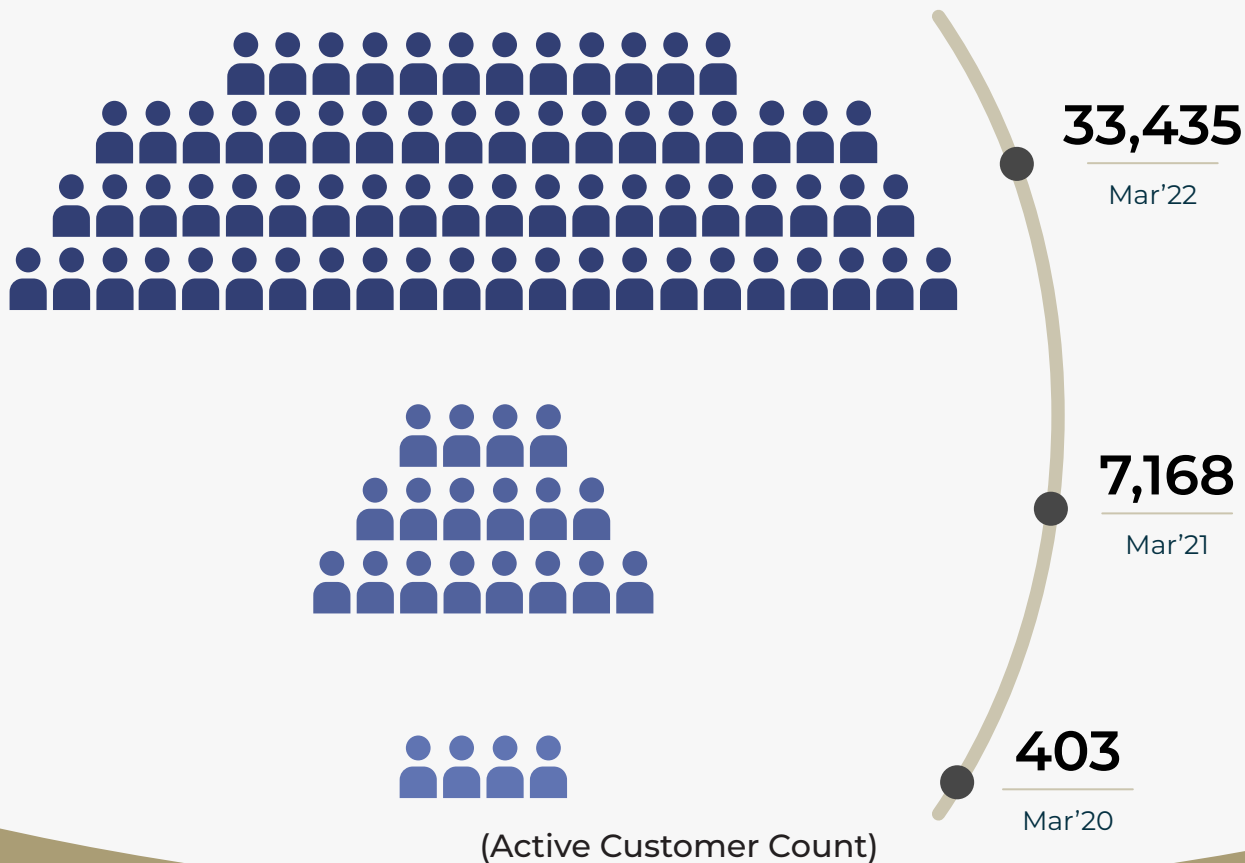
Tru has grown its loan book from INR 370 Mn in FY'20 to INR ~3,060 Mn in FY'22, witnessing more than 8-fold growth in the last 3 years.



Focus on Empowering Businesses

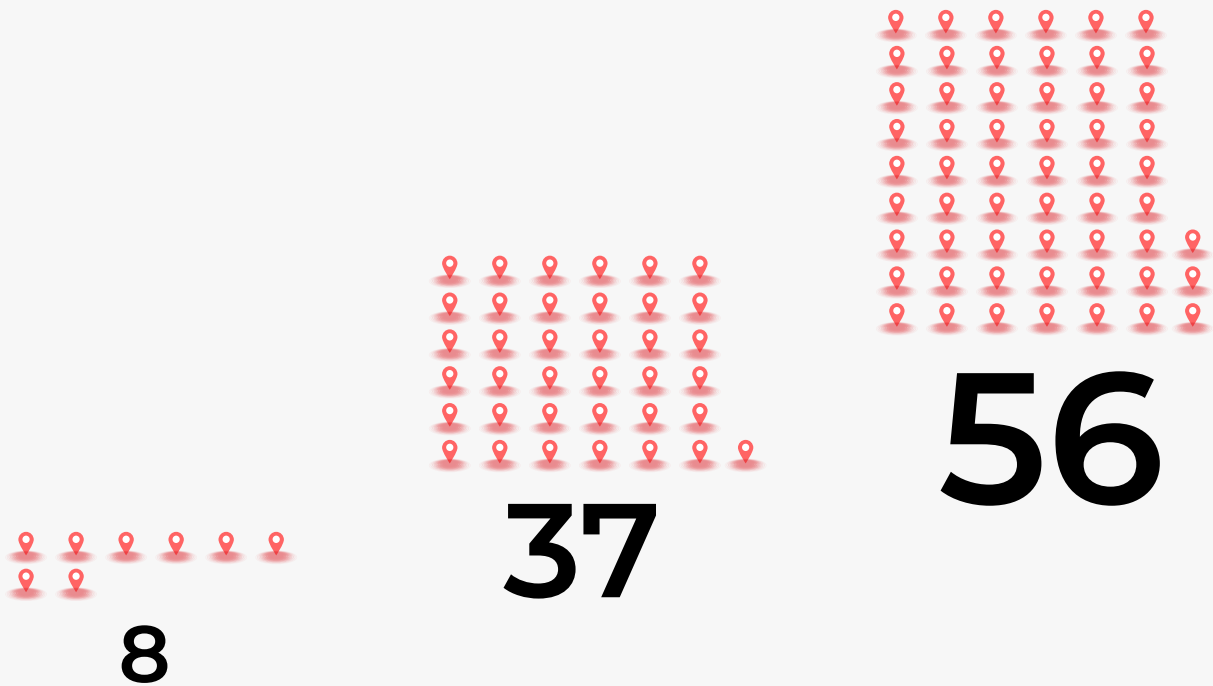
In this journey, our product portfolio has also expanded as we move away from MSME LAP single product to an array of products like MSME Gold Loans, MSME Business Loans to suit the needs of our customers in the key markets we serve.

The graph above shows this trend year on year. Majority of our loan book is focused towards empowering small businesses to access credit in a timely manner.



Growing Customer Base

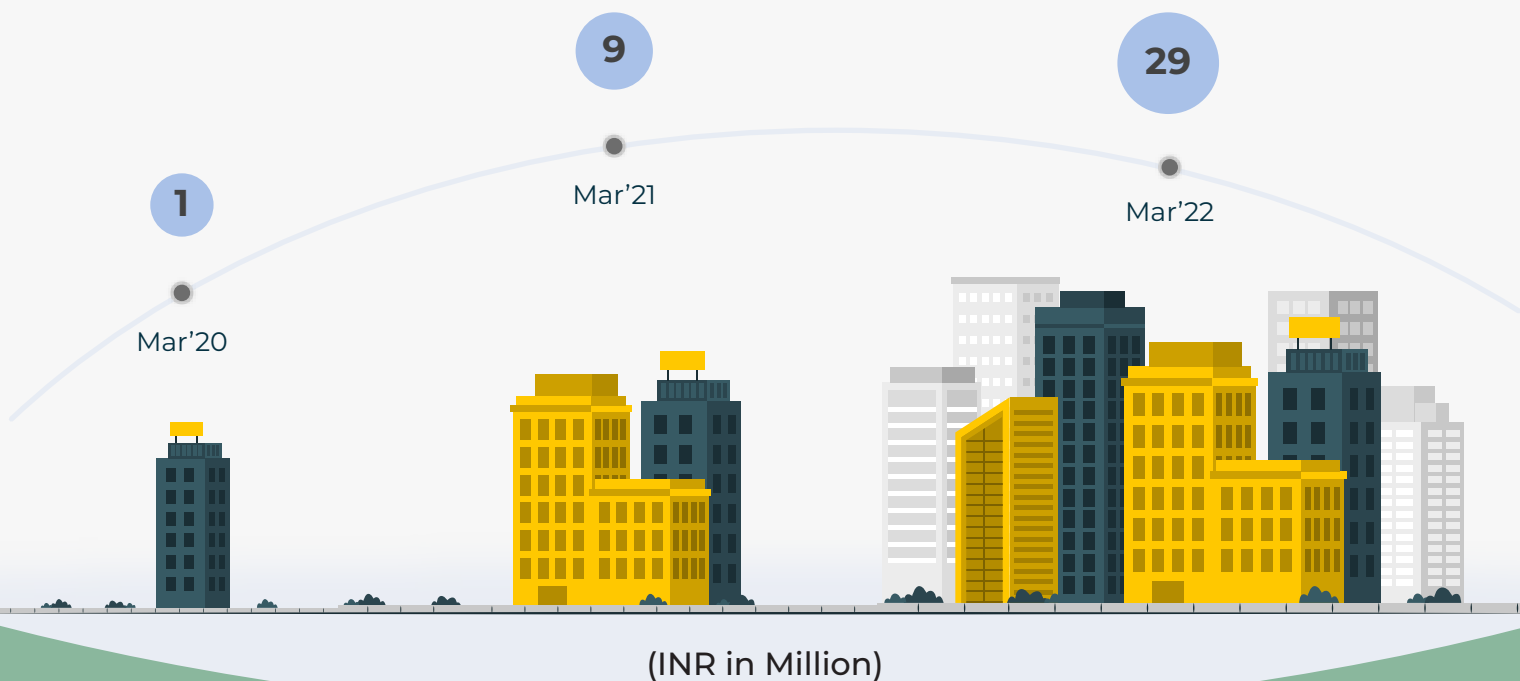
We have managed to reach customers across the length and breadth of country through our branch network spread in 20 cities and strategic partnerships with other last mile financial services companies. This has helped us to grow our active customer base from 408 customers in FY'20 to 33,435 customers in FY'22.



(Branch Network Count)

Increasing Presence

Starting from a single office in Mumbai, Tru now has presence in 4 key markets with 56 branches, steadily and strategically expanding near business or trade hubs. As we evolve an Omni-channel customer acquisition model, we are able to effectively serve entrepreneurs in non-metro cities.



Lender Growth

Tru now partners with over 29 Banks and FIs to serve the last mile MSME customer. In last two years, more lenders have shown trust in Tru's ability to democratize access to credit and build an effective sourcing & collection infrastructure required to deploy capital in an effective & risk mitigated manner.

Why We are Building Social Capital



Improving Access & Affordability to Promote Financial Inclusion

Access implies creating multiple opportunities to promote MSME's ability to use financial products and build businesses. Through various initiatives we strive to improve availability to affordable credit amongst the historically underserved cohorts based on gender or region or business sector.

This includes emphasis in lending to women-led businesses, funding first-time entrepreneurs, improving formal access to credit in locations beyond Tier 1 cities in India.

In fact, most of our branches have been strategically located in the outskirts of the Metros or non-metro cities and towns in the hub of MSME dominated regions.



Sustainability

Empowering businesses to become responsible, resilient, and sustainable through timely access to capital.

Introducing MSMEs to beneficial developments that can enhance productivity, improve processes, and enable them to enhance livelihood potential.



Quantification of Impact

This helps us to benchmark our products, policies, and processes in terms of setting a minimum expectation of impact that we want to achieve over a period. Thereafter, we will be enabled to objectively track progress to refine future business strategy and allocate resources appropriately to further social capital gains.

How do we do it?

01

Identified relevant ESG aspects in alignment with global ESG standards such as UN-SDG, GRI & SASB which are international benchmarks to track sustainability, access, and responsible business practices.

02

Standardized ESG goals and KPIs to be pursued, which are in line with our sector.

03

Defined a clear Implementation policy roadmap.

04

Review the framework to repeat items that deliver results for us and upgrade or discard metrics as regulations or policies change with time.

Key Material ESG Aspects

As an MSMSE & Gold Finance Specialist



Financial Inclusion



Responsible Lending



Diversity & Equal Opportunity



Product Innovation



Economic Performance

Outcome

This helps us to achieve impact in the business via an approved ESG Framework by addressing the five major stakeholder relevant key areas.



Tru Customer Satisfaction Survey

The customer satisfaction survey is critical for Tru as we expand into newer geographies and deepen our reach in existing business nodes. It will help us to gauge customer experience at key customer facing touch points. The survey will further help us with data required to gain insights into customer pain-points and help in improving the customer satisfaction and overall satisfaction.



