

# **BUSINESS PLAN**

**(AS APPROVED BY THE BOARD IN ITS MEETING DATED 10.07.2024)**

**OF**

**PROSPER HOUSING FINANCE LIMITED**  
**{REGISTERED WITH NATIONAL HOUSING BANK**  
**(NHB)}**



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## Introduction to Housing Finance Sector

Housing is not only one of the three basic needs of a human being but also an indicator of nation's progress in terms of human development. World over housing is considered as a means of long term wealth accumulation and financial security. Home ownership is a basic requirement and the primary source of wealth for the middle and lower income groups. In India, the task of facilitating affordable and adequate shelter to all is yet to be accomplished despite all round economic growth; well established planning processes an increased access to institutional finance through expansion of credit delivery channels.

With improved economic fundamentals, housing has now assumed a vital place in national economic agenda. This has been truly reflected in the National Housing & Habitat policy, 1998 underscoring the above facts as "Political servitude detracts from the dignity of individuals. But political independence by itself does not fully restore it. After seventy years of independence, most of us still live in conditions in which even beasts would protest. The situation is doubtless grim and calls for nothing less than a revolution – a Housing Revolution. Mere lip service will not do..." In a sense, the National Housing and Habitat policy has styled itself as a '**declaration of war against human indignity**'. The new National Urban Housing and Habitat policy, 2006 lay significant emphasis on quantification and achievement of these objectives.

**Brief introduction of the Company:**

The Company, Prosper Housing Finance Limited having its registered office at Office No. 111 & 112, First Floor, Plot No. 9, 1<sup>st</sup> Floor, Garg Plaza, Bhera Enclave, Paschim Vihar, New Delhi-110087 has been initially incorporated with the name of HBN Capital & Holdings Private Limited dated Sixteenth day of January two thousand and four. The Management of the Company had made application for the change of the status of the Company from Private Limited to a Public Limited Company, for which the certificate for the Change of status of the Company received on thirteenth January, 2005. Later the management has decided to change the name of the company in line with its object and the company got registered with its new name i.e. HBN Housing Finance Limited vide certificate dated third day of May, 2005. HBN Housing Finance Limited was registered with National housing Bank on May 10, 2006. The name of the company has been changed from HBN Housing Finance Limited to Prosper Housing Finance Limited w.e.f. second day of August, 2016.

**Management:**

The Management of the Company has 2 Executive Directors, 1 Non Executive Director and 2 Independent Directors as follows:

- 1. MS. GURVIR KAUR SRAN, MANAGING DIRECTOR (ED)**
- 2. MS. BRINDERJEET KAUR SRAN, DIRECTOR (ED)**
- 3. MS. HARMEET KAUR, DIRECTOR (NED)**
- 4. MR. GAURAV KUMAR, INDEPENDENT DIRECTOR**
- 5. MS. CHETNA, INDEPENDENT DIRECTOR**

**I. MS. GURVIR KAUR SRAN, MANAGING DIRECTOR**

Ms. Gurvir Kaur Sran holds master degree in Science from the Punjab Technical University, Punjab where she also studied for degree of Bachelors in Education. However, her keen interest in the financial and her enterprising nature pushed her to enter the corporate world.

In order to acquaint and update her with the financial matters issues and outcomes relating to the corporate she attended seminars, submits and other business meets held in India and abroad from time to time. From there she cruised ahead with no stopping.

Though she was not directly on the Board of the Company PHFL before 01.10.2014 (on and after 01.10.2014 joined as Executive Director) but she is a crucial decision maker in the financial matters of the Company. She directly handles the planning, arrangement, and financing of funds. Further, the day to day decisions relating to disbursement and sanctioning of loans also pass under her hand. She is an integral part in the policy making and other decision of the management which relate to the financials of the Company.

Further she is also Director in a Non-Banking Financial Company, True Blue Finlease Ltd. directly taking care of the matters and decisions relating to financials and operational issues of the company.

**I. MS. BRINDERJEET KAUR SRAN, DIRECTOR, PHFL**, having Bachelor Degree (Hons) in Business Administration from Coventry University of United Kingdom having wide area of knowledge and experience in different aspects of the Business like HR, Administration and Finance. Further, she completed her Post Graduation Diploma in Marketing.

