

# NEOGROWTH

Lending simplified. Growth amplified.

## IMPACT REPORT 2022-23



**Sustainable.  
Inclusive.  
Purposeful.**



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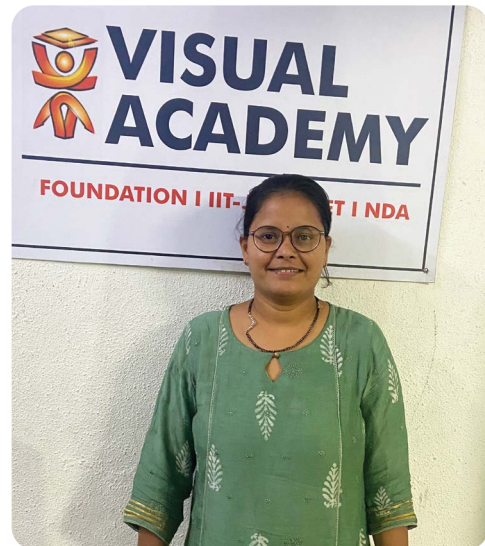
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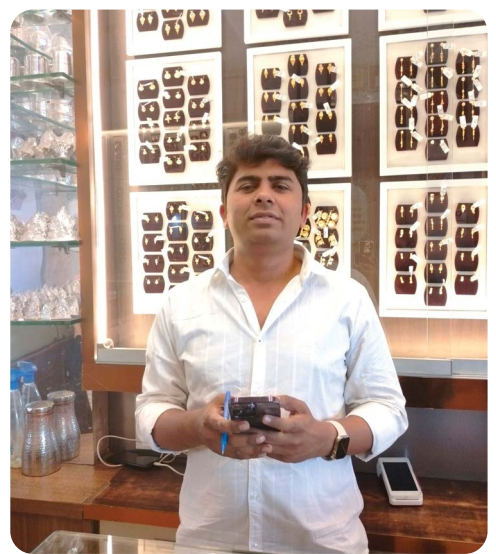
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# About the Report



## Sustainable. Inclusive. Purposeful.

Every year, NeoGrowth publishes its Social Impact Report to share the positive impact created by the loans disbursed by it on the lives of MSME borrowers. The report captures heart-warming and inspiring MSME stories – their business journey, aspirations and the difference made by NeoGrowth loans on their businesses.

NeoGrowth Impact Report 2022-23 is an amalgamation of our Social Impact on Customers and our efforts on building a robust employee and partner network, backed by a strong governance mechanism.

We are fostering a **Sustainable** business by integrating digital into our business activities building an **Inclusive** credit ecosystem for India's MSMEs by providing quick and timely credit to them and encouraging a **Purposeful** work culture through deep engagement, learning and development opportunities for our employees.

NeoGrowth's commitment to responsible lending practices reflects its belief that sustainable financial growth can only be achieved through ethical and socially responsible practices.

This report outlines the Company's contribution to the United Nations Sustainable Development Goals and our ESHC Policy that act as directives for all our stakeholders while conducting business activities.

# Message from Our MD & CEO

The 9<sup>th</sup> edition of the report, now called the NeoGrowth Impact Report, reflects our unwavering commitment to creating sustainable, inclusive and purposeful impact across our stakeholders.



Through our Impact Report, we aim to bring out the holistic impact created by NeoGrowth on its customers, employees, partners, and the environment, while adhering to the highest levels of governance.

For the last eight years, we have been sharing the positive impact created by our business activities on our MSME customers through our Social Impact Report. This year, we intend to take the report to the next level. Through our Impact Report, we aim to bring out the holistic impact created by NeoGrowth on its customers, employees, partners, and the environment, while adhering to the highest levels of governance.

The 9th edition of the report, now called the NeoGrowth Impact Report, reflects our unwavering commitment to creating sustainable, inclusive and purposeful impact across our stakeholders.

Customer Focus is one of our key values and last year saw us connecting with our customers in meaningful ways. We continued to extend easy and quick credit to our MSME borrowers to help them realise their business growth dreams. Our loans have created a direct and indirect impact on small business owners, creating job opportunities and improving the livelihoods of the community at large.

Our employees, partners, and other stakeholders are at the center of our growth. Their commitment and dedication play an instrumental role in extending our mission of driving inclusive growth for all.

As we continue to power ahead in our growth journey, we remain focussed on building an inclusive credit ecosystem. We believe that financial inclusion is a powerful tool to drive positive social change, and we are determined to play our part in achieving this goal.

I would like to express my heartfelt gratitude to all our stakeholders who have supported us in our journey so far. Your trust and confidence in us have been instrumental in enabling us to create the impact we have achieved. We look forward to your continued support as we work towards a better future for all.

Sincerely,

**ARUN NAYYAR**  
MD & CEO

## Highlights of the Year



**25+**

Cities



**19,000+**

Pincodes



10-year CAGR is

**~123%\***

AUM CAGR growth rate



**1,50,000+**

Total Customers Reached



**41%**

Loan Renewal Rate



**25,000+**

Live Borrowers



~₹ **10,000 Crore**

Loan Disbursals Since  
Inception



₹ **1,852 Crore**

AUM at end of FY 2023



**95%**

Reduction in paper usage per  
loan with end-to-end digital  
loan journey



**3,24,000+**

paper sheets saved with  
digital loans

*\* The RRI function has been used to calculate Compound Annual Growth Rate (CAGR).  
NPER: 10 years. Present value: ₹ 0.6 crore Future value: ₹ 1,852 crore*

# About NeoGrowth

NeoGrowth was founded by Dhruv Khaitan and Piyush Khaitan a decade ago. NeoGrowth is a new-age lender, with a focus on Micro, Small, and Medium Enterprises (MSMEs). We are a Systemically Important, Non-Deposit taking Non-Banking Financial Company (NBFC-ND-SI), offering a wide range of products tailored to the dynamic needs of small businesses. Our data science and technology-led approach enables us to offer quick and hassle-free loans to MSMEs across 70+ segments in 25+ locations in India. We offer a unique daily repayment option to our customers with multi-channel repayment modes. We have served and engaged with 1,50,000+ businesses and supported them with their growth ambitions.

Our success in the digital lending industry can be attributed to our unique product suite, which is based on digital payments, analytics-driven underwriting, and flexible repayment options. Our proprietary lending model allows us to assess the creditworthiness of small businesses accurately, thus helping them to reach their full potential.

Founded by industry veterans, our Board of Directors comprises experts, who guide the leadership team toward its strategic goals. NeoGrowth is also backed by renowned investors, namely Omidyar Network, Lightrock, Khosla Impact, Accion Frontier Inclusion Fund – Quona Capital, 360 ONE Asset, WestBridge, FMO, and Leapfrog Investments.



## MISSION

To fund small businesses by leveraging the digital ecosystem. Our financing not only helps our clients grow but also creates a positive impact



## CORE VALUES

NeoGrowth is a value driven company and that is reflected in the following three values. All our products, processes and services are built around these values and we proudly adhere to them. It is what makes us tick in the competitive marketplace that we operate in.



### Accountability

Goes hand in hand with empowerment and brings in a sense of ownership in all that we do

### Customer Focus

All our actions need to have a positive impact on the customer

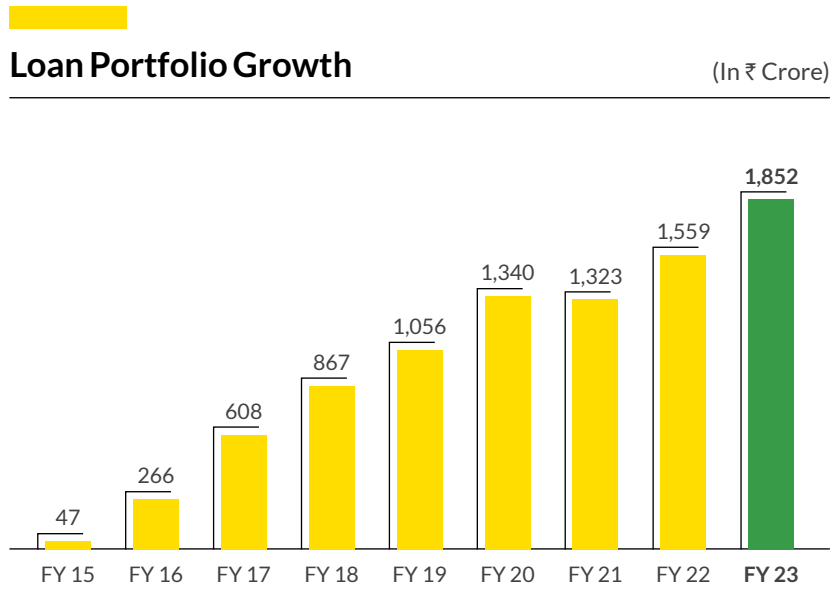
### Innovation

We are a new-age financial services company and innovation is in our DNA

# FY 2022-23: A Review

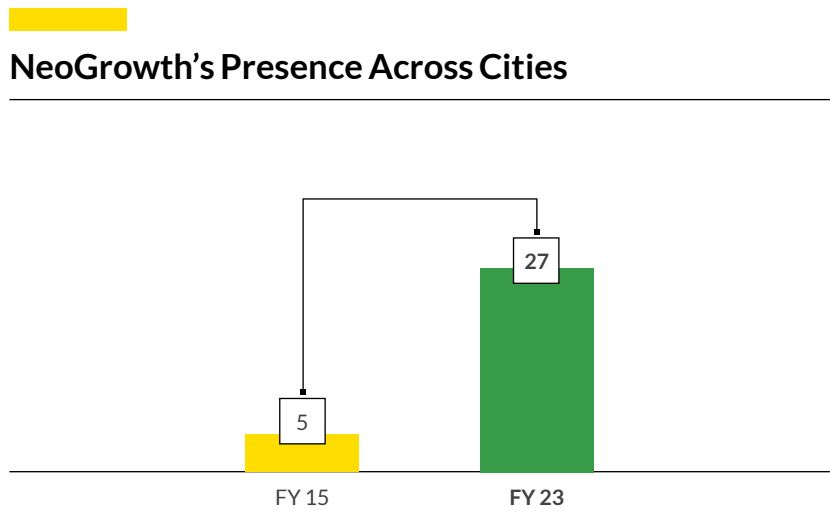
## Growing Loan Portfolio

NeoGrowth's loan book has witnessed robust year-on-year growth from ₹ 48 crore (\$ 6 million) in FY 2014-15 to an immense ₹ 1,852 crore (\$ 224 million) at end of FY 2022-23, demonstrating an eight-year CAGR of 58%.



## Expanding Presence

NeoGrowth has come a long way from 5 locations in FY 2014-15 to reaching 27 in FY 2022-23. This achievement is attributed to our 'digital-first' approach, allowing us to serve a diverse MSME base, across Tier I and Tier II locations.





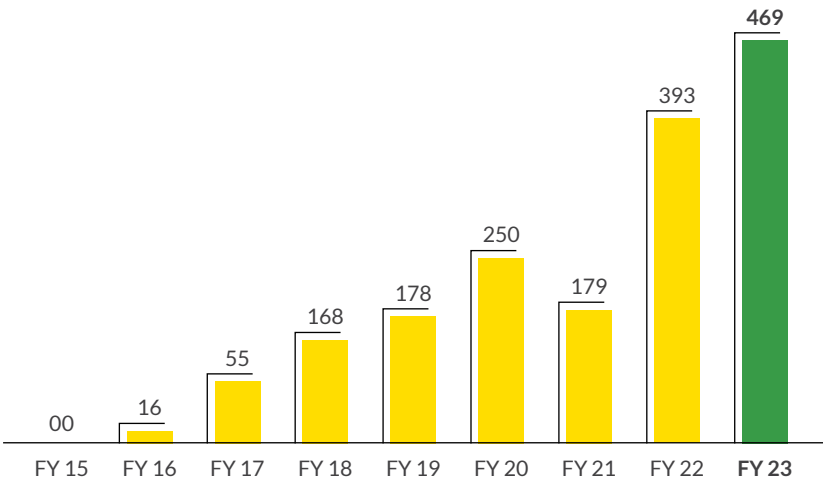


## Lending In Tier II Cities

In FY 2022-23, Tier II cities accounted for about 26% of the total disbursements. This reflects our increasing focus to lend to businesses and merchants across size and geographic focus.

### Lending in Tier II Cities

(In ₹ Crore)



Based on total disbursements during the year



## Empowering Women Entrepreneurs

NeoGrowth recognises the importance of women entrepreneurs in today's business landscape, who demonstrate strength and responsibility in their endeavours. Our women MSME borrowers comprise businesses run by women, whether as sole proprietors, partners, directors, or co-applicants.