Objective:

- » Identify key drivers influencing customer experience and take steps aimed at improvement
- » Introduce incremental improvements in our customer onboarding and origination processes to differentiate ourselves from competition
- » Introduce efforts to drive customer retention
- » Get actionable insights to reduce customer turn-over

 **Structure of the Survey:****First Impression Experience**

This will assess the degree of product knowledge of the staff, quality of response from staff and understanding of customer's needs or unique perspective

Service Delivery Experience

This will assess the timeliness of the service delivery, sharing the status of funding request at different stages of assessment, behaviour and mannerisms of the staff while dealing with the queries and quality of service delivery along with congruence between the communication and actual delivery of the service. Overall, it assesses level of expectation in service delivery vis-à-vis service delivery and fulfillment of need

Relationship Handling Experience

Conduct and communication of the relationship managers, frequency and quality of contact along with effectiveness in sharing the product details

Grievance Management Experience

This will broadly cover the quality and timeliness of complaint resolution. We also seek to understand the levels of iterations leading to complaint resolution and knowledge & empathy of staff working on grievances

Overall Experience

This is a holistic overall view of engaging with Tru

Sample Selection:

The survey is going to be a random dip-stick analysis of 200 to 300 customers across different regions spanning different product offerings of Tru

Data Collection and Analysis:

This is an internal study to re-engineer our customer interfacing processes and refine our training modules to ensure greater customer satisfaction and upskill our employees to discharge their roles effectively. The questionnaire will be primarily filled through personally interviewing the respondents over telephone calls or personal visits.

In this survey, the customer were asked to rate their experience during thier loan transaction. They were explained that, They have to rate their experience on the scale of 1 to 5 as per the discription below:

- ★ ★ ★ ★ ★ **Highly Dissatisfied**
- ★ ★ ★ ★ ★ **Dissatisfied**
- ★ ★ ★ ★ ★ **Can Improve**
- ★ ★ ★ ★ ★ **Satisfied**
- ★ ★ ★ ★ ★ **Highly Satisfied**

Survey Findings

79%

HAPPY CUSTOMERS

84%

CUSTOMERS
via
WORD OF MOUTH

Survey rating out of 5

4.12 Level of Product knowledge of the staff

Did the staff share the status of your documentation in a timely manner? **4.19**

4.08 Quality of response received based on the questions asked to staff

Were the staff able to understand your unique needs? **4.02**

3.92 Were the staff able to share relevant brochure or documents to help you understand the product details better?

Was the staff courteous to you while speaking to you? **4.29**

4.03 The service delivered to you in the promised time

My queries were answered effectively **4.09**

4.00 My issues were resolved in a timely manner

After disbursement, if I have questions about the loan then they are replied properly **3.95**

3.99 The staff was able to courteously and properly able to resolve my problems

I am happy with the service offered by Dhanvarsha **4.02**

Contribution to United Nations Sustainable Development Goals (UN SDGs)



Social Impact Metrics

In the last 4 years we have been constantly growing our expertise in the lending and fintech sector as we transitioned from a purely traditional lender to an omni-channel lender. With this transition, we have been able to create meaningful impact for at grassroots level and deliver value for our stakeholders.

We have expanded the range of credit products offered by us and doubled down on designing processes and delivery mechanism to help advance development in a sustainable manner while addressing systemic challenges plaguing our MSME sector such as access to capital, affordable credit, a supportive ecosystem for entrepreneurship, gender inequality, regional inequality, among others.

UN SDGs we strive to serve in 2021-22:



Good Health and Well-being

Goal: Ensure healthy lives and promote well-being for all at all ages

UN SDG Target: Achieve universal health coverage including financial risk protection, access to quality health services and access to safe, effective, quality and affordable essential medicines and vaccines for all



Gender Equality

Goal: Achieve gender equality and empower all women and girls

UN SDG Target: Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life





Decent work and economic growth

Goal: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

UN SDG Target: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of MSMEs, including through access to financial services



Industry, Innovation and Infrastructure

Goal: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

UN SDG Target: Increase the access of small-scale industrial and other enterprises, in particular, in developing countries, to financial services, including affordable credit, and their integration into value chains and markets





Reduced Inequalities

Goal: Reduced Inequalities

UN SDG Target: By 2030, empower and promote the social, economic and political inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status



Responsible consumption and production

Goal: Ensure sustainable consumption and production patterns

UN SDG Target: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse



We strive to maximise this impact as much as possible, as evidenced by the data and cases in this report. Our indicators of social impact have been developed within the framework of the United Nations Sustainable Development Goals for clarity and ease of measurement. Our impact would not have been powerful impact would be possible without our members and investors. With their support, we look forward to making an even more meaningful difference in times to come.

Case Studies



Nation Building through empowering MSME Entrepreneurs



DINESH GALA PRAGATI SUPER MARKET



“
The loan terms and quality of service offered by Tru is very good
”

Dinesh Gala after doing MBA and acquiring experience of one year he opened his own shop named PRAGATI SUPER MARKET in Goregaon, Mumbai. He wished to expand his business, but it got tough due to lockdown.

While discussing with his friend about the situation he got to know about Tru.

Tru's cooperative behaviour, personal guidance and easy access to funds helped him improve his business. He increased his stock and stroked into online grocery delivery. His sales have eventually increased in ecommerce line for about 20% and 10% increase in walk-ins have been noticed.

He says, “we have weathered ups and downs in business with the help of Tru.”

ROOPALI BHOIR

JAI MALHAR TRANSPORT



“*TRU has helped us hire more employees pay them better and enhance their livelihood along with ours*”

Roopali Bhoir is proprietor of the business- JAI MALHAR TRANSPORT, runs the business with the support of her husband and son. The business deals into logistic and transport services, also providing tempo services to grocery delivery across the city. They have tie ups with local grocers as well as companies like big basket delivery.

There came a time when they thought of expanding and improve their margins, but they didn't had access to capital. This is when Roopali and her family heard about Tru.

Tru helped them in covering working capital expense such as diesel for the vehicles, salaries of the drivers, investment in other transport related activities. they now have 100 employees. This success has encouraged them to expand their business with the help of tie ups with ecommerce companies.

In conclusion they shared that “it is through financial institutions like Tru that we could access funds when needed to invest in business.”

TAHIR AHMED PATRAWALA

ASIATIC STORES



“
Tru had given me loan and I could make good profit out of it
 ”

Tahir Ahmed Patrawala along with his father runs the ASIATIC STORES. The shop is 36 years old firm which runs across India. it caters to all the buyers as wholesale or retailers with its vast offerings like accessories for garment leather, school/luggage bag, fitting buckles button tapes and many more items.

There was a time when Tahir decided to expand his business, but he needed access to capital. This is when he was introduced to Tru.

Tru’s help during the most difficult period ‘lockdown’ helped Tahir to plan out better things for his business.

He says, “we are planning for further expansion once again with the help of Tru, now we are poised to expand nationally, and I look forward to growing better.”

NEELIMA RASAL

IDOL MANUFACTURING UNIT



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



“

TRU enabled me to expand my business and in return, I was able to give wings to dreams of many more people employed by me.

”

Neelima runs a small manufacturing unit of sculptures, in Sahyadri Nagar Kandivali west. Her only dream is to grow with the people who are working with her. There was a point when she felt the need to expand her business but lacked in finance to support the expansion.

Hence, her elder son friend then introduced her to Tru and said that her problems can be resolved here.

She visited Tru, felt confident and assured and took financial support.

From 25 workers she hired more and has 40 workers. She wishes to empower more individuals and support in their family by providing better income.

She says, “I believe in treating my staffs as my own children and see them progress in life by providing better income”.

KAMLAKANT GUPTA

GUPTA KIRANA AND GENERAL STORE



“ TRU has less paperwork furthermore staffs visit your place and guide you through entire process and the amount is credited to your bank account easily.”

Gupta Kirana and general store has been running for 20 years. Kamlakant Gupta has been handed over the business by his father. He wished to take the business ahead by opening one more branch. So, he opened one branch in Andheri east and named it KK SUPERMARKET.

Things became difficult, to meet up the requirements of the customer. To cope up with the growing demands Kamlakant needed adequate amount of funds.

It was then when he was encouraged by one of his customers to apply for loan in Tru.

Kamlakant had already been in search for loan, but he found Tru to be more prominent for his business.

Apart from the business growth he has also been able to have personal growth. He sent his both the daughters to better school and got one vehicle for himself.

He said, “I thought that the loan process will be very tough, however I got the loan from Tru very easily and my business has flourished since then.”

RAJESH HANSRAJ
JAIDEEP ENTERPRISE



“
My application in Tru yielded in a very positive result within 10-15 days I was able to complete all my papers.
 ”

In 1995 Rajesh Hansraj started company Jaideep enterprise, in Worli Mumbai. Jaideep enterprise is into casting line of business which deals into packaging products for edible oil, lubricant oil and chemical products. There are many technical machineries involved to run this business.

During lockdown Rajesh faced a setback as his company was not working properly. Rajesh wanted to infuse fund to purchase raw materials, pay his workers and manage working capital effectively.

hence, he thought of opening another unit in Bhiwandi to improve income and margins. But still no progress was seen, this is when one of his acquaintances mentioned about Tru Finvest Limited.

He reported that both units are now working effectively.

He further shares that “I received good support from Tru in this journey.”

BHAIRAV SINGH RAJPOOT

SHRI KRISHNA MILK SUPPLIERS



“*TRU offered me credit to expand my business and achieve the impossible*”

BHAIRAV SINGH RAJPOOT runs a dairy business since last 30 years with the name of SHRI KRISHNA MILK SUPPLIERS. He deals into milk supply. He was doing a good business and was satisfied with the income he made. But he wished to expand and support many lives. His intent was to grow the business further and achieve more. One of his friends shared that he should reach out to Tru for support.

Earlier he was only dealing in milk supply but now he offers other dairy products, curd and yogurt of his own packaging and branding. He also bought ice cream machine to build business into frozen dairy products. He employed 8-10 people. Now he has 100+ stores who buy dairy products directly from him.

In conclusion he said, “when I applied for a loan to Tru then I received the funds swiftly which I was able to invest to grow. We hope for continued association with Tru.”

HARE RAM MAHATO

SPICE BUSINESS



“
With the help of TRU I was able to expand my business by buying raw materials to selling spices of my own brand.
 ”

In 2011, HARE RAM MAHATO started as a street seller, it took him two years to rent a shop to establish his business of spice. Earlier he was operating as a micro enterprise but then he turned his business into wholesale segment.

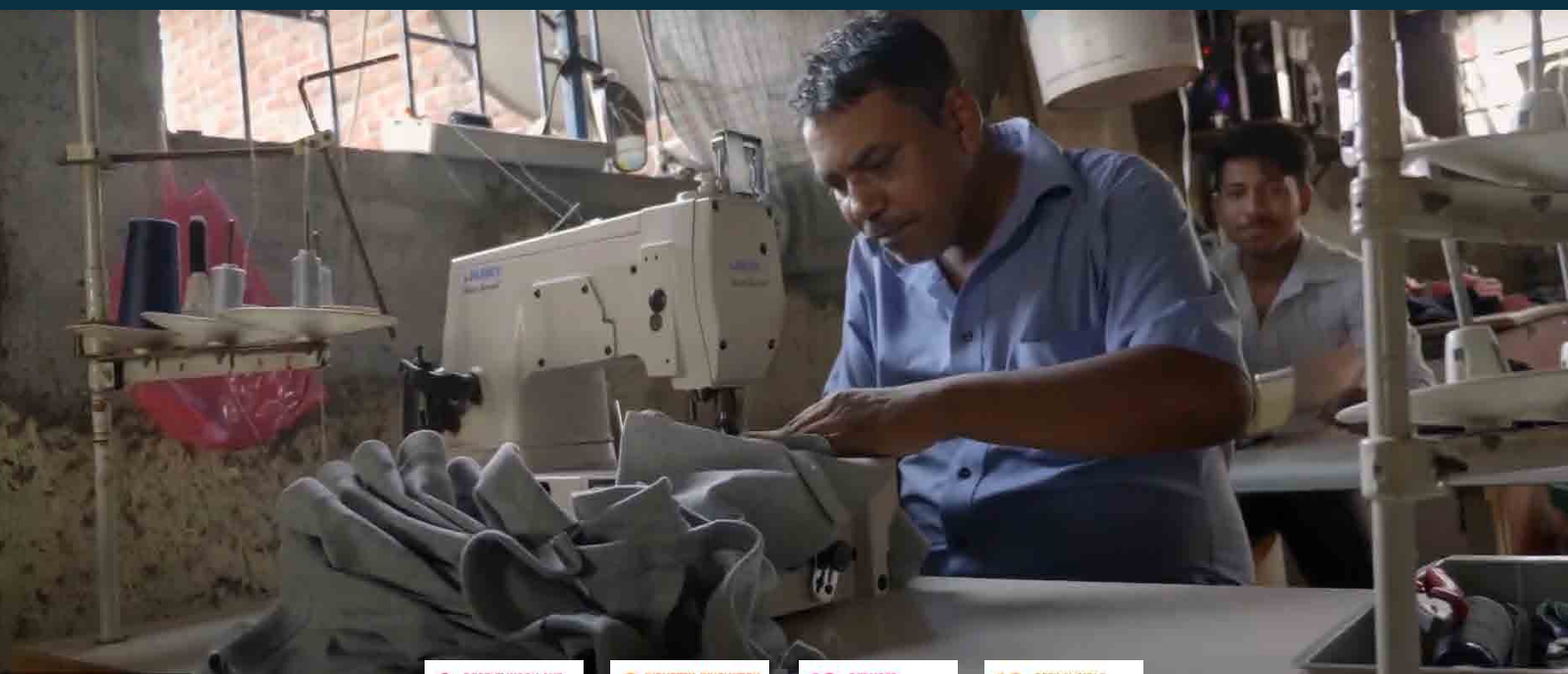
He wished to do more so his relative connected him to Tru Finvest Limited.