She has joined PHFL back in 2008 and her move from Executive Director on the board of PHFL to Managing Director within few months of her joining was a strategic move on part of the Company to take benefit from her valuable experience, business

skills and proficiencies by leading and managing the Company. Her appointment was the need of the hour in challenging scenario in the Financing sector. From innovative steps to bring PHFL at par with other world class Financial Services Company, her qualities as a dynamic leader to a quick decision maker make her stand apart from the rest.

She applies her academic excellence in a practical way to attain the established goals and objectives. Her vision, team philosophy and commitment to excellence have been the catalyst for company's growth and success. Socially also she is very active and contributes immensely to philanthropy, and weaker sections of society.

Besides PHFL, she is currently as serving as Managing Director of a Delhi based RBI registered NBFC named True Blue Finlease Limited engaged in providing 2 wheeler loans.

## **II. MS. HARMEET KAUR, DIRECTOR**

Ms. Harmeet Kaur has done her graduation in Business Administration. Further, owing to her keen interest in corporate sector, she opted for a post Graduate Diploma in Business Management with keen interest in the management of Company operations and decision making. Being a young lady she provides her innovative ideas and skills to the Board as and when required. She endeavors towards the expansion and development of the Company as well as establishing strong ties with fellow business leaders and customers. She is strong as a non-acquiescent person, that her management of others will be vigorously targeted towards finding, defining and solving problems. As an exceptionally enterprising person, she manages others in an assertive, aggressive and intensely results-oriented way.

Further, her key focus areas are business development, undertaking strategic market analysis, CRM, delivery and service quality assurance, mentoring and motivating teams.

Besides PHFL, she is currently as serving as Director of a Delhi based RBI registered NBFC named True Blue Finlease Limited engaged in providing 2 wheeler

## **IV. MR. GAURAV KUMAR & MS. CHETNA, INDEPENDENT DIRECTOR**

Mr. Gaurav Kumar & Ms. Chetna are the Company Secretary, their vision, team philosophy and commitment to excellence has been the catalyst for company's growth and success.

### **Business Structure**

The Company has its registered office at Delhi at the following address

**Prosper Housing Finance Limited,**  
**Office No. 111 & 112, First Floor, Plot No. 9, LSC F Block, Garg Plaza,**  
**Bhera Enclave, Paschim Vihar, New Delhi-110087**

### **List of Branches of the Company**

1. Prosper Housing Finance Ltd.  
SCF-60, Model Town, Phase-1,  
Bhatinda-151001, Punjab.

**Our Features at a Glance:**

- ✓ Quick and easy processing
- ✓ Hassle free documentation
- ✓ Attractive interest rates
- ✓ Interest payable on utilized loan amount only
- ✓ Insurance provided on your
- ✓ Home/Construction Loan
- ✓ Loan against Property
- ✓ Counselors visit at customer ease.
- ✓ Loan at subsidized rate under CLSS

**Values**

- » Honesty& Integrity
- » High Standards & Ethical morals
- » Team work & Commitment
- » Mutual Respect & Trust
- » Communication& co-operation
- » Commitment to Society
- » Innovation& Continuous Improvement

**Vision**

To be an organization that value customer satisfaction with quick and prompt services catered by us.

To help people achieve their aim of life helping them in completing their dream of owning a house.....

At PHFL owning a house is like a dream come true.....

**Achievements**

So far we are able to create good and reliable customer bases, who are satisfied from the services provided by us.

We stand firm in any condition to serve to our customers. We feel pleasure in helping them and providing them due guidance and support.

Prosper housing loan comes with unmatched advantages like:

- Home loans starting from 2 lakhs
- Attractive interest rates
- Up to 80-90%... of property valuation
- Longer tenure of up to 20 years
- Insurance provided on home loan
- Counselors visit at customers ease

**Core Team**

Prosper Housing Finance Limited has the following core team members which look after the functioning and other matters of the company:

**Gurvir Kaur Sran (Managing Director)**: Gurvir kaur Sran has been appointed as a Member of Core team of the company who is looking after the disbursement or supervise the functioning of the company

**Vibha Wadhwa**: Ms. Vibha Wadhwa is Chief Financial Officer who looks after the Accounting part of the company in Delhi and provides the required information to Management timely in respect to the Finance, Disbursement,GST, Income Tax, TDS etc. She is associated with the company for last more than 1 year.