Our portfolio has grown from 61 women entrepreneurs in FY 2014-15 to 2,625 in FY 2022-23, reflecting our efforts to promote gender equality in lending.



2,600+

loans advanced to businesses run by women

₹ 430+ Crore

Value of Loans



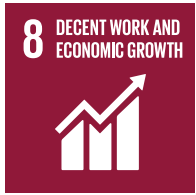



# UN SDG Linkages

NeoGrowth’s approach to lending is centered on creating a positive impact, which sets a distinctive standard for financial inclusion in India. Our business activities are aligned to six out of seventeen United Nations Sustainable Development Goals, and we are constantly working towards holistically contributing towards them to drive a positive impact.

| UN SDG  | Goals  | UN SDG Target   |
|---|--|---|
|  <p><b>3</b> GOOD HEALTH AND WELL-BEING</p>                | Ensure healthy lives and promote well-being for all at all ages  | Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all                         |
|  <p><b>5</b> GENDER EQUALITY</p>                          | Achieve gender equality and empower all women and girls  | Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life  |
|  <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>         | Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all | Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalisation and growth of MSMEs, including through access to financial services |
|  <p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> | Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation            | 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                             |
|  <p><b>10</b> REDUCED INEQUALITIES</p>                   | Reduced Inequalities   | 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   |
|  <p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> | Ensure sustainable consumption and production patterns   | By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse   |

## Social Impact Metrics

India is aligned with 13 UN SDGs and annually tracks the progress in the form of a SDG India Index. NeoGrowth has aligned its business activities to impact areas across healthcare, gender and financial inclusion, economic development and environmental impact.

| UN SDG   | NeoGrowth Indicator   | Target FY 2022-23 | Achievement FY 2022-23 |
|--|---|-------------------|------------------------|
|  <b>3</b> GOOD HEALTH AND WELL-BEING                | <ul style="list-style-type: none"> <li>% of loans advanced to pharmacies, clinics, labs, and healthcare businesses (by value)</li> </ul>                                | 7.5%              | 8%                     |
|  | <ul style="list-style-type: none"> <li>% of borrowers who availed health insurance (by volume)</li> </ul>   | 85%               | 86%                    |
|  <b>5</b> GENDER EQUALITY                          | <ul style="list-style-type: none"> <li>% of loans advanced to businesses that were run by women either as sole proprietors, partners or directors (by value)</li> </ul> | 13%               | 24%                    |
|  <b>8</b> DECENT WORK AND ECONOMIC GROWTH         | <ul style="list-style-type: none"> <li>% of loans advanced to Tier II cities (by value)</li> </ul>  | 22%               | 26%                    |
|  | <ul style="list-style-type: none"> <li>% of loan portfolio less than ₹20 lakhs</li> </ul>   | 45%               | 54%                    |
|  <b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE | <ul style="list-style-type: none"> <li>% of loans advanced to businesses with vintage &lt;=5 years (by volume)</li> </ul>   | 55%               | 48%                    |
|  <b>10</b> REDUCED INEQUALITIES                   | <ul style="list-style-type: none"> <li>% of loans advanced to first-generation entrepreneurs (by volume)*</li> </ul>  |                   | 84%                    |
|  <b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION | <ul style="list-style-type: none"> <li>% of borrowers taking different environmental initiatives*</li> </ul>  |                   | 55%                    |

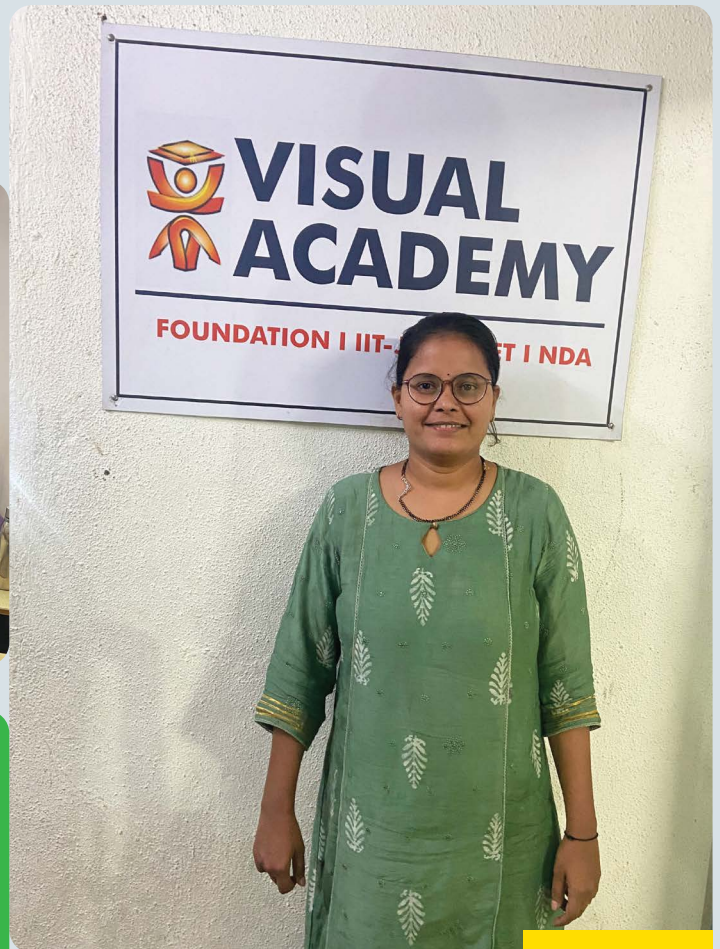
\*Based on Social Impact Survey 2023 of 250 NeoGrowth Customers across Mumbai, Pune, Delhi, Chennai, Ahmedabad, Bengaluru, and Hyderabad, conducted by AISISAR Impact

# NeoGrowth for IMPACT



# NeoGrowth | Social

Building Relationships and  
Empowering People



I am one of NeoGrowth's earliest customers in Pune and have been a long-time customer. I credit my success to the timely support my company received from NeoGrowth. We have been able to grow, upgrade our infrastructure and provide additional learning material to our students!

**Pooja Ashok Mohite,**  
Visual Academy (Pune)



## NeoGrowth | Social

NeoGrowth looks to provide innovative and inclusive lending solutions to MSMEs in India. As the company expands its reach and impact, it recognises the importance of measuring its social responsibility through meaningful engagement with its stakeholders - customers, employees, and vendors.

NeoGrowth understands that being socially responsible involves actively engaging with stakeholders to ensure that the company's operations are aligned with their needs and aspirations, to create value for the communities they serve and work within.

Our Social Impact efforts extend to our customers, employees, partners and vendors.



### Building Relationships and Empowering People



Customers

Employees

Partners & Vendors

# Building Relationships and Empowering People | Customers



## Customers

NeoGrowth takes pride in its customer-focussed approach, building sustained impact and enabling capital to micro, small, and medium-sized enterprises (MSMEs).

Our annual impact-linked research helps NeoGrowth understand the difference made by our loans on MSMEs and the wider community, understand our customer mindset, behavior and motivations, and the snowball effect created by us on the community beyond our customers.



My shop is not just for sports enthusiasts, but everyone here from all across the city comes to donate, contribute and give back to the society. I'm amazed at the impact we have been able to have as a hub for the community and am proud of what my shop stands for."

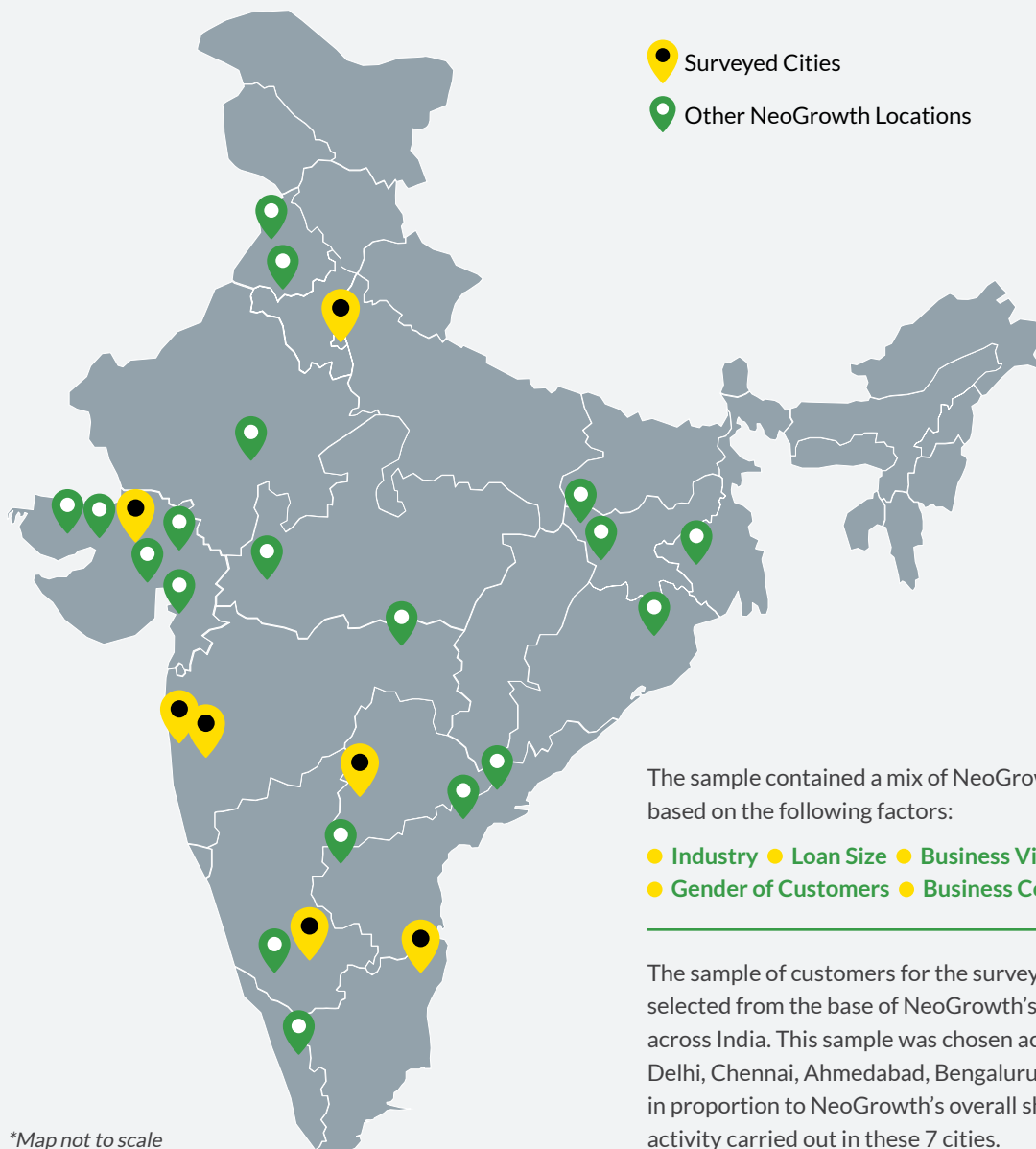
**Vinay Ramesh Shah,**  
Sports Store



## Social Impact Survey 2023

NeoGrowth strongly believes in creating a positive impact through its lending activities while also addressing the financing needs of the MSME sector. NeoGrowth commissioned ALSiSAR Impact ('Impact Assessment Agency') to conduct an independent study to analyse and assess the social impact created by NeoGrowth through its activities and initiatives.

## Survey Sample Selection





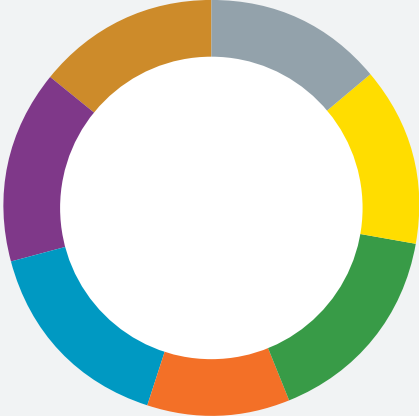
# Methodology

A survey questionnaire was created for NeoGrowth borrowers based on the established parameters. The Impact Assessment Agency conducted interviews with over 250 NeoGrowth customers across seven cities, subject to their consent, availability, and convenience. Researchers deployed on-field from the Impact Assessment Agency carried out on-site interviews by personally visiting the selected NeoGrowth customers at their business locations. In 93% of the cases, pictorial evidence was captured at the customers' establishments.