Earlier he had one spice production unit in Dewa but now he has more two units in Vikhroli and Dombivli. He has employed 20 people. He has established production units and shops. He sells spices with his own brand. Though it was a difficult time in lockdown, he made sure that his employees are paid regularly.

He mentions in the end that “I have plans to grow and expand further and build my own brand in the business of spice through support of Tru.”

HARIOM GARMENTS

JAGDISH M ROY



“
TRU has empowered me and given self-confidence by providing loan to such a small business-like HARI OM GARMENTS.
 ”

Jagdish M Roy came to Mumbai and was seeking for a job. He had learnt stitching so was looking for a job related to tailoring. However, he couldn't find any, so in frustration he joined security guard job.

Somehow, he wasn't satisfied and thought of opening his own business. He had taken loan from the BC he was saving, at the interest of 2%. He bought 4 machine and started Hari Om Garments in a rented place. His work picked up and he hired more two men.

Jagdish was now looking for more working capital to expand. He looked for loan but was not convinced weather anyone would give loan for a small business like he has. Tru lend Jagdish support by providing with the working capital he needed.

He said “Tru never said that I am not eligible for loan since I am working from a rented premises, nor, they said that I cannot apply for a loan because I run a small business. Rather I got loan from them easily. Tru helped me to boast my self-confidence.”

From 4 machine, he expanded by getting more 20 machines. He hired more people. He also transformed his rented place by purchasing it form the loan amount. He concludes by saying that he today he feels self-confident and that he can achieve anything because of the loan that Tru had provided.

Promoting Health & Well Being

Covid Relief Activities



The COVID-19 pandemic has brought about a ‘new normal’ in our operating rhythm. At Tru we took this as an opportunity to strengthen our relationship with our stakeholders. The health and safety of our stakeholders, business continuity, and delivering enhanced value to our customers have been our focus, as we emerge more vigorously.

This was carefully delivered by undertaking a well-planned, risk mitigation strategy in these turbulent times. Through our carefully developed strategy, we provided full support to our customers through each stage of the pandemic. As time passes, we continue to aid businesses and society in safely reopening and resuming business through our COVID Relief activities.

The COVID-19 pandemic has not only taken a toll on the health and safety of people worldwide but also has dented the financial well-being of small businesses. We recognised the severity of this and decided that we needed to expand our support to our customers. During the pandemic we supported xx businesses in the essential goods segment.



We introduced remote working for all the staff who are not in customer facing roles. For those employees whose work required physical presence for the customer, we ensured that they had access to essential PPE kits, sanitizers and regular RT-PCR tests to ensure risk mitigation. Overnight, we migrated our staff to remote working and imparted proper training and informal sessions to help them cope. During this time, the managers were coached to constantly stay in touch with their teams over phone calls or video-calls to ensure full support in times of need. We even onboarded and built teams remotely in the last two which seemed improbable earlier with sufficient ease by leveraging technology effectively.

Free Eye Check-Up Camp for Employees, Customers & Public



We are running free Eye check-up camp for our stakeholders and public at large in our branch network every Saturday for the next two quarters.



Employee Survey Report

Tru conducted an employee satisfaction survey open to all employees of Tru. The survey responses were recorded anonymously. The respondents were asked to share their experience of working at Tru through 25 objectively derived questions. The questionnaire was designed to gauge the sentiment of the employees, seek feedback and actionable insights as well as, build a more inclusive and fairer workplace.

There were a set of 25 questions in which the employees had to rate their experience from 1 to 5, rated as

1 - Strongly Disagree

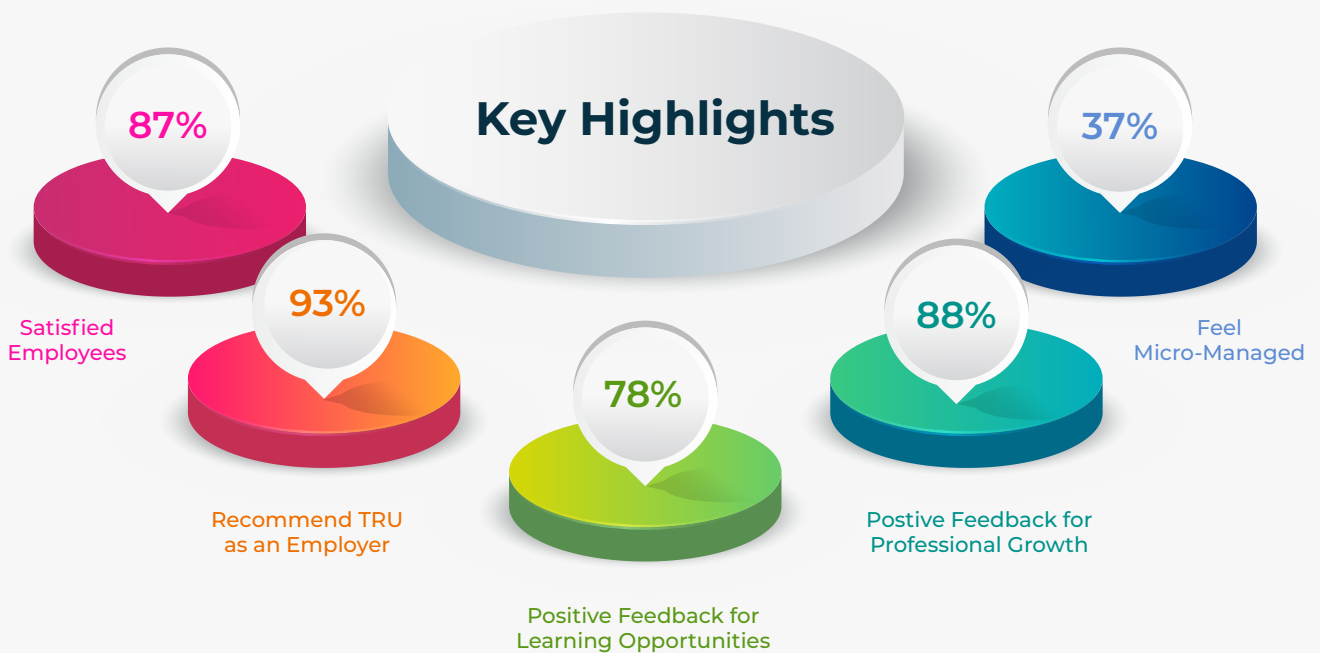
2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree





An overwhelming 87% of employees expressed job satisfaction and 93% of employees are positive about recommending Tru as a good employer within their professional and personal networks. This is an encouraging indication for us to continue our team building, rewards and talent management to be further scaled so that employees are motivated to bring their best version to work everyday.

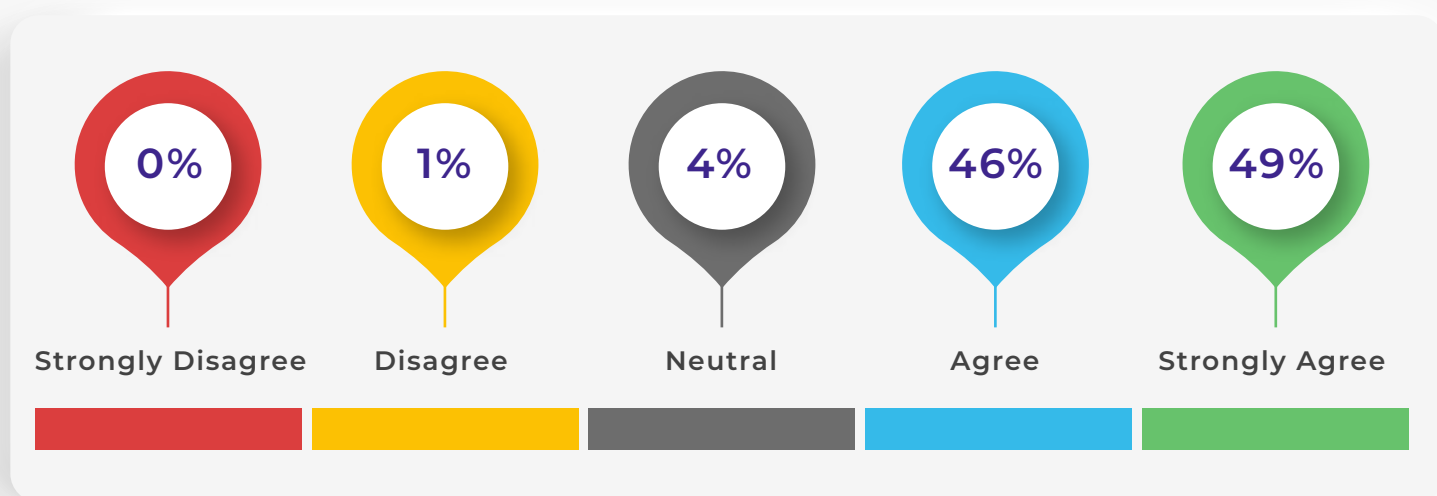
Another 78% employees agree that they have plenty of growth and learning opportunities presented at work and 88% of the same cohort agreeing that their work has enabled them to achieve career growth and development. When it comes from team dynamics, on a average the supervisors score a positive 4 points on a 5-point scale in being supportive of their direct reporting colleagues or being a source of empowerment and learning in a manner where they are not micro-managed extensively.

Speaking of micro-management, we still have 37% employees who feel they fall in this radar and as an organization, we have introduced quarterly feedback sessions and 360-degree performance assessment to enable these tendencies to be reined. The employees feel that their team members and seniors treat them fair and well, encourage them, teach them, offer constructive feedback and practice fair assessment.

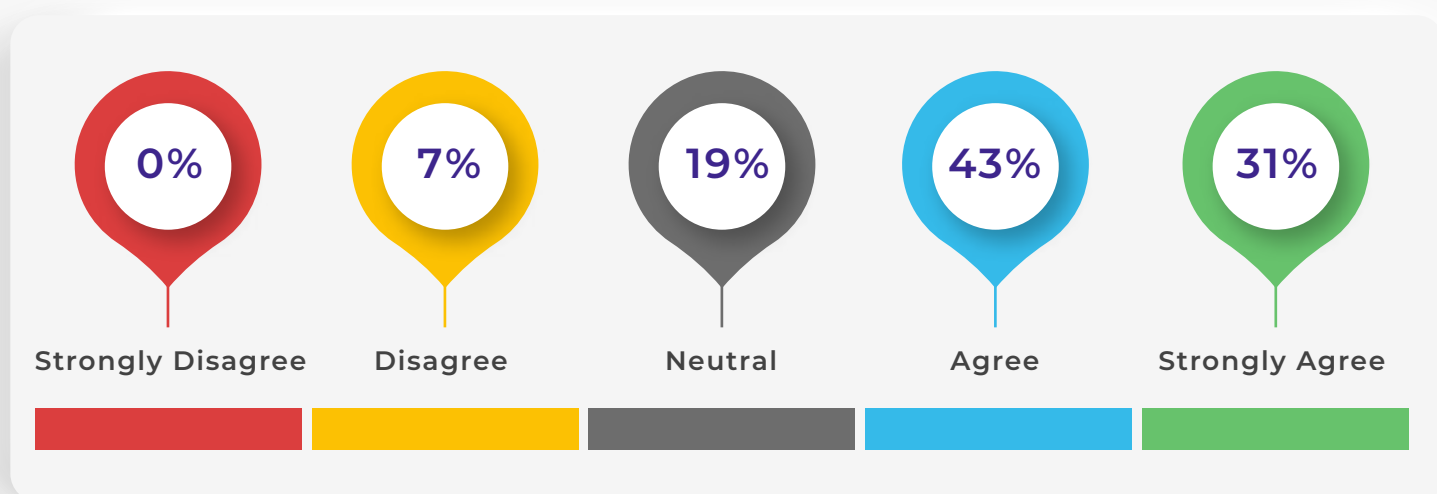
When it comes to attaching meaning and purpose to work which essentially tries to fulfill self-actualization goals of the employees and inspires them to make incremental improvements at work, we have noticed that 83% of employees feel that they are making a positive impact of people they serve through this job and 95% of employees find their work meaningful. This shows in their endeavours, commitment and dedication at work. They feel that their work is seen and their perspective is taken seriously at workplace. Although, 20% of workforce does feel stress and we have to introduce measures to address the same in coming quarters.

