

FINANCIAL INCLUSION

NBFCs play a vital role in bridging the financing gap in underserved markets in India and are well positioned to serve these segments. NBFCs play a vital role in bridging the financing gap in underserved markets in India and are well positioned to serve these segments. In FY22-23, the total credit portfolio of NBFCs surpassed INR 31 Tn¹ from ~INR 11 Tn in 2012².

By 2025, the SME market in India is expected to be worth USD 300-400 Bn, significantly contributing to the economic growth of the country. To propel the development and growth trajectory of priority sectors in the SME space, funding needs to be ramped up through priority sector lending and other avenues. This presents a huge opportunity for credit providers and financiers to tap into the credit needs of growing enterprises and priority sectors through avenues like co-lending and on-lending, and further the penetration of digital lending platforms. The digital lending space in India is expected to grow and reach an estimated market size of USD 26.6 Bn by 2028.”

¹ Source: Economic Survey of India 2022-2023 ² Source: Economic Survey of India 2012-2013



VIVRITI'S PORTFOLIO

Vivriti's mission since the get-go has been to ensure financial inclusion by bringing parity in the mid-level enterprises in India by reaching the underserved mid-market players that lack access to finance. Financial inclusion is an underlying element across all our impact areas & themes, but it is more prominent through our co-lending & on-lending avenues catering to NBFCs & MFIs and retail/ supply chains respectively. This caters to the bottom of the pyramid by directly targeting end users/borrowers who fall under the unbanked & underbanked categories.

CONTRIBUTION TOWARDS UN SDGs



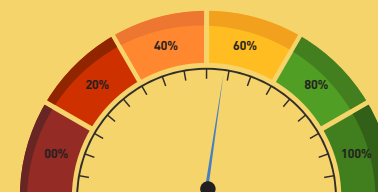


SarvaGram is pioneering India's first household-centric, data-driven 'high-tech high-touch' distribution platform to meet the increasing aspirations of rural India. It offers a range of financial and productivity-enhancing services, and its innovative distribution platform uses technology, data analytics and proprietary underwriting algorithms to ensure a responsive local presence tailored to each location's unique market conditions and household characteristics.

VIVRITI'S ENGAGEMENT WITH SARVAGRAM FINCARE

Vivriti Asset Management (VAM) has been associated with SarvaGram since Feb 2022, providing debt facilities for onward lending. Other than NCDs, VAM is also the largest partner for SarvaGram to do Pass Through Securities which VAM has been extending from its VIRAF Fund. These facilities have enabled SarvaGram to significantly diversify its borrowing portfolio.

ESG SCORE AS PER VIVRITI'S SUSTAINABILITY MODEL



VIVRITI SA3 (53%)

A company that has implemented sustainability roadmap to address ESG risks and is on the path to strengthen a robust framework

THEORY OF CHANGE

- Rural households and small businesses face barriers in accessing formal credit due to the lack of collateral, limited credit history, and high transaction costs associated with traditional banks
- Only 24% of Indians possess adequate financial literacy³, and this figure is even lower in rural areas, hindering their ability to manage finances and utilize financial products

With approximately 56% of India's rural population lacking access to formal financial services⁴, there remains considerable potential for financial institutions to address these gaps.

³ Source: Global Financial Literacy Excellence Center, 2021 ⁴ Source: World Bank, 2020

[Click the links above to explore the Five Dimensions of Impact](#)

CLIENT STORY



Madhuri, a first-time borrower, secured a quick loan from SarvaGram without prior credit history. This not only helped in expanding her business, but also elevated her credit score



Sampat Santosh Shelke could not get a home loan from traditional financiers, but SarvaGram assessed his eligibility based on three sources of income and granted him a loan. His credit score improved by 45% after timely repayments



TESTIMONIAL FROM THE MD

“Vivriti was one of our earlier lenders. Vivriti has supported us from our early days and has been a partner in our growth. We are looking forward to explore future synergies with Vivriti.”



Utpal Isser - Co-Founder, MD & CEO, SarvaGram Fincare Pvt. Ltd.