## Interview Location Breakup

City-wise breakup of Respondents



- 14% Ahmedabad
- 16% Mumbai
- 14% Bengaluru
- 15% Pune
- 16% Hyderabad
- 14% Chennai
- 11% Delhi

**~250**  
interviews conducted across  
**7 cities**

## NeoGrowth Customers Interviewed | Categories



Apparels



Auto Parts and  
Ancillaries



Bakery



Book Stores



Electronics  
(Consumer Durables)



Education



Footwear



Food & Beverages/  
Restaurants



Furniture/  
Home Furnishing/  
Sanitary Stores



General Stores/  
Groceries



Hotels



Hospitals



IT Services



Jewellery Store



Manufacturing



Opticians



Pharmacies



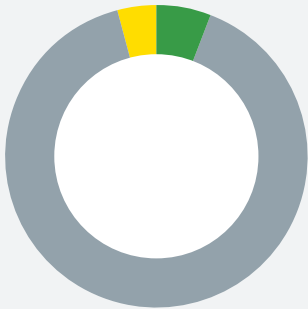
Retail/Wholesale



Spa and Salons

### Customers Across Ownership Structures

% of interviewed customers



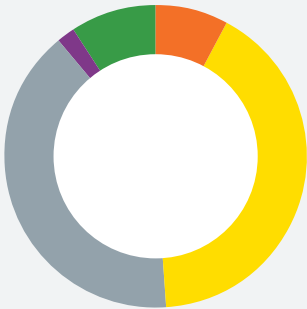
- 7% Private Limited
- 89% Sole Proprietorship
- 4% Partnership

**89%**

interviewed NeoGrowth customers were sole proprietors

### Supporting Entrepreneurs Across Educational Backgrounds

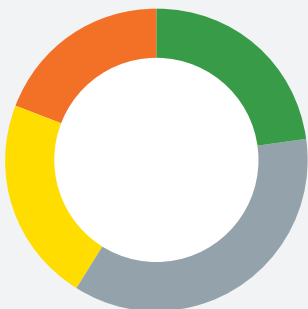
% of interviewed customers



- 8% Professional Courses CA, CS, MBA, Dr, etc.
- 41% High School (up to 12th grade)
- 40% Graduate
- 2% Diploma
- 9% Post Graduate

### Serving Customers from Varied Business Vintages

% of interviewed customers



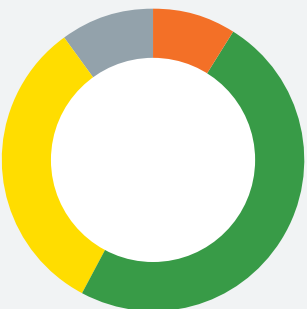
- 23% 2-5 years
- 36% 6-10 years
- 22% 11-15 years
- 19% > 15 years

**23%**

interviewed customers have less than or equal to 5 years of business vintage

### Empowering Entrepreneurs Across Age Groups

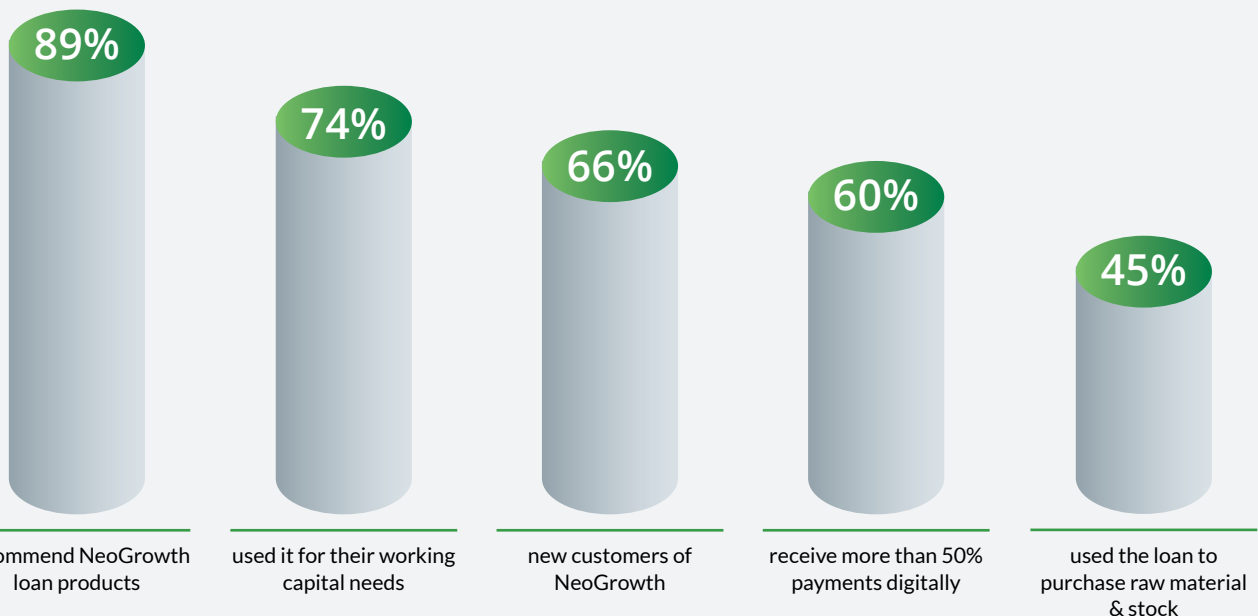
% of interviewed customers



- 9% 21-30 years
- 49% 31-40 years
- 32% 41-50 years
- 10% 51-60 years

## Preference for NeoGrowth | Key Attributes

NeoGrowth aims to assist small business owners in India, across age groups, business vintage, or educational qualifications. We firmly believe in providing fair and effortless access to credit. Our hassle-free digital loan application process requires minimal documentation, ensuring prompt credit. Customer delight is important to us and during the survey, our MSME customers appreciated the convenience of our loan process with daily repayment option as standout features of our loan products.



### Top 3 reasons for choosing NeoGrowth

Fast Disbursal



Less Documentation



Easy Repayment Terms



# NeoGrowth | Customer Personas



# NeoGrowth Customer Personas

The innovative and resilient spirit of India's MSMEs to operate their businesses in volatile economic conditions inspires and motivates NeoGrowth to continue to innovate to serve and support them. NeoGrowth customers exhibit distinct qualities and each has their own unique story.



## NeoGrowth Warriors

NeoGrowth supports individuals and businesses who overcome adversity

NeoGrowth Warriors are those business owners who have navigated through various business cycles and difficulties. They have likely encountered obstacles and hardships that may have negatively affected their business. Typically, they turned to NeoGrowth to secure loans that would support the revival of their business during times of crisis or to take advantage of opportunities essential to their business expansion. NeoGrowth Warriors are well-educated, internet savvy, and willing to take calculated risks for their venture.



## NeoGrowth Changemaker

NeoGrowth supports entrepreneurs who are positively impacting their community, opening new avenues for others in and around them

NeoGrowth Changemakers are those business owners who are making a positive difference in their community by creating new opportunities for people in their community. They adopt a community-centric approach to grow their business. NeoGrowth Changemakers believe in giving forward, and as their business grows, they continue to create job opportunities and apprenticeships, and empower others in their community to achieve financial independence.



## NeoGrowth Visionary

NeoGrowth supports sustainable and generational businesses

NeoGrowth Visionaries are those business owners who have established lasting businesses and require financing mainly to expand their product lines, diversify their offerings, or to buy stock. In some cases, these businesses may also need additional loans for working capital, as the previous generation of owners has already addressed capital expenditure needs of the business. Typically, these businesses are owned by individuals from joint families who view themselves as stewards of the business, rather than traditional owners. This approach allows them to make decisions with a long-term perspective.



### NeoGrowth Scaler

NeoGrowth supports customers who are scaling up their businesses

NeoGrowth Scalers are business owners who have a sound understanding of financial products and can effectively utilise debt to facilitate their business growth plans in a sustainable manner. Through NeoGrowth's structured lending assistance, they have successfully expanded their business, by increasing the number of locations, broadening their range of services and products, or scaling their business both online and physically across different geographical regions and other metrics.



### NeoGrowth Innovator

NeoGrowth supports unique business models

NeoGrowth Innovators are business owners who operate with unique business models and provide products and services that are not typically or readily available in the market. These may include emerging and innovative businesses that cater to a niche customer base, which may involve one-time or seasonal purchases. NeoGrowth acknowledges the entrepreneurial drive of these owners, who are creating significant value through innovative business models.



### NeoGrowth Pioneer

NeoGrowth supports young entrepreneurs

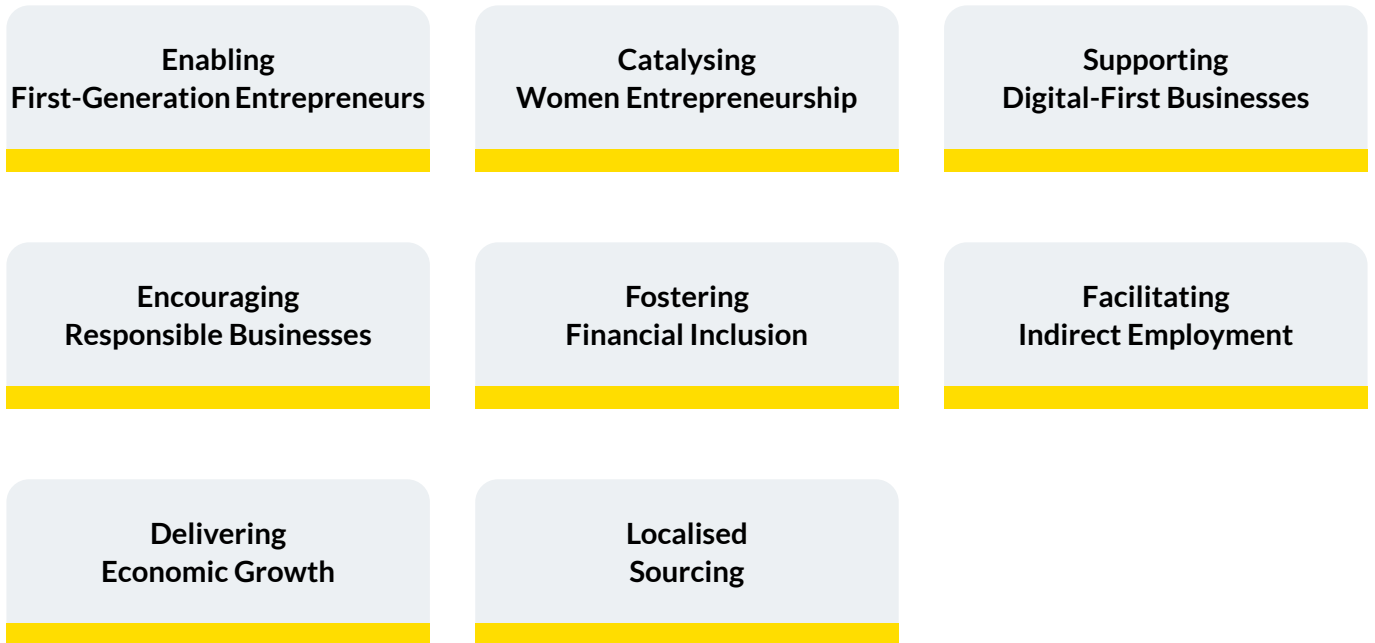
NeoGrowth Pioneers are business owners who have paved the way in establishing their own family businesses. These self-sufficient and capable entrepreneurs have developed a good understanding of business risks and often require timely support from NeoGrowth to kickstart their ventures. These young entrepreneurs are tech-savvy and possess strong financial discipline, gained through their experiences in setting up new businesses.

# Purposeful Lending To India's MSMEs





## Mapping NeoGrowth Customer Impact



## Enabling First-Generation Entrepreneurs

The MSME sector heavily relies on the bold and courageous First-Generation Entrepreneurs who are risk takers and the driving force behind creativity and innovation. Their passion and determination to create something new surpasses their obstacles. Typically, they start their business by using their personal savings. The lack of financial support is their major obstacle as they often lack credit history or experience to showcase their business acumen.

NeoGrowth recognises these challenges and strives to provide data-driven lending solutions tailored to their needs. NeoGrowth loans support First-Generation Entrepreneurs to build a productive business asset and establish a good credit score, making it easier for them to access transformative finance.