Detailed questionnaire and responses to the employee survey

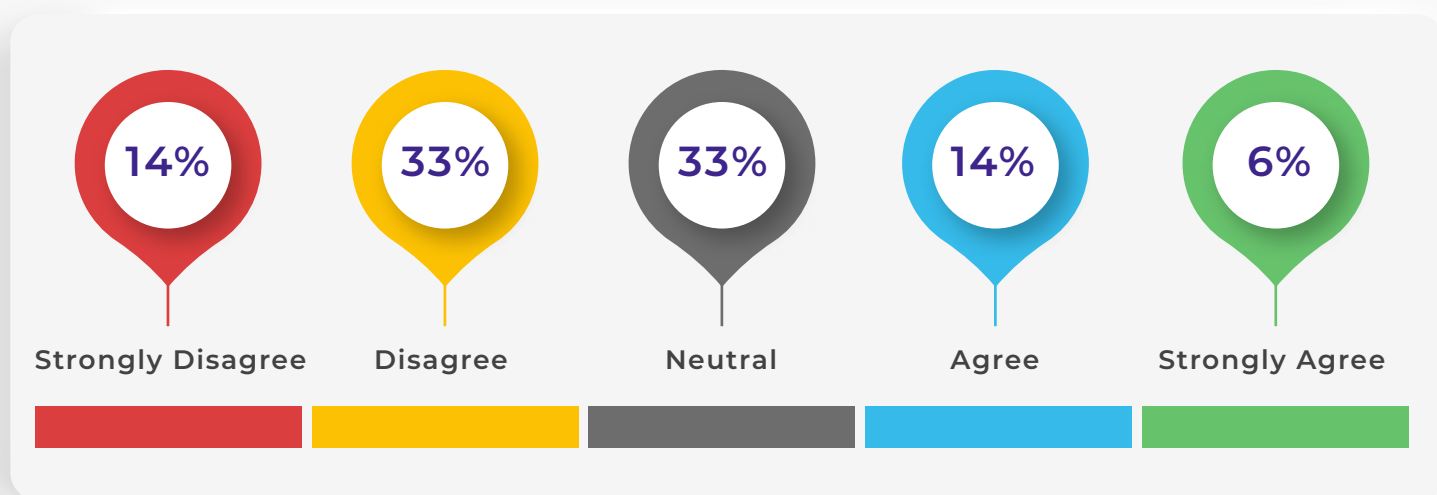
I find my work meaningful



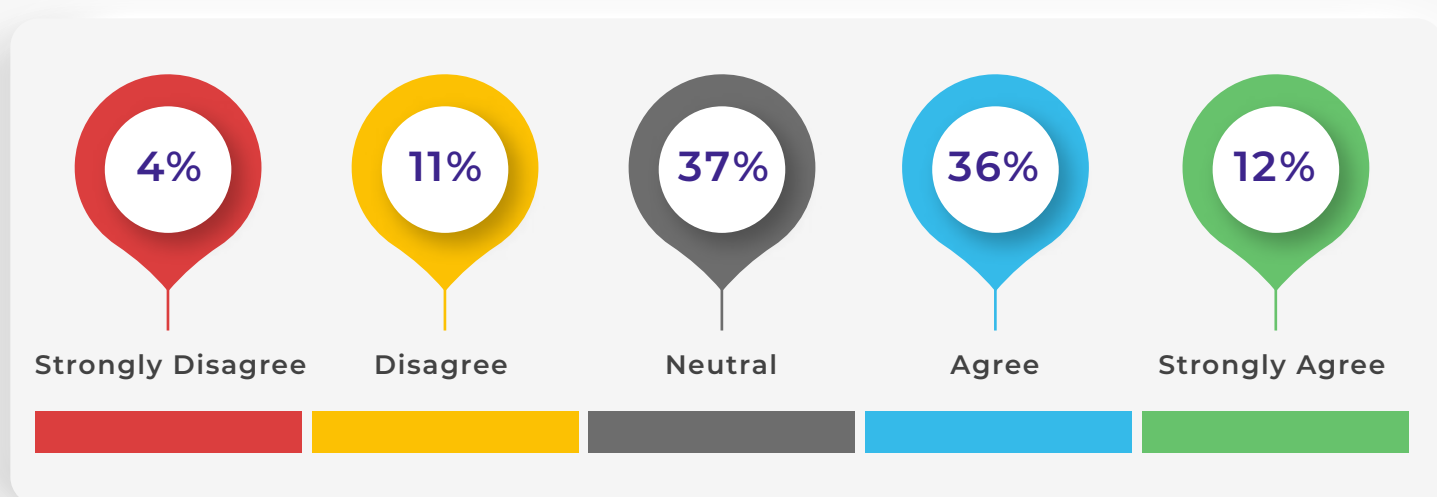
My job is very challenging



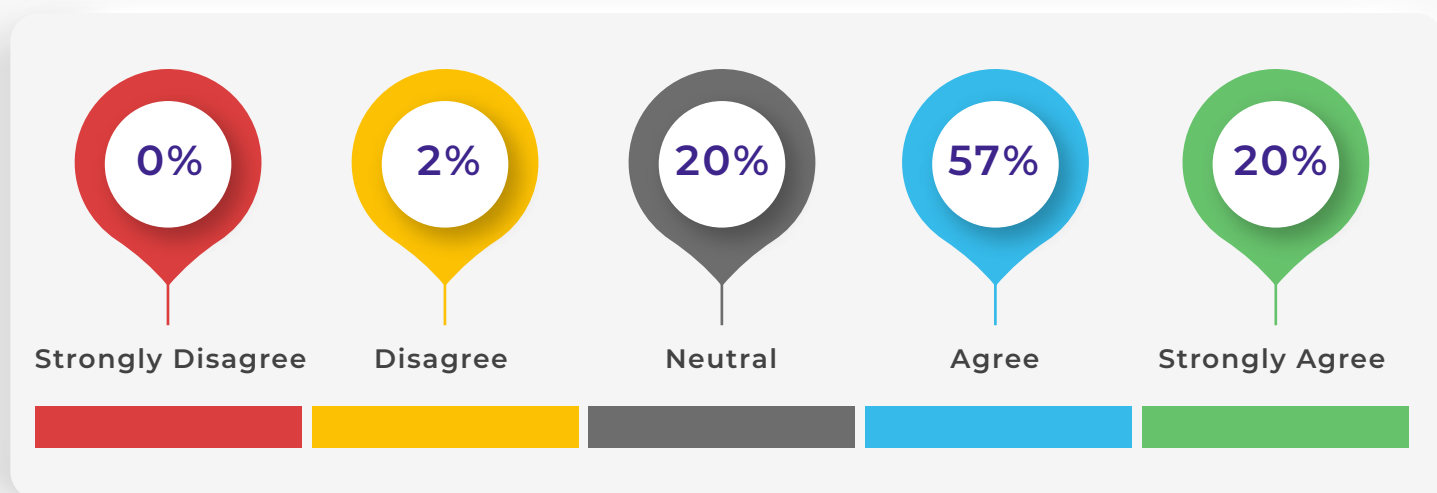
I feel stressed at work most of the time



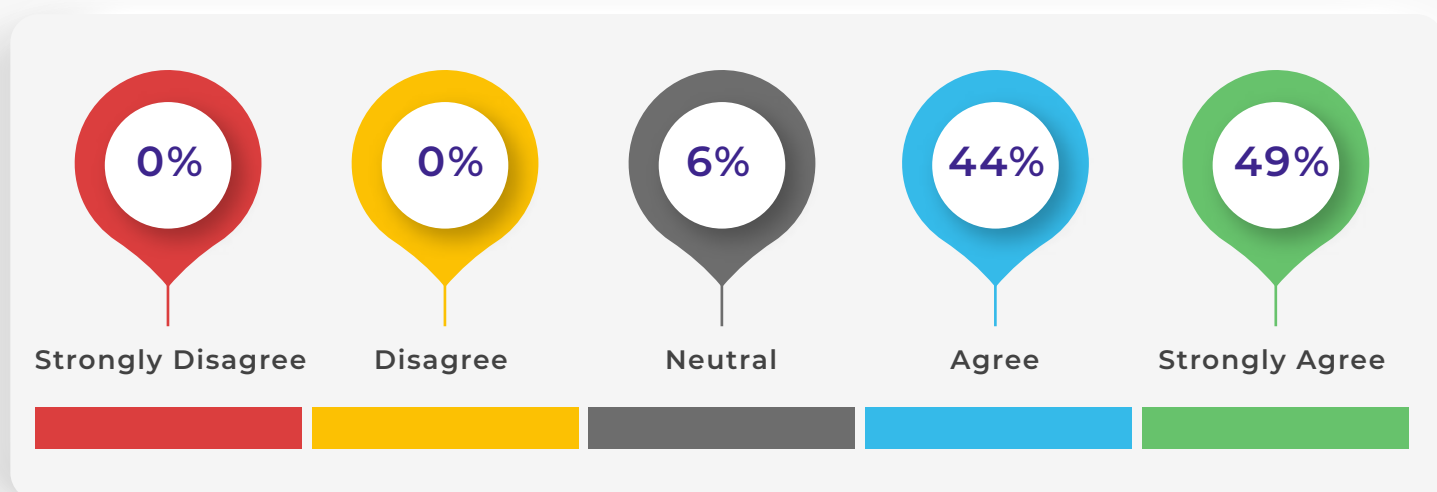
I am well paid for the job that I do



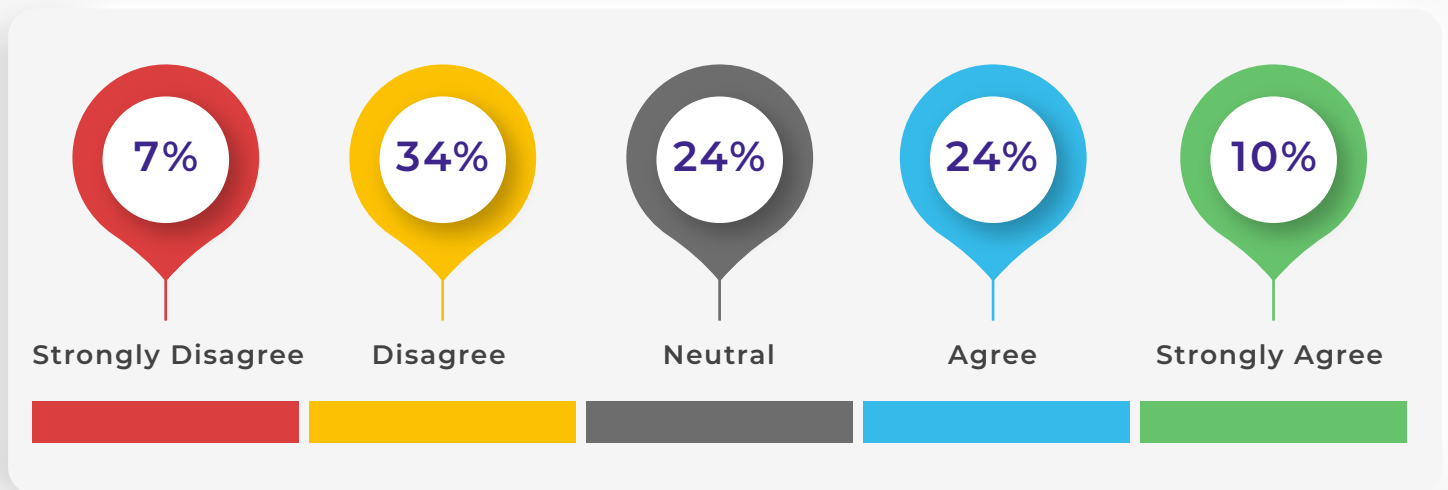
My opinions about work matter to my co-workers



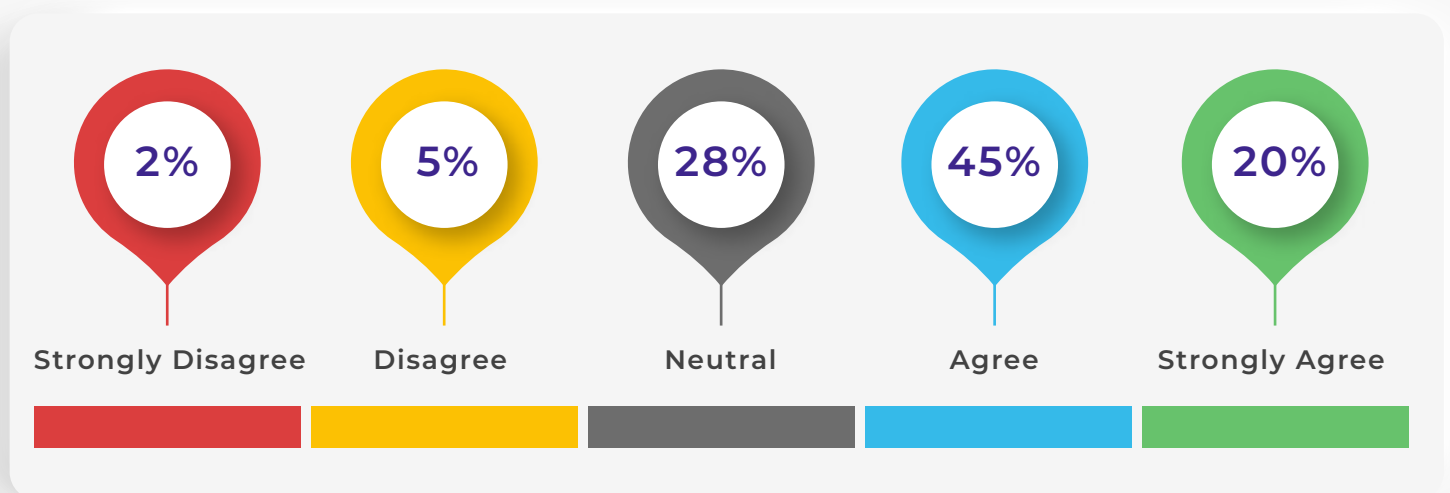
My team provides me support at work whenever needed