**Davinder Singh(Bhatinda Operations)**: Mr. Davinder Singh is looking after the operations of Bhatinda's Branch and reporting to the Management. He is associated with the company for last 14 years.

### What Next.....???

With a slew of reforms and push from the government, affordable housing -- so far the poor second-cousin of real estate -- is emerging as the preferred segment for housing finance institutions and developers alike.

"Affordable housing is now attracting the interest of more developers who had previously shunned it because of its down-market image. Today, it has become a respectable segment.

Our Company has identified affordable housing as the focus area for the coming 3 years and has devised strategies and action plans for greater emphasis on the sector. With quick turnaround times, affordable housing sector is ripe for a small housing finance company to work with much lower threshold and quicker movement on disbursal. The Company provides Loan facility to lower income groups by providing smaller size loans especially in Bathinda.

Our Company has target to increase its portfolio more than double from its existing state i.e. around Asset Size of Rs. 27 Crores in coming 3 financial years starting from 01.04.2024. To achieve this, the Company will focus on the following:

- i. Reducing the Portfolio at Risk i.e NPA to 2% of its total
- ii. To reduce the NPA level the management has decided to hire additional advocate for speedy disposal of the cases.
- iii. To issue demand notice to the banks in the matter of few parties where the multiple banks have been involved and the mortgaged property has been disposed off by the bank and the amount is still pending for distribution.

- iv. To inculcate habit of regular visit to the customer place or to take telephonic feedback of the customer to keep the customer connected with the company.
- v. To restructure the NPA accounts.
- vi. To dispose off the property through auction which the company has already taken possession.
- vii. To write off the parties which the Board considered it as non-recoverable in near future in consultation of the Statutory Auditor of the Company as per the applicable provisions/directions of the National Housing Bank.

The Board will also reach to the National Housing Bank for refinance in the coming financial year and by that the company is expected to register a sustainable growth from its present situations.

### **Marketing Plan**

Management has decided the Following Marketing targets for the Financial Year 2024-27

- To conduct the various promotional activities in respect to awareness of the company among the customers vial e-mailing, pamphlets, website and in person.
- To organize the various small camps in Delhi and Bhatinda where customer would be told about the company and its products.
- To understand the customer needs of the company very closely in respect to the various products of the company.
- To determine the interest rates of the company on various home loans in accordance with the Market Situation and Competitors Analysis.

### Operational plan

**PHFL has decided operational plan for the financial year 2024-27**

- PHFL would provide the quality of services to its customers.
- PHFL would be operated in manner in order to achieve the Annual Targets.
- PHFL would define a process of monitoring the progress of the company.
- PHFL would fulfill the staffing and resource requirements.

**Financial Plan**

Our Company aims at achieving a target of additional portfolio of Rs. 27 Crores for the Financial Year 2024-27

To meet above Annual Target the target are divided into state wise as per the sheet attached in the succeeding page as **Annexure-A**.

**Additional Target Disbursement from the current financial year expected disbursement.**

<b>Year 1</b>	<b>8 Crores</b>
<b>Year 2</b>	<b>9 Crores</b>
<b>Year 3</b>	<b>10 Crores</b>

**GNPA**

<b>Year 1</b>	<b>6.5%</b>
<b>Year 2</b>	<b>5.5%</b>
<b>Year 3</b>	<b>5%</b>

**NNPA**

<b>Year 1</b>	<b>2.5%</b>
<b>Year 2</b>	<b>2%</b>
<b>Year 3</b>	<b>1.7%</b>

**NOF**

<b>Year 1</b>	<b>23.00 Crores</b>
<b>Year 2</b>	<b>24.00 Crores</b>
<b>Year 3</b>	<b>24.50 Crores</b>

**Non Performing Asset:** PHFL would take the matter of NPA very closely. Company would take efforts to reduce the NPA. At the Pre-disbursement, the appraisal technique of PHFL would be sharpened. All technical, economical, commercial, organizational and financial aspects of the company would be assessed realistically. If the Borrower is found Defaulter, Company would take legal action against the borrower in accordance with rules and regulations and proper follow up of the cases would be done. Once the loan is sanctioned the post sanction monitoring team would be made for monitoring the loan. On Account of NPA, HFC would continue recovery drive through recovery team at every level to reduce the NPA. HFC would modify the recovery policy timely in order to reduce the NPA.