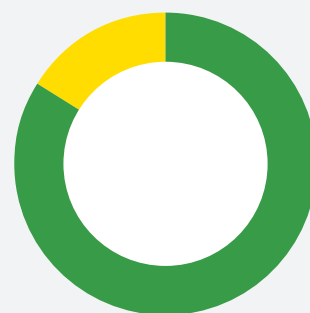


**84%**

of the interviewed NeoGrowth customers were first-generation entrepreneurs

### Enabling First-Generation Entrepreneurs

% of interviewed NeoGrowth customers



- **84%** First-Generation Entrepreneurs
- **16%** Not First-Generation Entrepreneurs

## A Homegrown Brand



**Business Owner**

**YATHIPATH RAVINDER**

**Pioneer**

**Business Name**

Ravinder Milk Distributors and Dairy Products, Hyderabad



With NeoGrowth's backing and my unwavering dedication, I am excited to continue growing my business and reaching greater heights in the future."

Yathipath Ravinder started his business six years ago with his limited personal savings. When asked about his motivation to pursue this business, he recalls how he used to prepare ghee, idli flour, and dosa flour at home which were highly popular among his neighbours. This inspired him to expand his business and start selling his products on a larger scale.

At present, Yathipath has his own shop where he produces his goods in large quantities and sees high demand from customers from other neighbourhoods too. He availed a loan from NeoGrowth to purchase inventory and machinery for his shop. His products have gained widespread popularity and he has become a prominent distributor in the local market. He takes pride in the fact that people recognise the quality of his products, and that he has created his own brand with unique labelling instead of selling them in regular bags as he did earlier.

**↑ 20%**

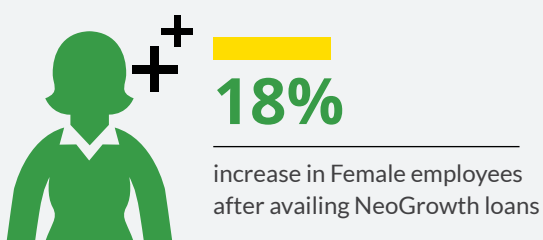
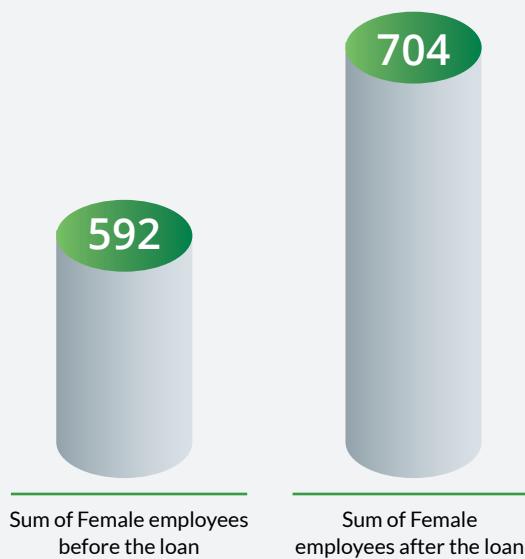
increase in revenue post NeoGrowth's loan

## Catalysing Women Entrepreneurship

According to the World Economic Forum’s annual Gender Gap Report 2023, India has moved to rank 127 from 135 out of 146 countries in terms of gender parity. Women-led MSMEs in India have a very low share (~18%) of the total MSMEs registered, while out of 6.33 crore MSMEs, only 20.37% were owned by women.

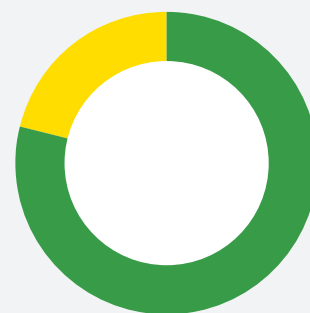
Women in India who run these MSMEs face various difficulties. They often have limited access to collateral, face longer waits for credit, suffer restricted mobility, and operate despite social norms that makes doing business challenging. As many as 3,057 micro, small and medium enterprises (MSMEs) led by women entrepreneurs have shut down in the country post-Covid. But at the same time, the number of women-led SMEs witnessed a 75% spurt to 8.59 lakh units from 4.9 lakh units a year, showing a boom in entrepreneurship among women.

NeoGrowth evaluates customers through its data-backed decision-making model and is completely unbiased towards gender. As per the survey, women-owned businesses comprised around ~ 20% of the total interviewed customers.

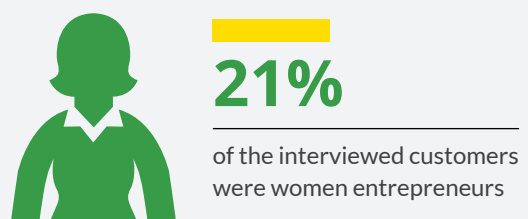


### Supporting Entrepreneurs Across Genders

% of interviewed NeoGrowth customers



● **79%** Male  
● **21%** Female



## Creating Her Path



**Business Owner**

**JALPABEN PRAVENBHAI MODH**

**Warrior**

**Business Name**

**Dr. Jalpa's Clinic, Ahmedabad**



Since 2 years, Dr. Jalpaben has been operating her dermatology clinic, leveraging the experience she gained by working in multiple clinics after completing her post-graduation studies. With a deep understanding of the business processes involved, she decided to start her own clinic. She utilised the funds availed from NeoGrowth to purchase new medical equipment and expand her practice.

Today, her clinic has grown significantly, and she now works with partner doctors who assist her. Dr. Jalpaben believes that a good reputation and positive feedback are key to success in the skincare and derma industry. All the employees at her clinic are women. As her clientele continues to expand, she plans to grow her clinic further in the future by acquiring additional machines for different procedures. She intends to avail a business loan from NeoGrowth again for the next phase of her business growth.



NeoGrowth played a crucial role in enabling this journey by providing me with the necessary funds, which I utilised to purchase advanced medical equipment and really began to expand my practice."

**↑ 20%**

increase in revenue post NeoGrowth's loan

# A New Spice Route



**Business Owner**  
**SEEMA GOPAL CHOUDHARY**  
**Scaler**

## Business Name

Indian Masala House, Ahmedabad

Seema, a mother of three, is an exceptional leader of both her household and her business. Despite completing her education till 10th grade only, she has gained valuable practical knowledge and expertise in running her only business.

Seema started her business because she wanted to pursue something of her own, beyond her family responsibilities. Her love for cooking and feeding others, and the appreciation she received from her community, motivated her to start her own business, Indian Masala House. However, not many people believed in her vision initially, but she continued to serve her customers. She availed a loan from NeoGrowth for her working capital requirements.

With her hard work and savings, Seema will be inaugurating her own hotel soon. She is breaking barriers and has emerged as a proud businesswoman. She acknowledges NeoGrowth's crucial role in her journey towards success.



I am proud of what I have accomplished, and I am excited for the future ahead. With NeoGrowth by my side, I am ready to soar to new heights and continue making a difference - taking Indian Masala House to the world!"

**↑ 15%**

increase in the revenue post NeoGrowth's loan



## Supporting Digital-First Businesses

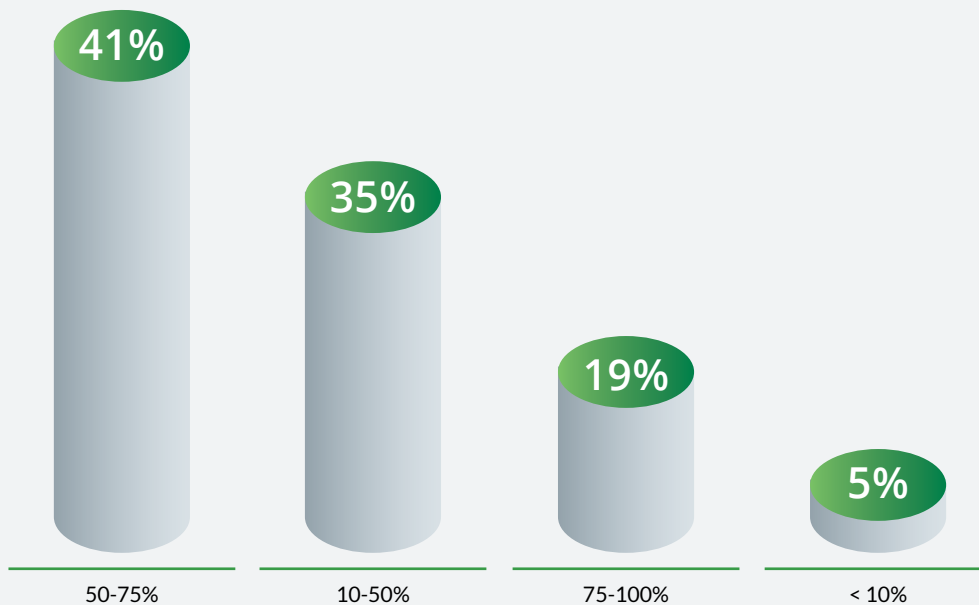
The adoption of digital operations by India's MSMEs witnessed significant growth in recent years, and this trend was further accelerated due to the COVID-19 pandemic. Digital Payments, Digital Deliveries, Digital Accounting and Digital-First offerings are now becoming second nature to business owners. NeoGrowth's MSME Business Confidence Study 2023 revealed that 60% MSME owners plan to ramp-up investments in technology this year.

NeoGrowth caters to such businesses who have embraced digital tools and channels in their business operations and is leveraging their digital transactions to assess their creditworthiness.

## Supporting Digitally-Savvy Businesses

### Daily Digital Transactions

% of customers interviewed



~41%

of the interviewed NeoGrowth customers are transacting 50-75% of their daily transactions digitally

## 24x7 Cloud Kitchen



**Business Owner**  
**MODI NEEL**

**Visionary**

**Business Name**

**Avdhoot, Ahmedabad**



The well-located and iconic Avdhoot shop is in the name of Modi's father who started it, but under the son's watchful eyes they have expanded and started selling bakery products and a snack food counter.

During COVID, he added burgers, sandwiches, french fries to the menu and relaunched the shop as a cloud kitchen. Their business was a success, and they became a very trendy cloud kitchen on online platforms as they supplied 24x7 and witnessed good growth, acting as a differentiator.

Avdhoot is a socially responsible business and he employs people with disabilities to help them grow and earn a better life. Modi is now planning to expand his store and convert it into a cafe and is looking to avail the required funds from NeoGrowth for this expansion.



With NeoGrowth's assistance, we are confident in our ability to bring our vision to life and continue serving our customers with excellence and innovation - I trust that NeoGrowth will continue to be our reliable partner in this new phase of expansion."

**↑ 30%**

increase in the revenue  
post NeoGrowth's loan

## Encouraging Responsible Businesses

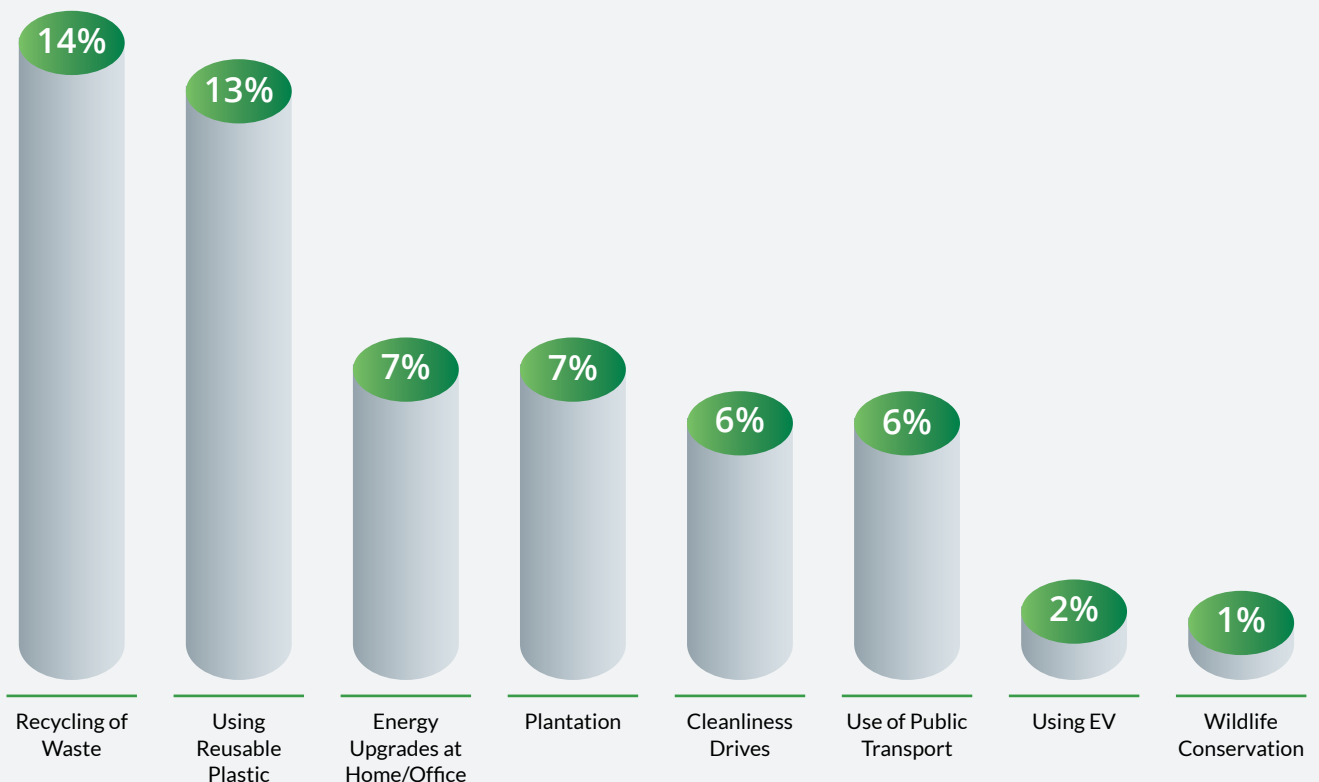
Supporting responsible businesses, particularly small and medium enterprises (SMEs), in India is not only a matter of principle but also a strategic economic decision. MSMEs in India contribute significantly to the country's GDP, accounting for about 30% of the economy. They also play a crucial role in employment generation, providing jobs to over 110 million people across various sectors. Responsible MSMEs in India are thus not only focussed on their own success but also prioritise giving back to society.