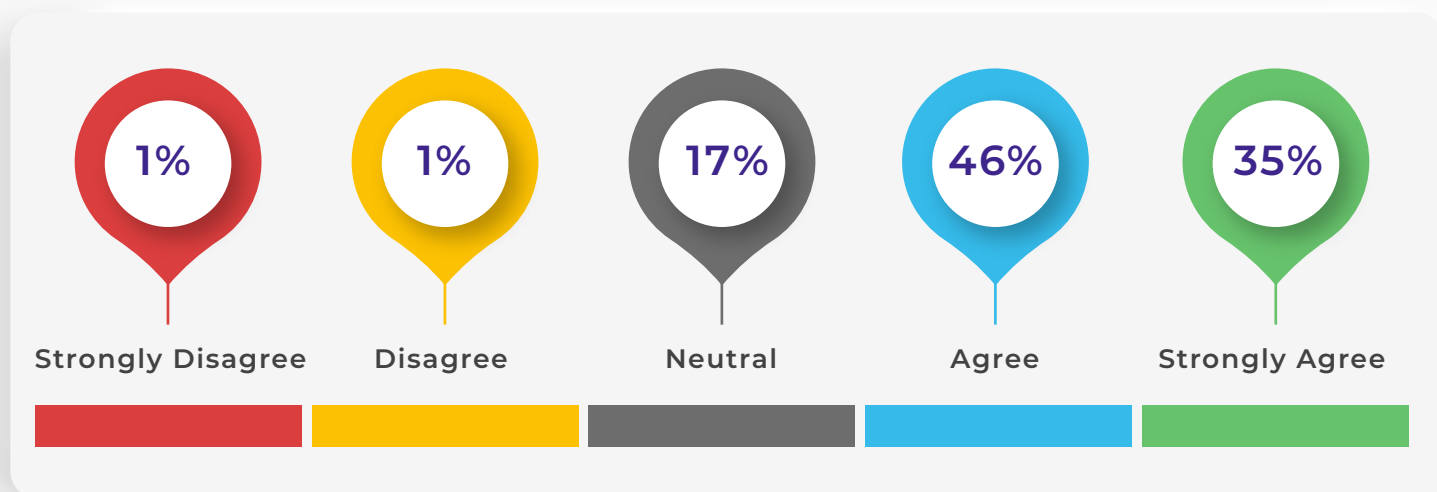
I struggle to get information to make better decisions at work



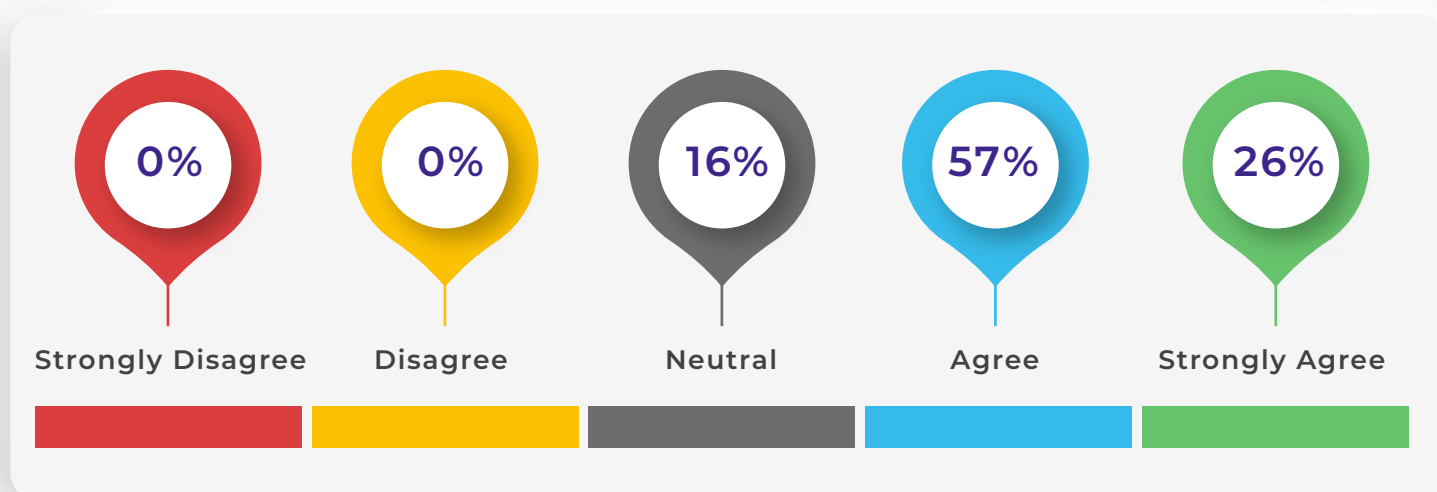
I feel rewarded for my commitment and dedication



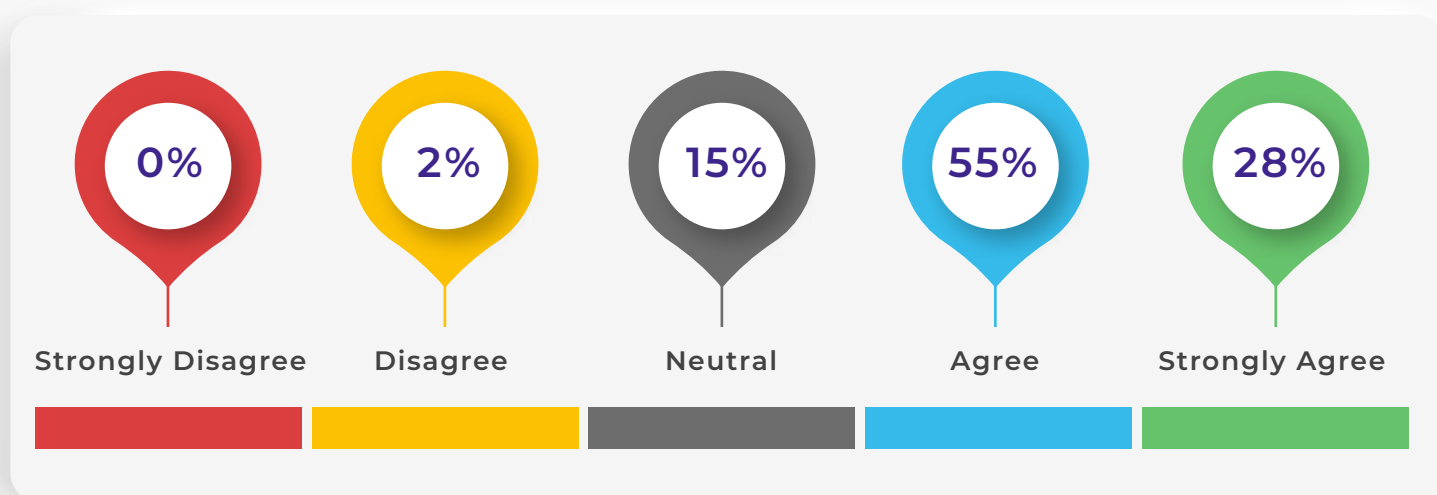
I feel valued by my supervisor and seniors



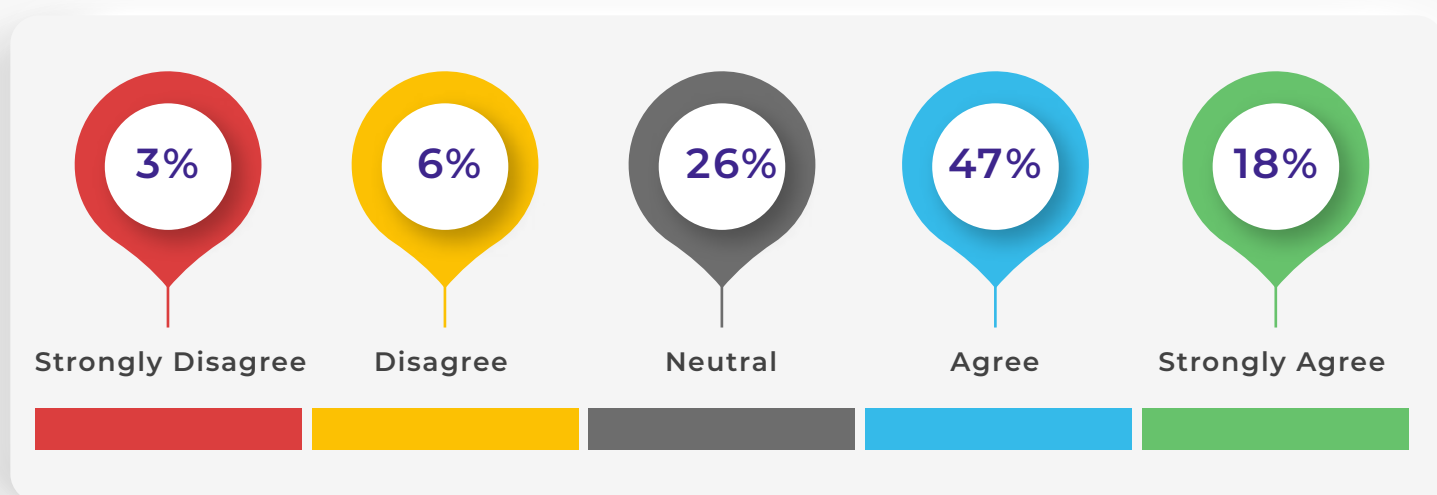
My job helps to make a positive difference in lives of people



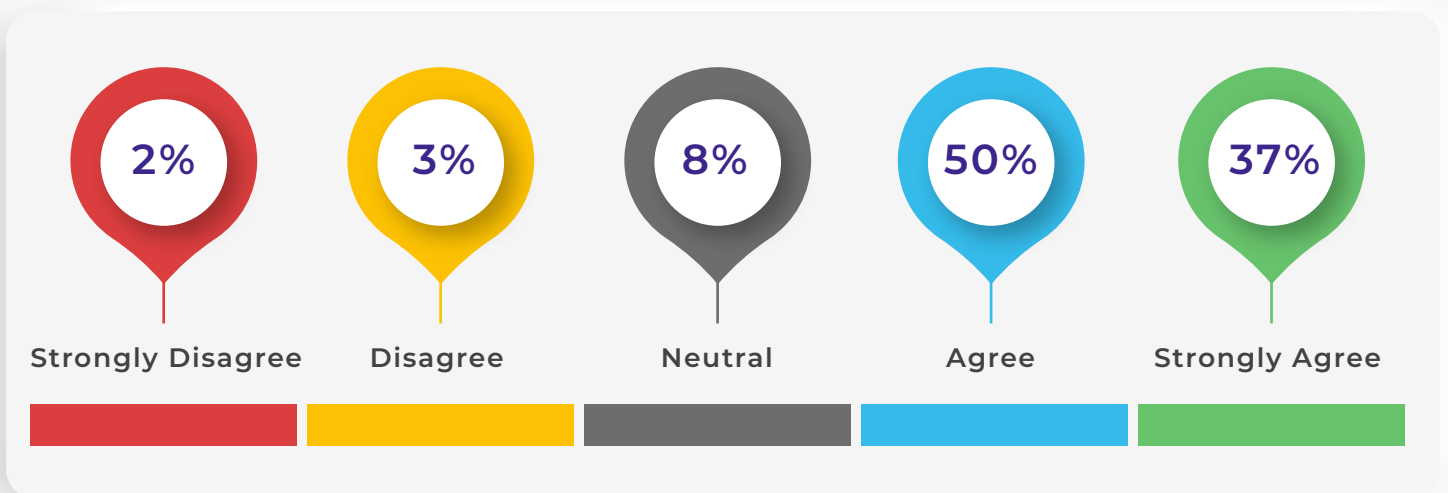
I receive constructive feedback from my supervisor and seniors



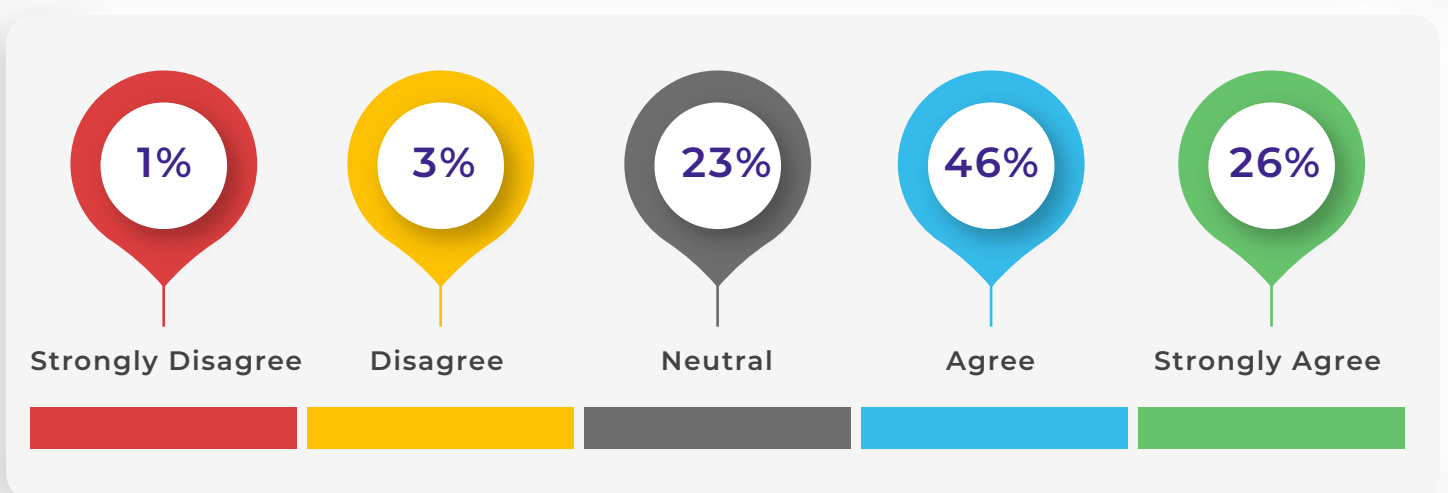
My work offers me to stroke a balance between my work life and personal life



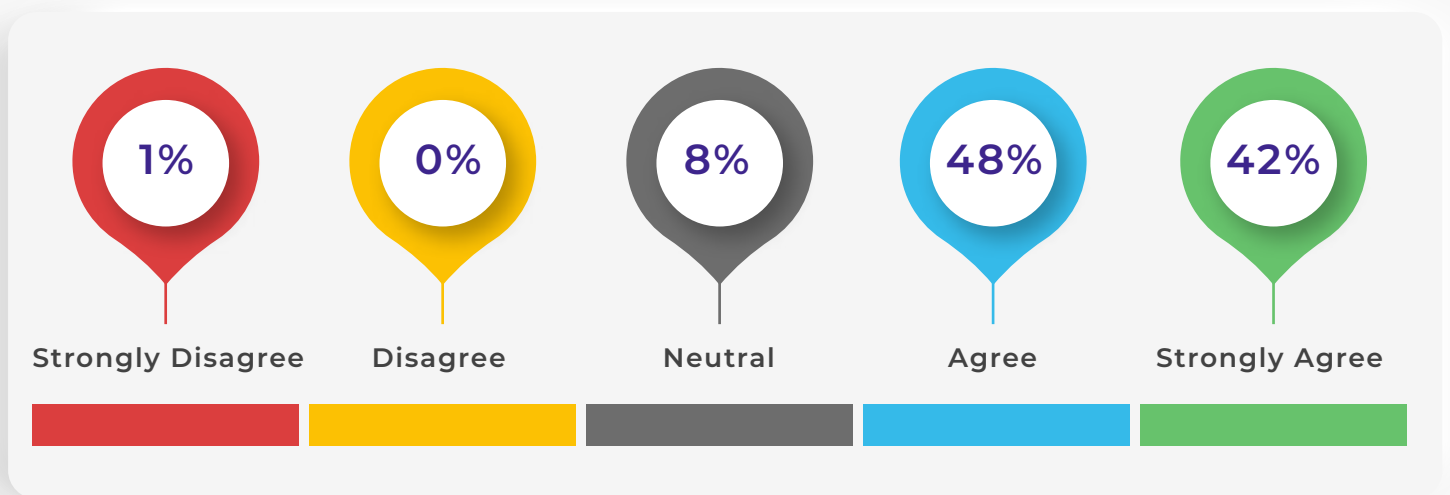
My manager treats all the team members equally



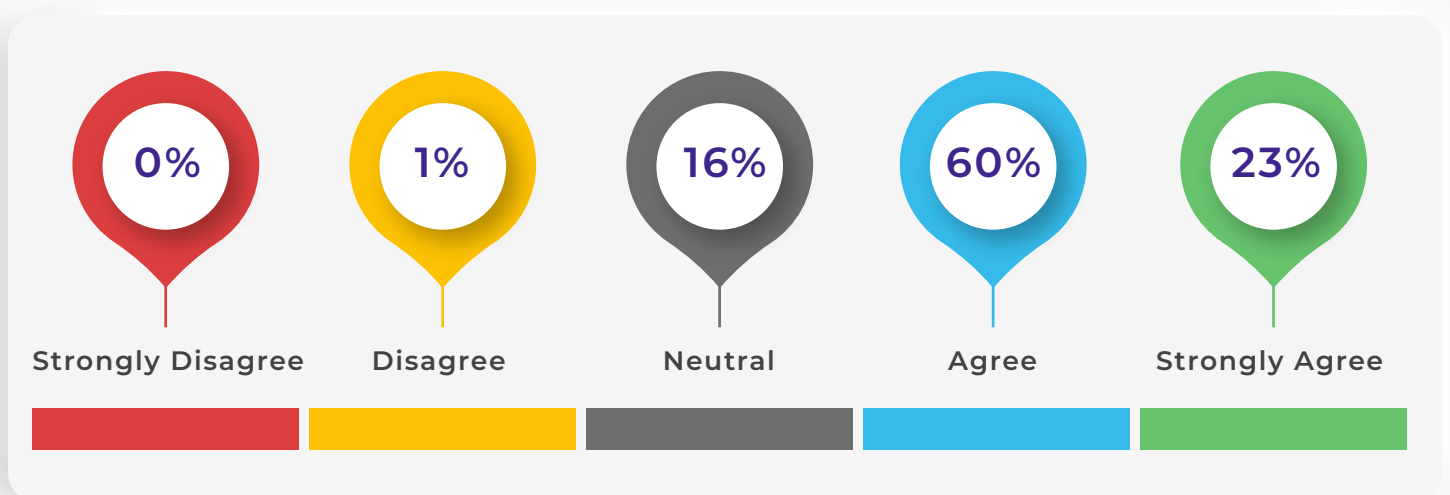
Tru has a fair and transparent policy for promotion of all employees



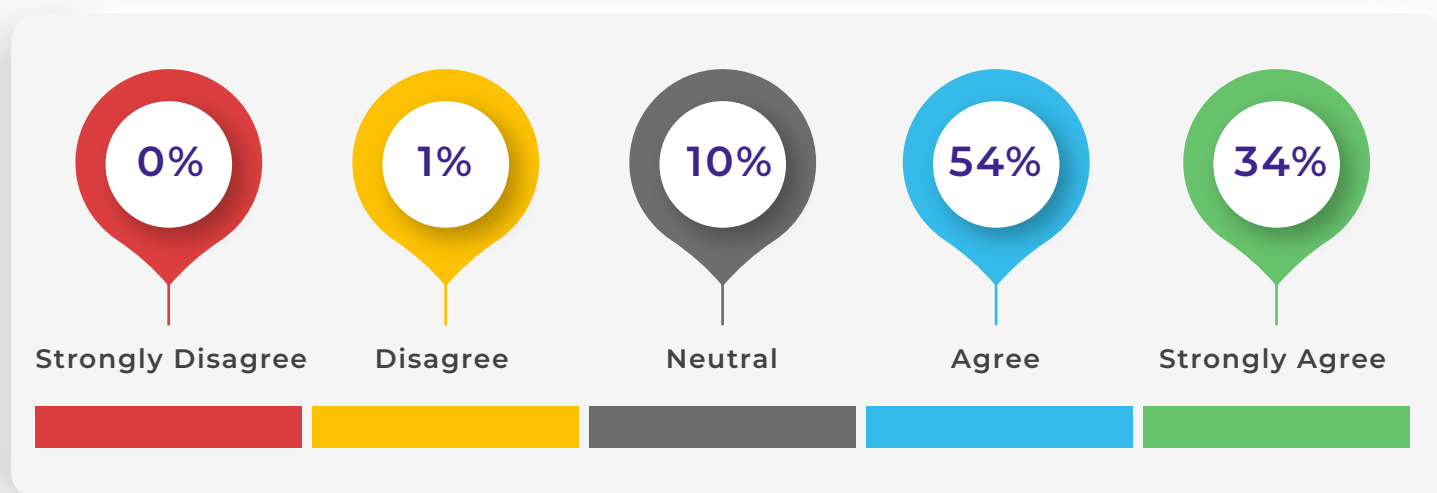
My supervisor and seniors encourage me to give my best effort at work



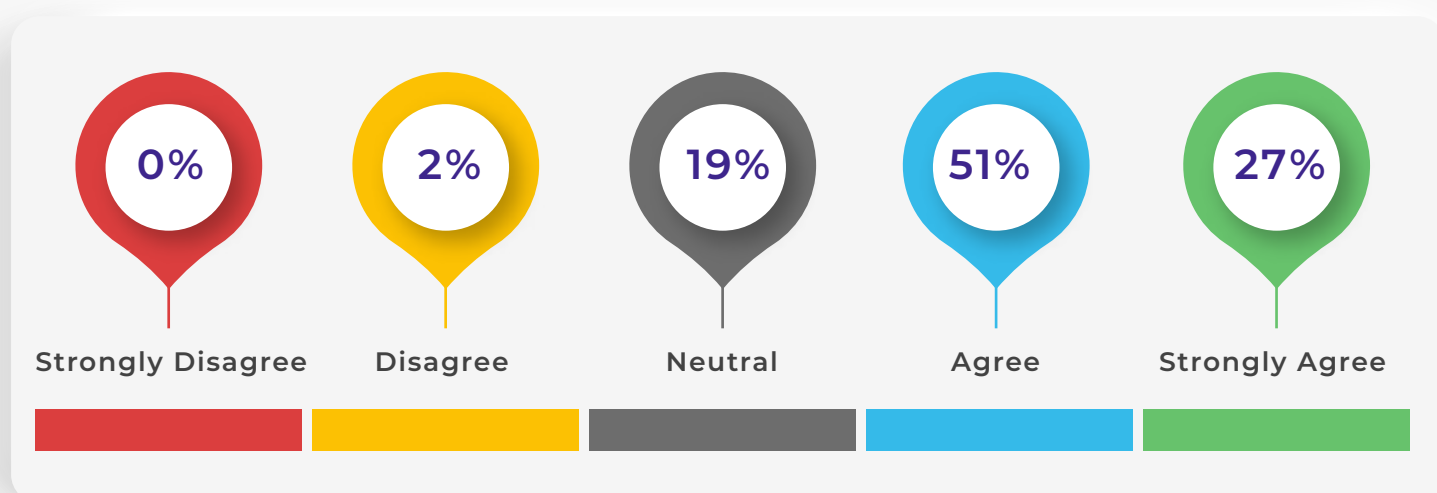
My supervisor has realistic expectations from me



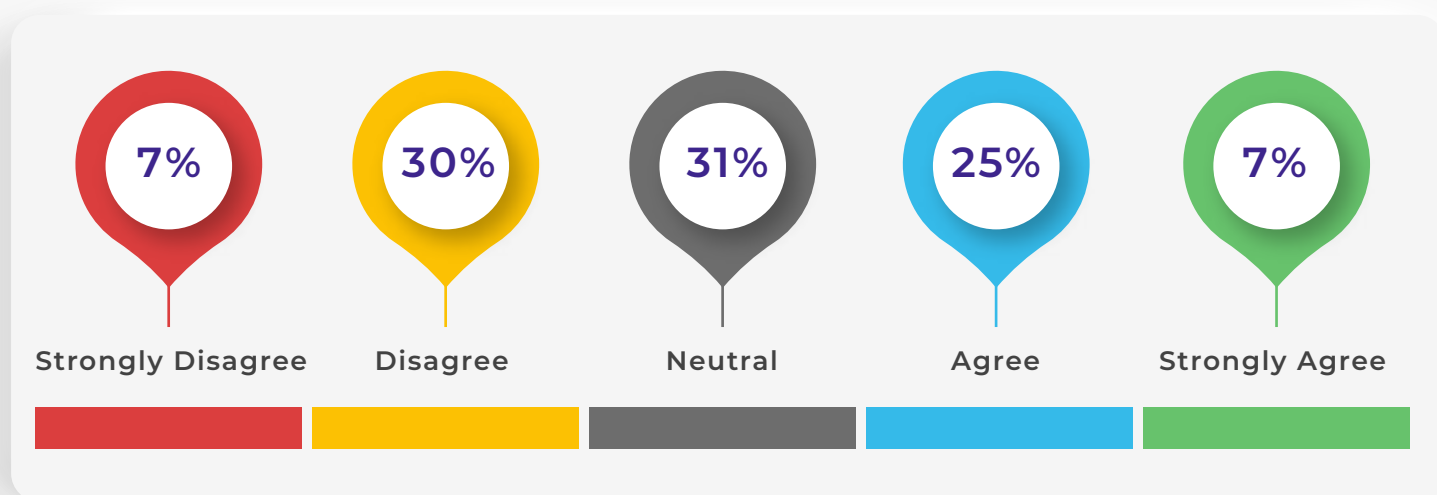
The tasks assigned to me by my supervisor will help in my individual career growth and development