According to a report by the International Finance Corporation (IFC), responsible MSMEs in India have the potential to create up to 1.1 million jobs by 2025. Moreover, supporting responsible businesses aligns with the Sustainable Development Goals (SDGs) and the United Nations' agenda for inclusive and sustainable economic growth.

By lending support to MSMEs through initiatives like access to finance, capacity building, and mentoring, we can amplify their impact and pave the way for a thriving and responsible business ecosystem in India.

### Supporting Responsible Businesses

# of interviewed customers taking environment-friendly activities





# Pet-onomics



**Business Owner**  
**UJWALA AKSHAY ABNAVE**  
**Innovator**

**Business Name**  
**Pet Lovers, Pune**

Ujjwala, a former housewife and mother of two children, joined her husband in their entrepreneurial journey of all things related to pets. Their love for animals and their business background made it a natural fit for them. Over the course of 7-8 years, they have opened three stores and now sell all kinds of pet foods, accessories, and grooming services.

With the help of a loan from NeoGrowth, they were able to set up a new store and nearly doubled their employee base, including hiring women staff. They also participate in various social drives for animal welfare, such as feeding programmes, adoption drives, and providing vet care facilities. Their true passion for animals has contributed to the organic growth and advertising of their business. They realise overall looking at their growth story that receiving credit support for non-traditional businesses such as theirs could only have come from a flexible capital provider like NeoGrowth.



“From feeding programmes to adoption drives and providing vet care facilities, we strive to contribute to the well-being of pets and raise awareness about their needs. Looking back at our growth story, we recognise that the support and understanding we received from NeoGrowth, as a non-traditional yet responsible business, was invaluable.”

**↑ 60%**

increase in the revenue post NeoGrowth's loan

## Scraps to Schools



**Business Owner**  
**JATIN PRADEEP OSWAL**

**Changemaker**

**Business Name**

Trading Corporation, Pune



Jatin's family has been in the business of recycling metal scrap since 1986, even before the practice gained recognition. However, as a young entrepreneur from a family of businessmen, Jatin chose to chart his own course and started a new business segment with different clients.

With the help of a loan from NeoGrowth, he was able to secure major tenders, leading to a significant increase in sales. The growing business has also resulted in increased employment of workers. Given the nature of business, Jatin has made adequate arrangements to ensure their safety.

Despite his success in the recycling business, Jatin has bigger aspirations. He aims to use his income from the metal scrap business to fund the establishment of schools and hospitals for the underprivileged, something he has already begun working towards. Jatin believes that entrepreneurship, while often passed down from generation to generation, can also take new and innovative directions with a focus on sustainability and social impact.



NeoGrowth loans have facilitated my business growth and are enabling me to serve the community, support innovation and fulfil my dreams."

## Fostering Financial Inclusion

The availability of credit for individuals and businesses is determined by several factors such as credit history, income, employment status, and debt-to-income ratio.

The business credit score plays a crucial role in determining creditworthiness, and it represents a numerical value that is calculated based on factors such as payment history, credit utilisation, length of credit history, types of credit, and new credit enquiries.

NeoGrowth provides borrowers with the opportunity to establish their credit history. This can increase their eligibility for loans from other financial institutions and bring them under the ambit of a formal financial system. Through its loans, NeoGrowth is making MSME owners self-reliant and preparing such owners for the next phase of their business growth.

NeoGrowth recognises that financial inclusion is a critical component of sustainable economic development and can help promote financial stability, reduce poverty, and increase financial resilience for individuals and communities.



## Learning has no age-limit



**Business Owner**

**HIMANSU BRAHMKSHTRIYA**

**Changemaker**

**Business Name**

**Mahek Traders**

Himansu J Brahmkshtriya started his career at a young age and dropped out of school after completing 9th grade. He began working at a furniture shop, where he was known for his hard work and dedication. However, he soon realised that he would not be able to break the cycle of poverty by working as a labourer. He began saving every penny and observing how businesses were run.

Eventually, he rented his own small shop and started selling hardware fitting materials. With time, he built up a loyal customer base and became fully devoted to his business. He reinvested his earnings into buying new stock and eventually decided to manufacture the fitting items himself due to the high margins.

Despite not having a formal education, Himansu believes in the value of learning and is appearing for his 10th grade exam this year at the age of almost 47. He believes that education can come from books as well as real-life experiences and is committed to constantly improving himself and the business with the help of NeoGrowth!



In my pursuit of constant improvement, NeoGrowth has played a pivotal role. Their support has allowed me to invest in my business, acquire new machinery, and expand my operations. Their belief in the potential of non-traditional entrepreneurs like myself has given me the confidence to dream bigger and achieve more."



**↑ 20%**

increase in revenue post NeoGrowth's loan

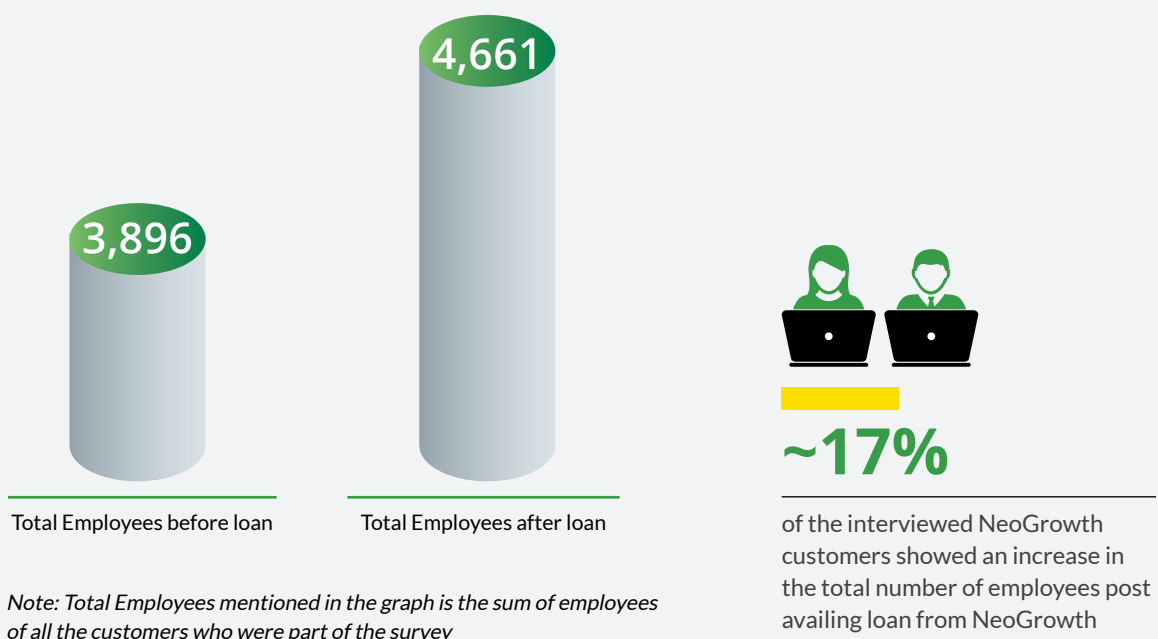
## Facilitating Indirect Employment

The MSME sector is a vital contributor to India's GDP, accounting for about 33% of the GDP and generating over 120 million jobs across different industries and regions, playing a crucial role in creating wealth at the grassroots level. The sector is diverse, with businesses operating in manufacturing, and services, employing a wide range of skilled and unskilled workers.

NeoGrowth aims to empower this important engine of growth and employment by providing access to credit to those who have been traditionally excluded by financial institutions and building access to the power of finance. As NeoGrowth provides catalytic access to credit for businesses, it promotes a multiplier effect on employment. As these MSMEs grow and succeed, they generate additional economic activity, resulting in increased demand for goods and services. This heightened demand, in turn, leads to the need for more workers to meet the growing consumer demands.

The expansion of businesses fuelled by lending often creates a ripple effect throughout the economy, indirectly driving job creation across various sectors.

### Improvement in Employment at NeoGrowth Customers' Businesses



## Laddu - the taste of India



**Business Owner**

**JOHN PESLI NIVETHA**

**Scaler**

**Business Name**

L Mark Laddu Shop, Chennai



Laddus are among the most loved sweets in India, enjoyed by people of all ages during religious festivals and school functions. Almost a decade ago, John's father began making various Indian sweets at home, which quickly gained popularity. Initially, they supplied their products to other shops, but eventually, John and his father decided to open their own shop.

Today, they have expanded to 11 branches in various parts of the city and state whilst creating a workforce comprising local women. Their homemade products, free of preservatives, are highly appreciated by customers. They credit their business' success to their staff which is largely driven by female employees who play a crucial role from product development to distribution and sales, and at the same time employing more people in his business.



I would like to acknowledge the unwavering support we received from NeoGrowth. They believed in our vision from the beginning and provided us with the financial assistance and guidance we needed to expand our business."

**↑ 20%**

increase in the revenue post NeoGrowth's loan

# Providing employment and fair wages



**Business Owner**

**ASHOK MURLIDHAR KULKARNI**

**Pioneer**

**Business Name**

Abhilasha HR Solutions Private Ltd.

Ashok began his professional journey as an HR employee at a firm, where he gained valuable experience and expertise. Eventually, he got an opportunity to establish his own business, becoming the first entrepreneur in his family. He seized the opportunity and founded a business providing contract labour to factories in and around Pune.

Over time, Ashok has built a reputation for providing high-quality contract labourers and services to his clients, which has helped him establish a successful business. He now has over 400 employees on his payroll, and in the last year alone, he enrolled over 25 women in his workforce.

Ashok is committed to providing fair wages and good working conditions to all his contract labourers, and his dedication to this cause has helped him build a loyal and dedicated workforce. His focus on quality and fairness has helped him earn the trust and respect of his clients and employees alike, and he continues to strive for excellence in all aspects of his business.



With the help of NeoGrowth loans, I am able to grow my business and provide employment to more and more people, making them self-sufficient. I am proud to have hired women employees, who are an epitome of dedication and hardwork and inspire me as a businessman every day."

## Delivering Economic Growth

The recent boost in MSMEs has resulted in a rise of self-driven entrepreneurs, an increase in employment opportunities, and the promotion of regional development in India. As the largest employers in the country, MSMEs provide jobs to approximately 11 crore people, including those in rural areas, thereby reducing migration from rural to urban areas.