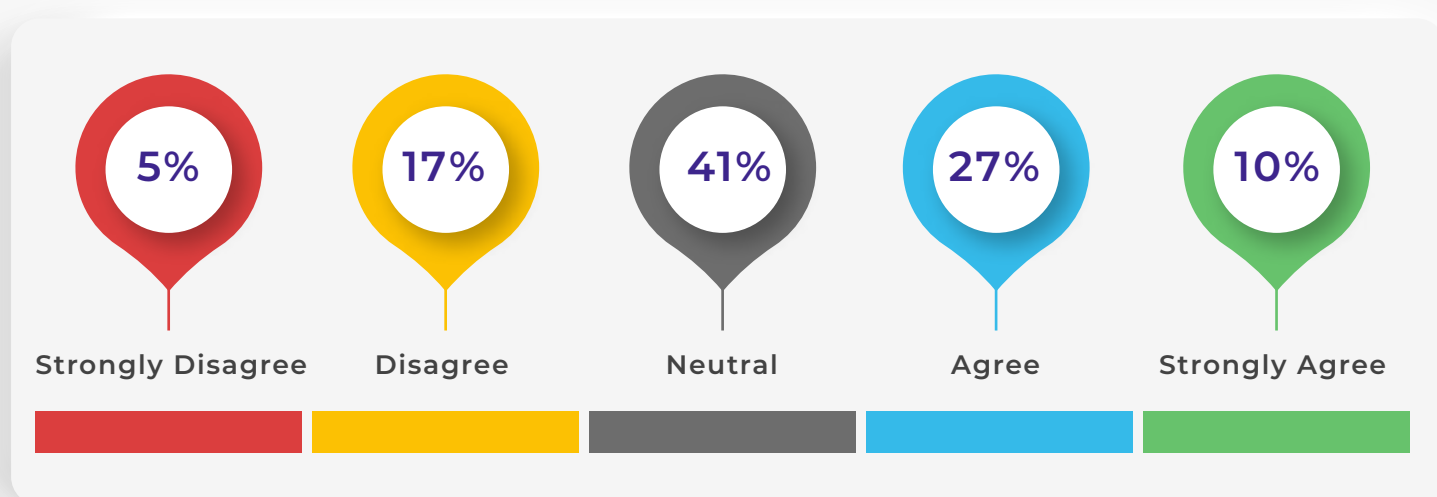
I have plenty of opportunities to get promoted at work



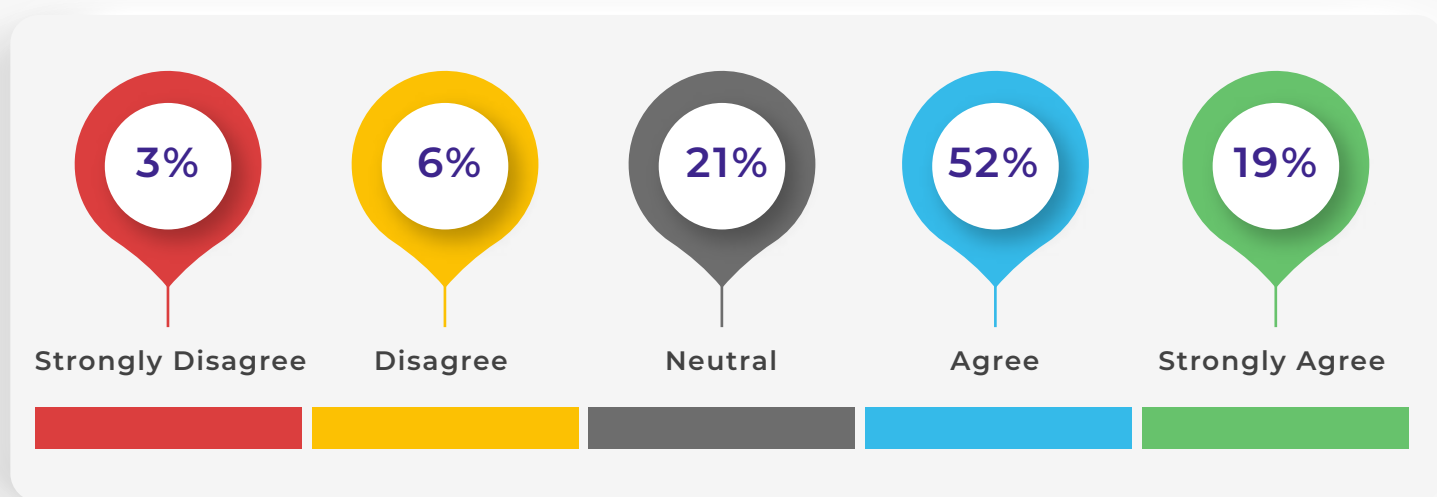
I am supervised too little at work



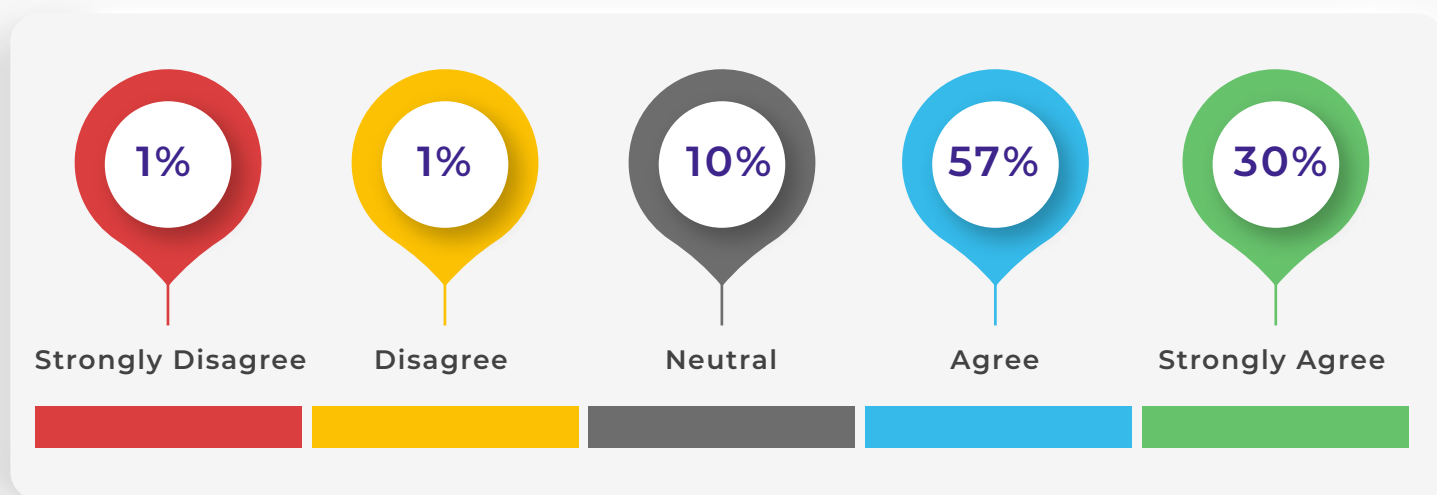
I am supervised too much at work



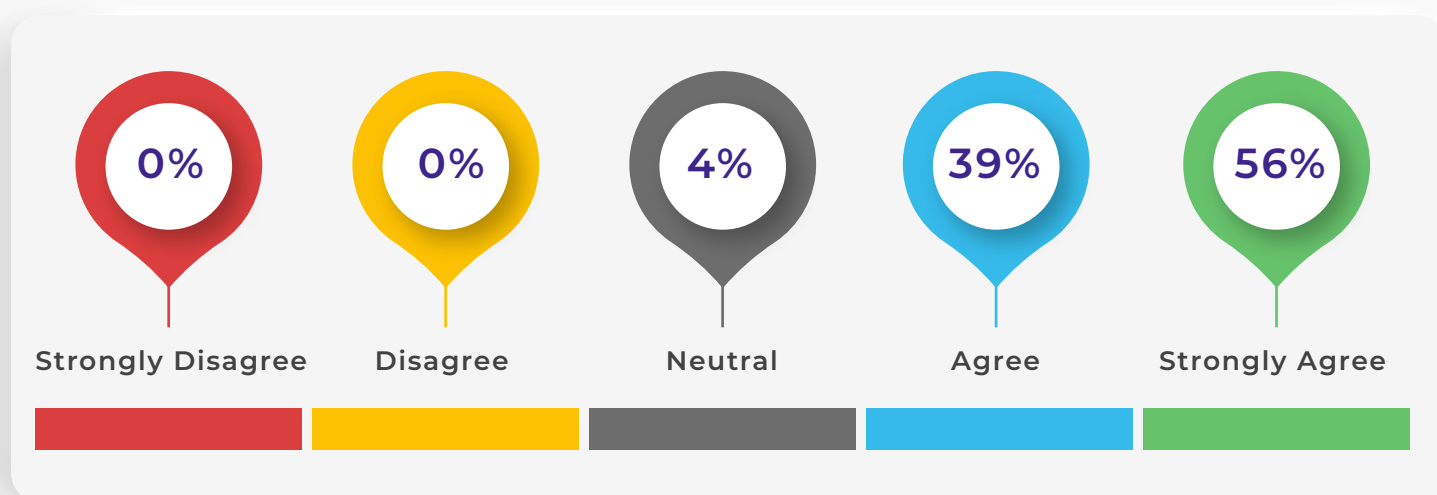
I am satisfied with the employee benefits offered at work



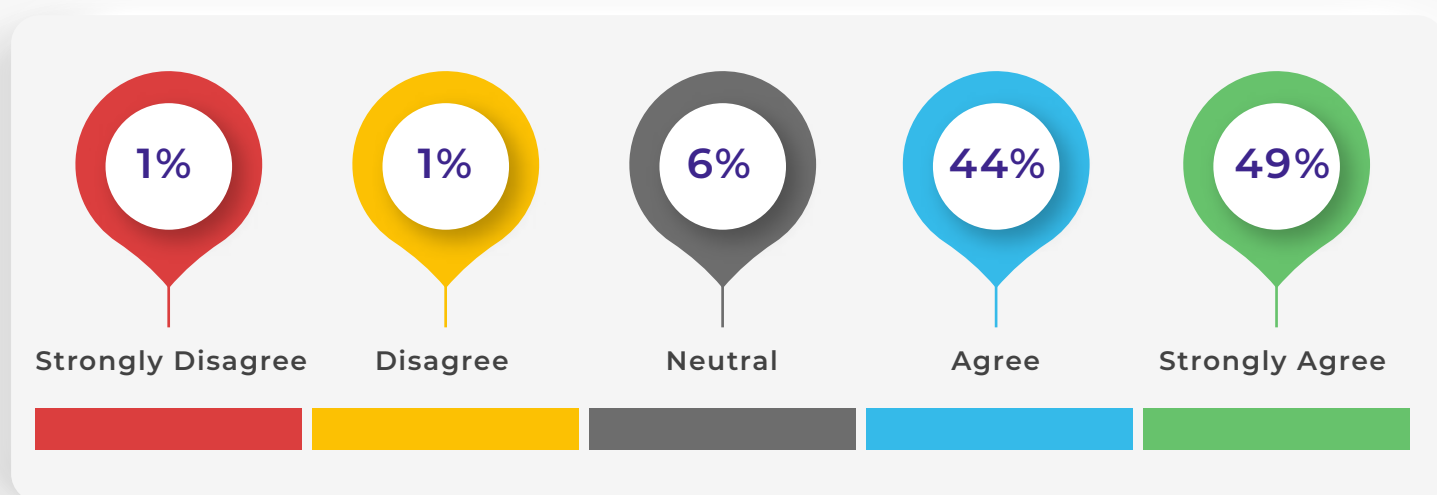
I am satisfied with my job



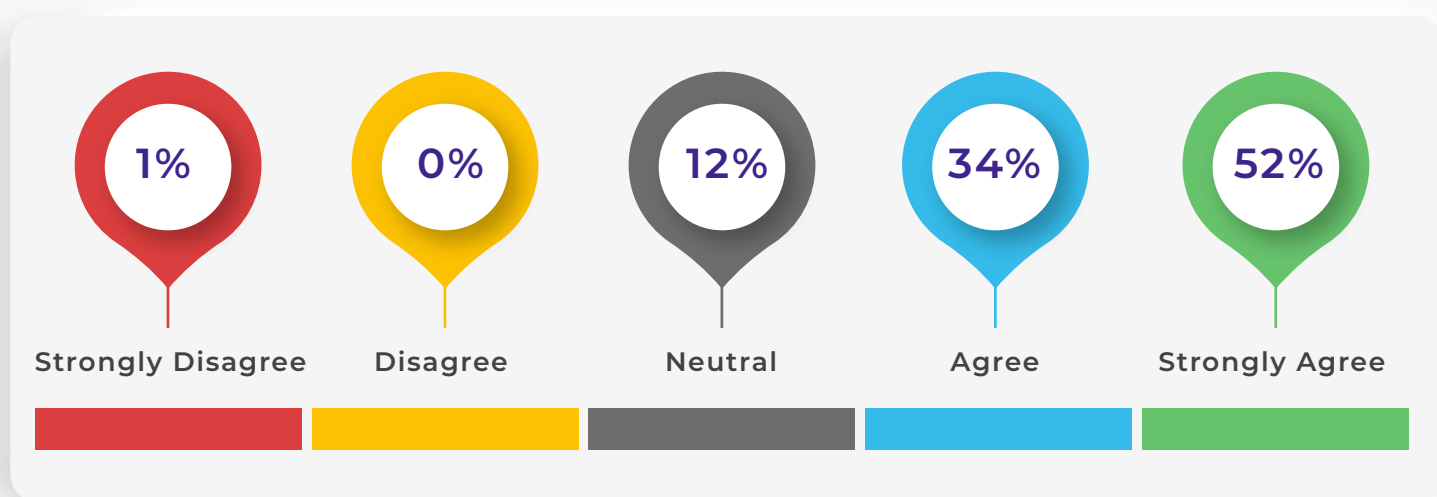
I am proud of Tru's brand



I will recommend Tru to my friends and professional network as good employer



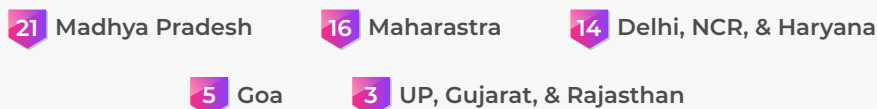
I am looking to work for Tru for the next 3 years



Appendix

Evolution : Dhanvarsha to TRU

Branch Network



We are enabling financial inclusion in the hub of MSME entrepreneurs through a carefully curated branch network.