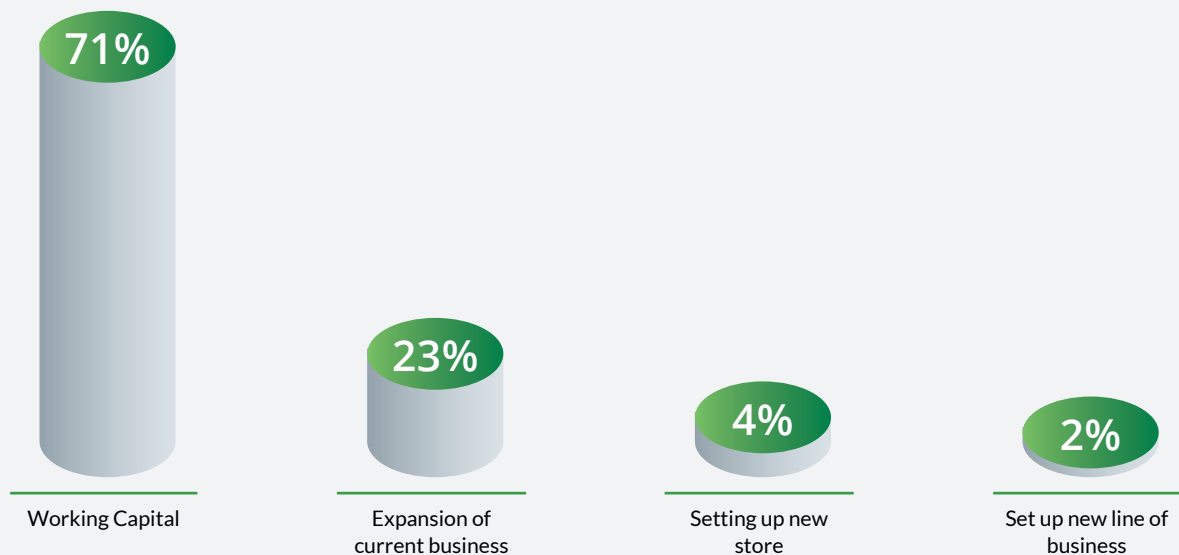
Additionally, MSMEs stimulate innovation and creativity by enabling individuals to explore different businesses and product lines. They are widely dispersed across various regions, and aid in promoting decentralisation while reducing regional imbalances.

NeoGrowth's contribution is particularly significant, as its technology-driven underwriting process makes it considerably easier for individuals to grow their business with timely credit.

**75% of customers feel that the purpose of the loan has been fulfilled and they were able to grow their business because of it.**

### Utilisation of the loan

% of interviewed NeoGrowth customers



**>70%**

interviewed customers have used the loan for their working capital needs



# Passion to Profession



**Business Owner**  
**SUNIL MANEK**

**Innovator**

**Business Name**

Aquario, Pune

Sunil Manek was previously employed as an IT service professional at various international companies. However, in 2013, he decided to leave behind the stability of his corporate job and pursue his passion for fish keeping. Today, he has transformed his hobby into a highly successful business, renowned for offering the rarest and best fish from around the world. His ultimate goal is to obtain an import licence, which would require a quarantining facility.

Sunil has built an excellent customer base of interior designers, architects, and fish enthusiasts across India, and he aims to expand his services to provide customised offerings. He hopes to inspire others to pursue their passions through his success story, and also to introduce the younger generation to the art of fish keeping, which many are unaware of.

Overall, Sunil's journey is a testament to the power of following one's passions and turning them into successful business ventures, while also educating and inspiring others.



## Helping students fulfil their dreams



**Business Owner**  
**ROHIT WAYKAR**

**Changemaker**

**Business Name**

Swami Vivekananda Academy, Pune

An inspiring story of a farmer's son who transformed his past struggles into a successful and impactful business venture - Rohit initially started a coaching institute that focussed on preparing students for Civil Services, National Defence Academy, and other government entrance exams. However, he soon realised that many of his students, who came from towns around Pune, faced difficulties finding decent accommodation, food, and study facilities. In particular, girls often missed out on opportunities due to the lack of safe accommodations.

To address this problem, Rohit partnered with his coaching centre to establish hostels and self-study rooms. Within a year, he successfully opened two girls' hostels, accommodating 150 girls, and three boys' hostels, housing 250 boys. He provides students with healthy meals and excellent living and study conditions, allowing them to focus on their studies and achieve their goals.

Rohit now aims to establish a large-scale hostel to accommodate students from grades 8-10, who may not have access to quality education or training to prepare for these exams. His passion to help educate students is truly inspiring, and the environment and setup he has created are exceptional.



NeoGrowth's timely and quick loan disbursals ensured I was able to build the business of my dreams. I am proud to be nurturing the future leaders of India. NeoGrowth has an important hand in easing & facilitating my growth journey."

## Localised Sourcing

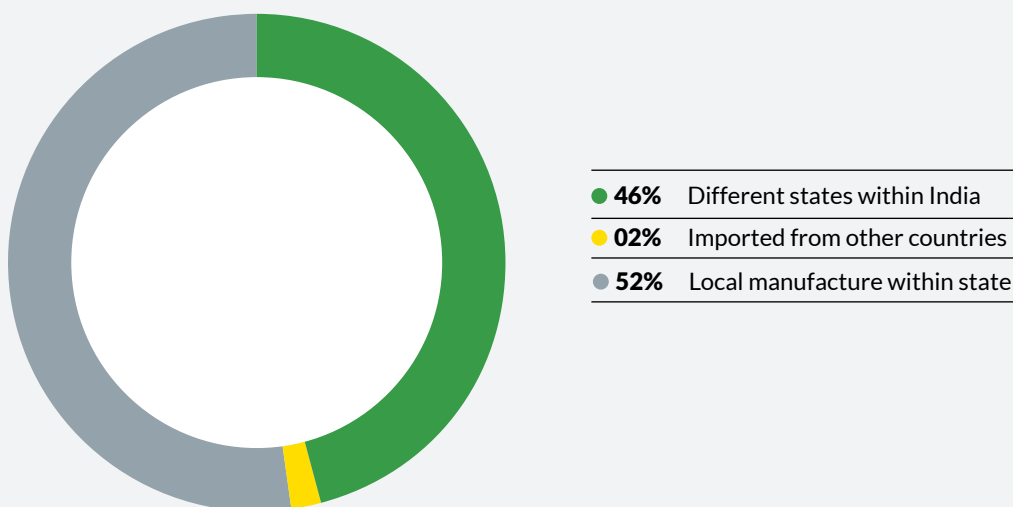
India is one of the rapidly growing economies globally, and it is essential to gauge the strength and dynamism of the MSME sector by examining how smoothly goods and services flow within states and exports. The government has been taking various measures to improve the infrastructure, logistics, and transport facilities to facilitate the movement of goods and services.

The introduction of the Goods and Services Tax (GST) has also streamlined the taxation system, by eliminating multiple taxes and reducing the compliance burden for MSMEs. This has significantly reduced the time and cost involved in inter-state trade and has improved the ease of doing business in the country.

Over 50% of the interviewed customers sourced their raw material and stock from manufacturers within the same state, which indicates a mutually beneficial relationship between suppliers and enterprises and cooperation between state authorities.

### Entrepreneurs sourcing raw materials from varied geographies

% of interviewed NeoGrowth customers



# Food-for-all



**Business Owner**  
**BALA SUBRAMANIAM**

**Scaler**

**Business Name**

Mami Tiffin Centre, Chennai

The journey of Mami Tiffin Centre began in 1969, when Bala Subramaniam's father established the first outlet in a bustling market in Chennai. The shop offered food and beverages, specifically delivering tiffins to local areas.

After securing a loan from NeoGrowth, Bala was able to expand his business, and today he runs three successful branches in Chennai. For many people, tiffin delivery is the only source of cooked food in their busy lives, especially during the COVID-19 pandemic, when going out was restricted.

Bala's food services provide authentic South Indian food made from raw materials procured from the local market, making it affordable for his customers.



People relied on us for hygienic and affordable meals, especially during challenging times like the COVID-19 pandemic when leaving home was restricted. I am grateful to NeoGrowth for their support in our expansion efforts. With their financial assistance, we were able to open two more branches in Chennai, allowing us to reach more people and serving them with our quality food services."

**↑ 20%**

increase in the revenue post NeoGrowth's loan

# Building Relationships & Empowering People | **Employees**



NeoGrowth’s people strategy is ‘To drive competitive advantage through purposeful direction and a positive workplace’. We recognise that employees are our biggest assets to realise our corporate objectives. Therefore, we have always emphasised the appropriate methods and strategies for talent acquisition, engagement and development to build an enabling and empowering work culture.

Our continuous efforts in building a strong, safe and inclusive workplace for our employees has resulted in the ‘Great Place To Work’ recognition for the fourth consecutive year.



## Fostering Growth through Employee Lifecycle

NeoGrowth is committed to creating a positive work culture that promotes employee engagement at all levels. The Company recognises that its success is directly tied to the well-being and motivation of its employees, and that fostering a positive work environment is essential to attracting and retaining top talent. To this end, NeoGrowth actively invests in supporting its employees by identifying and building on principles of inclusive workplace culture, diversity considerations and robust L&D efforts.



### Work Culture

NeoGrowth is committed to creating a work culture that is inclusive and supportive. The Company provides a safe and healthy workplace for employees and encourages open communication and collaboration. Employees are encouraged to share their ideas and opinions, and feedback is valued and acted upon. The Company also promotes work-life balance, recognising that employee well-being is crucial for both personal and professional growth.

### Diversity

NeoGrowth recognises the value of diversity in the workplace and is committed to building a diverse and inclusive team. The Company promotes diversity through its hiring practices and by creating an environment where all employees feel valued and respected. NeoGrowth provides opportunities for professional development and encourages employees to participate in training programmes that promote diversity and inclusion.

**A Comprehensive employee engagement framework**

**NeoConnect**
**NeoRecognize**
**NeoLearn**

**NeoBenefit**
**NeoCelebrate**
**NeoCare**

**NeoGive-back**



# Multiple Programmes For Women Employees

|  |  |                      |
|--|--|----------------------|
| NeoGrowth Second Career Program                            | WoMentor Program                                       | World of Women (WoW) |
| Gender Diversity Orientation Training for Field Leadership | Pink Day Flexible Working Option for Women             | Crèche Facility      |
| Women's Day Celebration                                    | Sexual Harassment Awareness and Self Defence Workshops |                      |



## Learning and Development

NeoGrowth offers training opportunities to support career advancement as a key component of its holistic approach to employee growth and development. The Company also provides performance-based incentives to recognise and reward employee contributions.

### Active improvement: **Online Learning Platforms**

Neo Learn, our robust L&D framework, imparts behavioural, functional and compliance training through classroom, video conferencing, 'Swadhyay' - online learning management system (LeMS) and mobile app modes to all our team members. We have over 90 training modules delivered using these modes.

### Immersion: **Simulation-based Training**

Tech assets like Sales App, Collections App are taught online with modules that simulate real-time usage experience of these apps along with suitable instructions and commentary for better understanding. This helps a new joiner to understand the utility and drive adoption of the tech asset fast, thus driving productivity and effectiveness.

### Creating future leaders: **Leadership Path Initiative**

A customised offering of e-modules is assigned by role to those in 1st and 2nd line supervisory roles. They can take up these modules at their own pace. The module helps develop key leadership, analytical and behavioural skills required for the role. The programme has been highly leveraged by the target set to hone their leadership skills. To enhance leadership and professional skills, we also have a programme to sponsor the part-time MBA of our employees.

### Building teams: **Flagship Programs**

'Prarambh' corporate induction, 'Gurukul' functional induction, 'Saksham' - Supervisory Development program, 'Sankalp' Support intervention for our field-force. 'Catapult Program' Management Trainee induction.

### Risk reduction and mitigation: **Comprehensive Cybersecurity Training**

We regularly conduct cybersecurity training and simulations to keep our employees updated with the possible cybersecurity attacks and share relevant tips and information to maintain a cybersafe behaviour.



# Information Security and Cyber Safety Communications

NeoGrowth regularly sends Information Security and Cyber Safety related communications to all stakeholders with actionable steps to follow:

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Lending simplified. Growth amplified.

## Safely Browsing the Internet

How to browse the internet safely?

- 1** Keep your browser updated
- 2** Stop visiting websites without https
- 3** Be careful clicking on links
- 4** Do not accept all cookies
- 5** Use ad-blockers
- 6** Do not click on ads or pop-ups

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### Stay cyber safe this Diwali

With every festive season, hackers become more active looking to target your vulnerabilities and hack into your accounts. Phishing is a type of cyber crime where hackers send you an email to trick you into clicking on a malicious link or downloading a malicious attachment. To avoid falling prey to such emails, look out for the red flags mentioned below.

From: hrmanagers@email.com  
To: hr@neo@neo@neo@neo.com  
Subject: RSVP for the coolest diwali party

attachment.exe

Dear Team,  
This email is to inform you about the a Diwali party at the building compund.

Hurry, register for it before everybody else.

You will win assured prizes if you RSVP by clicking on the button below

Regards,  
HR Manager

Unsolicted attachments — Random email id — Spelling mistakes — Generic greetings — Urgency to click

Here's how you can stay safe from phishing emails:

- Never click on unknown links or attachments
- Confirm the authenticity from the sender personally
- Report the phishing email to the IT team



## NeoGrowth for Community | CSR



**Blood Donation**  
115 employees participated



**Cloth Donation**  
Organised with the NGO, Goonj



**AED Machines & CPR Trainings**  
Available for use by both NeoGrowth employees and other offices on the premises



**Diwali NGO Exhibition**  
Exhibition-cum-sale by NGO Aseema Charitable Trust featuring products made by orphaned or underprivileged children

# NeoGrowth | Environment

Trinity United  
(Textiles/Fashion Manufacturer) - Bengaluru  
(Employing over 50+ people)



NeoGrowth aims to safeguard the environment and ensure a sustainable future - building in sustainable and environmentally responsible operations. Though as a digital lender, NeoGrowth has a limited direct impact on the environment, we remain dedicated to building a positive environment-friendly focus to help set a positive example for other businesses to follow.



“  
When we planned to upgrade our warehouse transportation, I knew that switching to an electric vehicle was the right choice. Not only are EVs more environment-friendly than traditional gas-powered vehicles, but they also offer significant cost savings over the long term - we are happy that we were supported through this by NeoGrowth who offered us extremely flexible lending solutions”

**Srinivas,**  
Trinity United  
NeoGrowth Customer

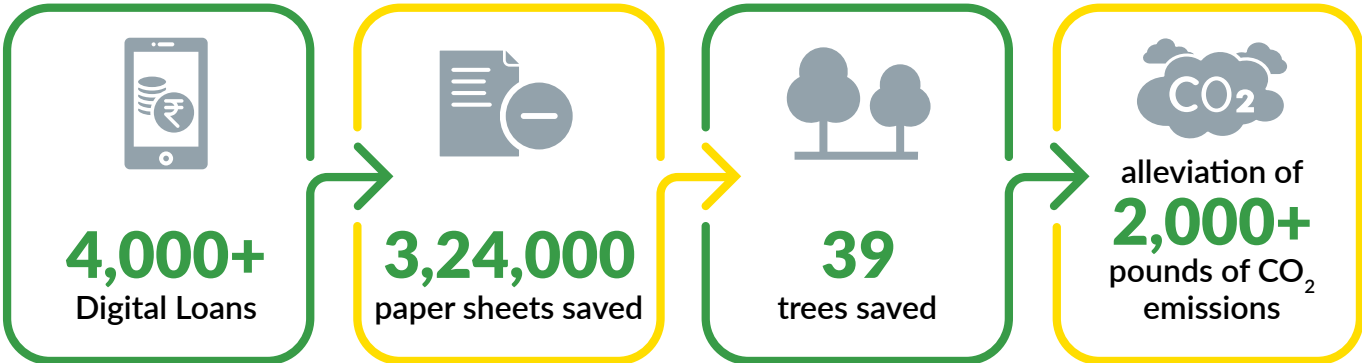


## Building Environment-Friendly Operations



# Building Environment-Friendly Operations | Digital-First Lending

NeoGrowth is conscious of paper usage in its operations, transactions, and customer communications. Our push to go digital across service and product lines will continue to reduce paper consumption, thereby reducing paper wastage. NeoGrowth follows a paperless digital lending model across the Digital Onboarding, Disbursal, and Statements process.

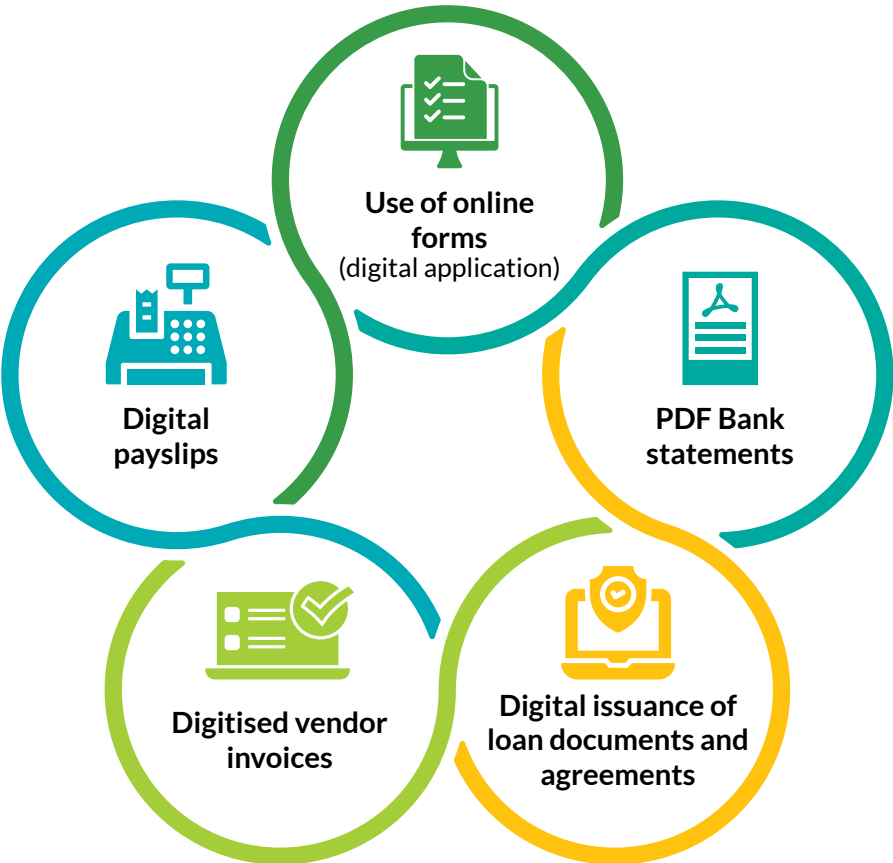


Source: <https://trees.org/carbon-calculator/>

## Our end-to-end digital loan journey products



## Comprehensive Digital Operations



## Building Environment-Friendly Operations | Eco-Engagement

NeoGrowth believes employee awareness and stakeholder engagement about eco-friendly practices form an essential aspect of building responsible corporate behaviour. To contribute to a positive world, we have implemented various environment-friendly initiatives.

### World Water Day

'Take a Pledge' mailer for customers along with tips on how they can be water conscious business



**20,000+**  
customers touched

**NEOGROWTH**  
Lending simplified. Growth amplified.

**THIS 22<sup>nd</sup> MARCH ON WORLD WATER DAY, PLEDGE TO BECOME A WATER-CONSCIOUS BUSINESS AND ACCELERATE CHANGE**

HERE'S HOW YOU CAN PLAY A PART

- Water Conscious Business Starts With Employees**  
Encourage your employees to be water-conscious by providing them with necessary information and training. Encourage them to report any water wastage or leaks to the management.
- Reduce Paper Usage**  
By switching off lights and electronic devices when you don't need them or by reusing paper and plastic waste, you can decrease your carbon footprint.
- Reduce Air Conditioner Use and Recycle Its Water**  
Use air conditioners only when necessary. Recycle water from your air conditioners for other uses like watering plants or flushing toilets.
- Fix Leakages**  
Check for any leaks in your pipes, faucets, or toilets. Fix them immediately to prevent water wastage.

**TAKE THE PLEDGE NOW**

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**5 REASONS WHY GOING GREEN MATTERS FOR YOUR BUSINESS**

Adopting eco-friendly business practices not only good for the planet, but will also help your business flourish. Small measures can make a huge difference to the environment.

Reducing your plastic/paper usage or adopting digital tools for different business operations are some easy steps that you, as a business owner, can take.

**BENEFITS OF GOING GREEN INCLUDE**

- IMPROVED SAVINGS**  
By switching off lights and electronic devices when you don't need them or by reusing paper and plastic waste, you can decrease your carbon footprint.
- ENHANCED BRAND IMAGE**  
Consumers are more aware and conscious of their impact on the environment. By making green and ethical choices, you can attract customers and strengthen the loyalty of your existing customer base, giving you an edge over your competitors.
- BETTER STAFF AND WORK ENVIRONMENT**  
Going green would allow your employees how much you care about the environment and well-being of your staff. This would also attract more talented individuals to work at your enterprise.
- AWARDS AND GRANTS**  
Sustainable business practices are highly valued by governments and private groups, which would help your business receive various awards and grants.
- BUILD A HEALTHIER PLANET**  
When you use eco-friendly products, you can help reduce the carbon footprint of your business. This would also help you build a healthier planet for the next generations.

Going green not only helps your business save costs and attract customers, but it also helps the planet too!  
Reduce, reuse and recycle for your business and the environment's benefit.

### Customer Emailers on Important Environmental Issues



**20,000+**  
customers touched

### Women's Day, March 8, 2023

**120+**  
plantable greeting cards to women employees



### World Environment Day

A poster-making contest was launched for NeoGrowth employees and their family members on the theme of 'Help The Earth Heal, Say No To Plastic'



**NEOGROWTH**  
Lending simplified. Growth amplified.

**EASY BUT IMPACTFUL STEP FOR RETAILERS TO BECOME PLANET-FRIENDLY**

**ENCOURAGE YOUR CUSTOMERS TO CARRY CLOTH BAGS**

Whether you own a bricks-and-mortar store or a pharmacy, as a responsible business owner, encouraging your customers to bring their own shopping bags or reuse your high-quality plastic bags can help reduce the consumption of paper bags and single-use plastic bags. This has a dual effect - it helps reduce your business expenses and make your customer's shopping experience more fulfilling and allows them to shop in bulk without having to worry about the paper/plastic bags bearing.

**World Environment Day 15<sup>th</sup> June 2022**

**Poster Making Contest Winners**

**Present Preservers**

- Bhavana Khan  
WFO (Bhavana Khan - Mumbai HO)

**Future Saviours**

- Akshay (Childhood) - 13 Years  
S/O Bharat Singhwale - Chendigarh
- Genel - 10 Years  
D/O - Rajesh GJ - Bangalore
- Divya Aashu - 7 Years  
D/O Vinod Aashu - Khairat Family Office
- Ayush Aashu - 8 Years  
S/O Vinod Aashu - Khairat Family Office
- Shaan Sampat - 8 Years  
S/O Sunil Sampat - Kulkarni

**Congratulations!!**  
Your price shall reach you soon!!

## Sustainability Resolutions 2023

NeoGrowth employees shared their environment-focussed resolutions for the new year. The resolutions included commitments to utilising public transportation more frequently and adopting water recycling practices.

**NEOGROWTH**  
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### Sustainability Resolutions

For 2023

**Shreedhar Itagi,**  
Credit

A right step to move forward in 2023 and as a resolution towards environmental sustainability, I plan to use more Green cleaning products, typically which use non-toxic ingredients like baking soda, vinegar, and lemon juice among others that get the job done without causing damage to our health and the environment. We may even be able to make our own green cleaners using household items we already have. However, if purchasing green cleaning products, one should carefully review the label and ingredient list. Many products make claims like "environmentally friendly," "eco-safe" or "green" which may or may not be true. For green products, we can trust and check out EPA's Safer Choice program featuring products that are certified to be safe for our health and the environment. This is how my family and I plan to do our bit of good towards the Environment and Save mother Earth.



**Sunil Verma,**  
Collections

A step towards Environmental sustainability in 2023 is to encourage people to use Made in India products in their routine life. This step is not only environmentally friendly but will also help boost our economy and will be a feel-good factor for being a part of supporting Indian business owners. This is a small step that I want to take this year towards Environmental and Social responsibility.



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### Sustainability Resolutions

For 2023

**Jimit Italiya,**  
Legal & Compliance

A small step that I want to take in 2023 towards Environmental sustainability is to eliminate usage of all plastic made products wherever possible and will inculcate practice of carrying my own shopping bag (paper, canvas or jute made) to avoid using plastic bags. I will avoid use of plastic water bottles and promote the use of alternative material such as steel water bottles or earthen pots (matka) and carry refillable water bottles to avoid buying plastic bottles. And further, will also ask my family and friends to follow the same, this is a small step which I want to take this year towards Environmental and Social responsibility.



**Krutika Shelar,**  
Risk & Policy

Our carbon footprint has several negative effects on the ecosystem. Emissions of greenhouse gases are caused by many of our regular activities. I pledge to lower my carbon footprint in the new year by carefully examining the carbon footprints of my food, the electricity I consume, and my mode of transportation. I'll look at options to switch to renewable energy while using appliances and set a goal to reduce food waste in my home from its existing levels.



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### Sustainability Resolutions

For 2023

**Karan Dosshi,**  
Finance & Accounts

First thing in the morning you look after yourself, you brush your teeth and wash your face, don't you? Well, the second thing you must do is to look after the planet. A small step that I will be taking this year for the environment is turning off the water tap while brushing, to conserve water. We waste a significant amount of water while brushing. Turning off the tap is a simple but significant step towards the environment



**Sagar Pillay,**  
Collections

A step that I want to take in 2023 towards Environmental Sustainability is to limit the use of paper. Encouraging co-workers to store documents on the cloud; digital files are easier to secure than hard-copy paper files on desks or in filing cabinets. If hard-copy documents are required, print them on both sides.