Our offline branch network is expanding deep into the MSME labyrinths of the country.

We are able to reach the underserved & unserved customers by leveraging technology & robust customer service.

We bring access to affordable credit in informal markets that charge very high lending rates.

Our aspirations are reflected in the journey from Dhanvarsha to TRU to encourage further growth & positive transformation.



TRU is an articulation of the mission to promote financial inclusion. Our team has been working relentlessly and navigating multiple challenges in local and global markets to strike a balance, between building a brand that connects with all its stakeholders while achieving profitable growth. We felt a need to evolve into a brand name which is aligned with this transformation. In this manner TRU was conceived and coined – to reflect our aspirations and journey undertaken to serve the purpose of nation building through lending.

We believe in being true to the vision of enabling access to affordable capital, building social capital, and expanding the perception of our product and services suite. TRU captures our endeavours to introduce contextually relevant lending products, embracing technology and empowering stakeholders to build a profitable and sustainable financial institution.

TRU is a reflection of our latent desire for an enhanced brand connect and loyalty. It makes us capable to align our vision with mission, brand values, brand persona & customers alongwith enabling a high brand recall value. TRU will further beget growth through the support and collaboration of its employees, customers, partners and lending institutions.

Why TRU

TRU stands for trust, reliability and user friendliness for MSMEs. It seeks to provide access to affordable capital, enable the growth of MSMEs & its stakeholders.

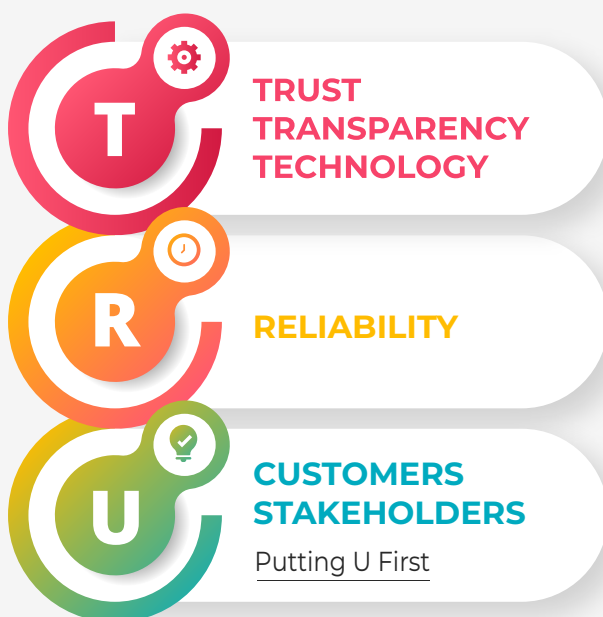
TRU Purpose

Offer access to growth capital and endorse MSME entrepreneurs by lending hand-head-heart to build social capital. We want our customers to become financially resolute.

TRU Vision

Empower the aspirations of MSMEs by leveraging financial and social capital to achieve enhanced business development. Enable MSMEs to support their dreams and thrive through economic independence.

TRU Promise



We stand by the belief that capital and technology can be employed more efficiently to catalyze the growth journey of MSMEs. It will bring positive social impact through creating opportunities, supporting livelihoods, & employing capital to foster talent and facilitate people to lead a more meaningful life.

We want our customers to feel confident when it comes with dealing with money, instead of dread, frustration, and helplessness. It is a moment of pride for us, if a woman entrepreneur breaks conventional barriers to establish a business and creates employment for people to earn their livelihood. We want business-people to feel secure while expanding their unit without the fear of lack of money. We want businesses to believe that with our support, their cash inflows will run an extra mile to build capacity and improve their profitability.

We want our stakeholders to believe that capital is not difficult but flexible, and we have their back as they chase sustainable economic & business growth.

L-A-A-S : Lending as a Service

Servicing the Last Mile Customer

TRU's growth strategy has 'collaboration' as a core pillar guiding its philosophy to build social capital for MSME markets through L-A-A-S.

L-A-A-S bolsters TRU's capability to leverage technology along with its branch network to build a symbiotic relationship with its co-lending partners. Both the partners are able to capitalize on each others' strengths to create an array of viable credit solutions, benefitting the last mile unserved and underserved customer base.



L-A-A-S PARTNERSHIP IN DELHI-NCR

Ez Capital entered into a co-lending partnership with TRU to provide credit services for people living in a semi-urban areas and/or low income households.



POTENTIAL L-A-A-S PIPELINE

TRU is in discussion with 3 large financial institutions to launch a co-lending relationship which will further allow MSMEs to access capital at favourable terms.

02

FEB
2022



सेंट्रल बैंक ऑफ़ इंडिया
Central Bank of India

01

AUG
2021

FIRST L-A-A-S PARTNERSHIP IN MP

Central Bank of India enters into a strategic co-lending partnership with TRU (formerly known as a Dhanvarsha Finvest Ltd.) to enable MSME borrowers access affordable capital in a timely manner with ease.



सेंट्रल बैंक ऑफ़ इंडिया
Central Bank of India

03

MAY
2022

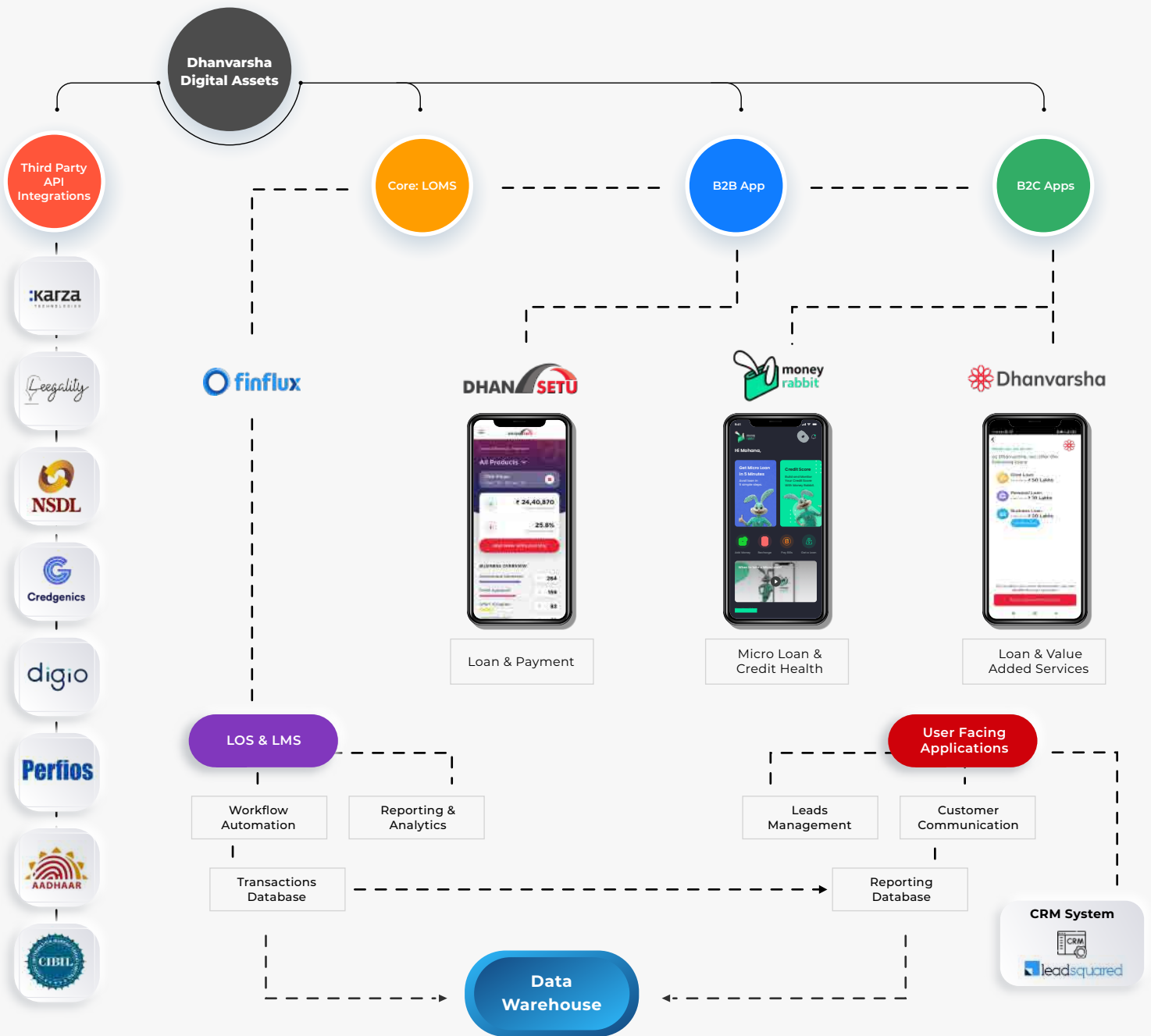
EVOLUTION OF RELATIONSHIP WITH CBOI

Central Bank of India evolved its co-lending relationship with TRU and approved lending under the same arrangement across TRU's pan-India branch network.

04

CURRENT

Progressive Customer-centric Technology Stack



Core LOMS

Enables us to scale the business effectively to serve customers sourced from multiple channels and geographics spread across the product suite

DhanSetu

Enhance ability to build a strong sourcing pipeline through leveraging technology and building a better digital business for our agent network

Direct-To-Customer App

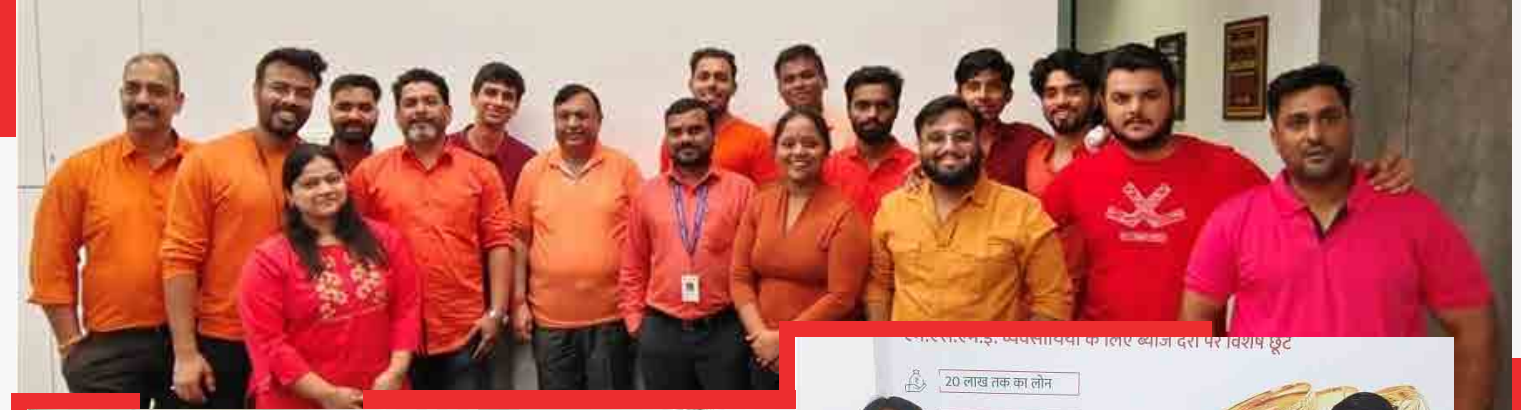
Building organic customer acquisition channel and enable the branch network to optimize customer service and retention

Money Rabbit

Credit health and financial wellness tool built with micro lending capability to enable MSMEs and small borrowers

*Evolving strategy to operationalize in alignment with evolving regulatory guidelines

Celebrating #truday





Team

Building Lives & Livelihoods

TruCap Finance Limited

(Formerly known as Dhanvarsha Finvest Limited)

Regd. Off : 3rd Floor, A Wing, D. J. House, Old Nagardas Road, Andheri (East), Mumbai – 400 069
Tel : 1800 210 2100 | contact@dhanvarsha.co | www.dhanvarsha.co | CIN : L24231MH1994PLC334457