**Suprabha Mishra,**  
Human Resource

Public transportation has the ability to drastically reduce pollution when capitalized by commuters as it signifies a massive opportunity to dramatically reduce CO2 production. While I already use public transport for most of my travel, this year I want to encourage people around me as well to adopt this mode of commuting.



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### Sustainability Resolutions

For 2023

**Vimarash Rastogi,**  
Credit

Instead of believing in evanescent New year resolutions which must be devoid of steroid growth, they must be innately fortified & sustainably engrained in one's lifestyle. Not to brag, but being frugal in conserving energy & resources in my routine & vicinity salutes me towards my contribution to future generations. During meetings, whether virtual or physical, I prefer to remain paperless by utilizing my e-notebook even in my need for sticky notes. ESG is all about evolving & preferring instead of future suffering. Despite colossal challenges, progressing towards ESG, nevertheless, the least we may contribute individually & offer a sustainable future to our next generations



**Salman Patel,**  
Sales

My resolution for 2023 towards Environmental Sustainability is to make the world a better place for the next generation by implementing small changes in daily routine. Switching off car ignition at signals, commuting through local transport whenever possible, and using less paper, tissues, and plastic bags can help in building a sustainable environment. A small mantra to adopt is "Once we start to act, hope is everywhere"



## Building Environment-Friendly Operations | Green Practices in Our Offices

NeoGrowth is promoting environmentally sustainable practices at work by adopting a paperless and digital-first approach to conducting business, and inculcating green behaviour in our day-to-day activities. Adopting conscious behaviour helps to create a culture of sustainability that can motivate employees, increase efficiency, and attract socially responsible customers.



NeoGrowth Bengaluru Office

### Password-protected Printer



Key locations have password-protected printers (with features)

### Reduced plastic usage



Largely replaced the bottles, cups, and spoons of plastic with glass jars, paper cups, and wooden spoons in pantries

### Sensored water taps



Sensored water taps: close to 1,00,000 litres of water conserved annually at Head Office

### Three-star rated appliances



Over 50 3-star rated electronic appliances across our branches which include TVs, projectors, microwaves, fridges

### LED technology



LED lights across our offices and no more usage of CFL or Tungsten lights/bulbs



## Building Environment-Friendly Operations | Planting for the future

NeoGrowth demonstrates intent with partner organisations including 'Grow Trees' towards deeper employee engagement by conducting plantation drives on special occasions - including launching a direct link to Plant A Tree In Association With Grow-Trees on occasion of World Environment Day.



**530+**

Trees Planted on Employee Birthdays (FY 2022-23)

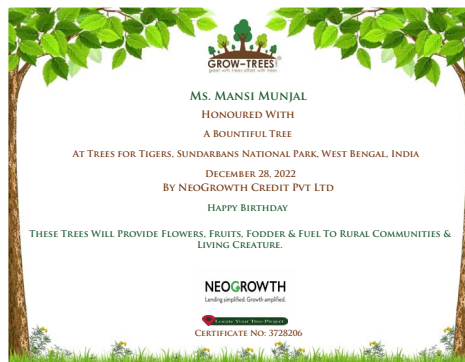
**50+**

planters gifted to our customers and Younite partners during our MSME Festival in June 2022

**22,000+**

pounds of CO<sub>2</sub> sequestered per year\*

*\* Our calculation estimates offsets based on the carbon dioxide sequestered by tree and sapling plantations - An average tree captures about 20 kg of carbon dioxide per year, and about 1 tonne over its lifetime.*



## Building Environment-Friendly Operations | Adhering to environmental policies

NeoGrowth, represented by its management team and employees, conducts their business and operations in compliance with local and national environmental and occupational health and safety regulations. Customers and vendors of NeoGrowth also adhere to these regulations in letter and spirit.

The National Forest Policy

National Water and Natural Resources Conservation Policy

Policy Statement for Abatement of Pollution

National Conservation Strategy and Policy Statement on Environment and Development

# NeoGrowth | Governance

## Maintaining Strong Governance for a Lasting Impact



NeoGrowth believes that responsible governance is a cornerstone of sustainable business success. We are committed to maintaining the highest standards of transparency, accountability, and ethical behaviour in all of our operations.

Our governance framework is designed to ensure that we operate in compliance with all applicable laws and regulations, while also upholding the principles of fairness, integrity, and respect for all stakeholders. Our governance processes, including our Board structure and composition, risk management practices, and stakeholder policies help us maintain high standards of responsible corporate behaviour and governance.

Our commitment to the highest standards of good corporate governance practices predates the Listing and other Corporate Regulations. Ethical dealings, transparency, fairness, disclosure and accountability are the main thrust on which NeoGrowth works.

# NeoGrowth | ESHC Policy

NeoGrowth has laid out a strong Environmental, Social and Human Capital (ESHC) Policy Statement which combined with our Internal Framework provides the necessary impetus to achieve our desired growth in a responsible, inclusive and sustainable manner.

## NeoGrowth Environmental, Social and Human Capital (ESHC) Policy Statement

The ESHC Policy of NeoGrowth is driven by its mission to bring a social impact in the SME segment by partnering and providing the necessary financial and allied support to this segment.

The ESHC Policy and Framework is founded on the concept of overall sustainable development and thereby recognises Environmental and Social considerations in its own business operations and in the activities carried out by the people and institutions associated.

NeoGrowth constantly strives to bring a positive transformation to the society through its business operations and sincerely endeavours to conserve natural resources, protect the environment and contribute to the welfare of the community at large.

This policy applies to the entire business canvas of NeoGrowth including its employees, customers, stakeholders, partners, vendors and all other parties associated with it either directly or indirectly. NeoGrowth is committed to comply with its ESHC policy, applicable laws of the land and to be responsive to existing and emerging Environmental, Social and Human Capital concerns on a proactive basis.

## ESHC Mechanism Review, Improvement & Training

The management team and the employees concerned with the ESHC mechanism implementation constantly keep themselves abreast with the latest developments in the area. NeoGrowth promotes continuous learning and knowledge-sharing by encouraging participation in cross-company programmes.



766

employees took the ESHC policy training module in FY23 (this includes both active and inactive employees)

### Read the NeoGrowth ESHC Policy Here:

[https://www.neogrowth.in/Neogrowth\\_Environmental\\_Social\\_Human\\_Capital\\_Policy.pdf](https://www.neogrowth.in/Neogrowth_Environmental_Social_Human_Capital_Policy.pdf)

## Purpose of Policy

NeoGrowth places significant emphasis on the identification, assessment and management of Environment and Social risks. This policy therefore serves as a memorandum for NeoGrowth's employees, customers, partners, vendors and associated parties, for them to imbibe the sustainability culture that NeoGrowth is trying to build. The policy affirms the commitment of these parties toward healthy ESHC practices and serves as a reference point for them to be able to effectively implement the policy within their operational and legal boundaries.

# Board of Directors

NeoGrowth's firm adherence to Corporate Governance principles ensures that the Board maintains its independence, is well-informed, and provides valuable guidance to the organisation.

The Board is aware of its fiduciary duties and recognises its obligations to all stakeholders to uphold the most stringent standards in all matters concerning NeoGrowth.

All Directors possess impeccable personal and professional ethics, integrity, and values, and are highly qualified individuals with a proven track record of competence. They exercise their unbiased judgement independently. The Board is fully committed to representing the long-term interests of all stakeholders and actively engages in all strategic matters critical to the organisation's development.

## Board of Directors | Composition

The size of the Board is commensurate with the size and business of the Company. At present, the Board comprises one Executive Director and eight Non-Executive Directors, out of which two are independent directors.

The Company holds a minimum of four pre-scheduled Board meetings annually, one in each quarter. The dates of the Board meetings are fixed in advance for the full calendar year to enable maximum attendance and participation from all the Directors. The relevant background materials of the agenda items are distributed well in advance of the meetings. All material information is presented for meaningful deliberations at the meeting. The Board on a continuous basis reviews the actions and decisions taken by it and by the Committees constituted by it. The Board members meet the senior management personnel every month.

## Board of Directors



**Arun Nayar**  
Managing Director & Chief Executive Officer



**Bindu Ananth**  
Independent Director



**Deepa Bachu**  
Professional and Nominee of FMO



**Dhruv Khaitan**  
Founder



**Ganesh Rengaswamy**  
Nominee of Minority Shareholder Interests



**Michael J. Fernandes**  
Nominee of Trinity Inclusion Limited



**Piyush Khaitan**  
Founder & Chairman



**Ramakrishnan Subramanian**  
Professional and Nominee of Trinity Inclusion Limited



**Suresh Jayaraman**  
Independent Director

## Committees of the Board



## Key Policies in Place at NeoGrowth



To read the policies: visit:

<https://www.neogrowth.in/company-policies/>

# Future Outlook

## Inclusive Growth For A Purposeful Future

NeoGrowth plays a significant role in India's lending ecosystem by addressing the credit gap for small businesses and promoting financial inclusion. By leveraging the digital ecosystem, NeoGrowth is addressing the credit needs of India's small businesses and contributing to the long-term growth of India's MSMEs.

NeoGrowth's loan products empower MSMEs to achieve their business growth by availing loans that best suit their requirements at any given point in their business journey. NeoGrowth is dedicatedly working towards bridging the financial inclusion gap, making loan journeys paperless for the ease of our customers, and fostering an environmentally conscious workforce.

In FY 2023-24, we will continue to align our business activities with UN SDGs and engage with NGOs to do our bit for the society.

As a planet-friendly organisation, we are extending our Grow Trees initiative to our customers and would be planting Trees for Tigers at Sundarbans National Park, West Bengal, India for all our new loan customers. We aim to plant ~ 10,000 trees in FY 2023-24 for our customers.

Our endeavour to conserve paper will continue across all our operations and technology tools and platforms will be leveraged by our employees in their operations as applicable. For our customers, our digital loan journey will ensure we contribute to a paperless loan process, and we will continue to encourage them to opt for digital means of availing loans.

### Our Social Impact targets for FY 2023-24 are in alignment with six UN SDGs.

| Focus Area FY24   | Target |
|---|--------|
| % of loans advanced to pharmacies, clinics, labs, and healthcare businesses (by value)                                | 7.5%   |
| % of borrowers who availed health insurance (by volume)   | 85%    |
| % of loans advanced to businesses that were run by women either as sole proprietors, partners or directors (by value) | 20%    |
| % of loans advanced to businesses with vintage <=5 years (by volume)  | 50%    |
| % of loans advanced to Tier II cities (by value)  | 25%    |
| % of loan portfolio less than <₹ 25 Lacs  | 45%    |

Our Company policies will be updated and shared with both internal and external stakeholders as relevant to maintain the highest degree of governance.

# Glossary

|                 |   |
|-----------------|---|
| <b>AUM:</b>     | <b>Assets Under Management</b>                      |
| <b>CAGR:</b>    | <b>Compound Annual Growth Rate</b>                  |
| <b>CED:</b>     | <b>Continuing Education Department</b>              |
| <b>CMIE:</b>    | <b>Center for Monitoring Indian Economy</b>         |
| <b>FY:</b>      | <b>Financial Year</b>                               |
| <b>GDP:</b>     | <b>Gross Domestic Product</b>                       |
| <b>GEM:</b>     | <b>Government eMarket</b>                           |
| <b>GOI:</b>     | <b>Government of India</b>                          |
| <b>GST:</b>     | <b>Goods and Services Tax</b>                       |
| <b>ICU:</b>     | <b>Intensive Care Unit</b>                          |
| <b>IFC:</b>     | <b>International Finance Corporation</b>            |
| <b>₹:</b>       | <b>Indian Rupee</b>                                 |
| <b>MSME:</b>    | <b>Micro Small and Medium Enterprises</b>           |
| <b>MTD:</b>     | <b>Month to Date</b>                                |
| <b>NBFC:</b>    | <b>Non-Banking Financial Company</b>                |
| <b>NGO:</b>     | <b>Non-Governmental Organisation</b>                |
| <b>PSU:</b>     | <b>Public Sector Undertaking</b>                    |
| <b>Pvt Ltd:</b> | <b>Private Limited</b>                              |
| <b>RBI:</b>     | <b>Reserve Bank of India</b>                        |
| <b>SME:</b>     | <b>Small and Medium Enterprises</b>                 |
| <b>UNSDGs:</b>  | <b>United Nations Sustainable Development Goals</b> |
| <b>UPI:</b>     | <b>Unified Payments Interface</b>                   |



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