



# COMPANY PROFILE



## THE COMPANY

### KAMAL FINSERVE PRIVATE LIMITED

#### Establishment: -

Kamal Finserve Private Limited is a registered Financial Services Company providing short to medium term financing to Individuals, Micro , Small and Medium sized Enterprises (MSME) in Rajasthan. Kamal Finserve Private limited is a private limited company established on 24/12/1996, registered with RoC-Chandigarh , having Registration no. 019200 for carrying out the business of leasing and hire-purchase finance. Company has its registered at Second Floor Cabin no.10 of SCO No. 75 , Sector 20c ,Chandigarh 160020 India. Company has its corporate office at First Floor Plot no-31, Prawasi Nagar, Kedia Place Choraha Near Bank Of Baroda, Murlipura, Jaipur. Rajasthan. The Company is duly registered with Reserve Bank of India to carry on the business of NBFC.

The company has been registered by RBI vide Certificate of Registration No.- 06.00170(NBFC) Dated 27th of August, 2021. The Company was incorporated on 24/12/1996 as per Certificate of Incorporation. CIN no. allotted to the company is U65921CH1996PTC019200.



Kamal Finserve Private limited aims to provide a full range of financial services to the population who are not adequately served by large financial institutions, company focus on the population who lives in rural area and does not have formal credit access.

To grab the opportunity of financing under privileged population, company offers a diverse range of loan products to cater to the specific requirements of its customers.

The company is engaged in financing of New and Used Commercial vehicles, Private Car, Two Wheeler and Loan against Property. Company is also engaged in providing gold loan and MSME finance to its customer. Company's services and product are well planned and executed under the strict supervision of experienced professionals, who hold vast industrial knowledge in their respective domain.

The Company is presently doing the business of financing of new and used commercial vehicles and personal vehicle four wheelers and two wheeler in semi-urban areas surrounding Jaipur and Sikar and urban area in Jaipur and Sikar. Company is being regularly audited by Reserve Bank of India in addition to the statutory audit by the auditors of the company. Mr. Kamlesh Kumar and Mr. Mukesh Kumar are the directors of the Company. Mr. Kamlesh Kumar is a key functionary in the Company. Mr. Mukesh Kumar is also the key functionary of the company.

Kamal Finserve Private limited is the fastest growing NBFC of Rajasthan. It has wide networks spread all over the state. Company is quite strong in rural and semi urban areas of Rajasthan. Presently Kamal Finserve operations are spread across Rajasthan State. Company has projection of opening many branches at various places such as Udapurwati Sikar, Nawalgarh, Reengus, Phulera Jaipur Chomu, Khejroli and many other places. Company has experienced team and workforce of 13-15 efficient and skilled employees. Our strength is our Team and their dedication.

The Company is operating at IRR of 18-26% and earns other income in the form of processing fees, penal charges, etc. The Company normally gives finance to its existing customers with good track record or on the basis of personal guarantee of its existing good borrowers/renowned persons of the area with good worth. Through its own agency offices at all upcountry locations, the Company is able to have direct liaison and constant contact with its customers. Moreover, since the Company is operating in the same market for last many years, company very well knows background of its customers and is able to get accurate feedback of its new customers as well. More than 50% of its business is to its existing customers, where Company has full regular repayment history of its established borrower. This business model has helped Company in keeping its NPA level at bare minimum level, reducing the operating cost and increasing its Net Interest Margin



## OUR VISION



Operational efficiency, integrity and a strong focus on catering to the needs of the common man by offering him high quality and cost-effective products & services are the values driving KFPL. These core values are deep-rooted within the organization and have been strongly adhered to over the decades.

## OUR VALUES



- Preferred financial Institution by Individual and MSME customers in our chosen markets through offering innovative products and services
- Preferred employer by attracting, developing and retaining good quality employees
- Increase value in our society by lending responsibly and supporting the society in which we operate in
- Grow value for our shareholders

## PRODUCTS AND SERVICES

The Company supports MSME's and Individuals by providing financing needs through short term loans. Our loans are designed to provide financial support in the following categories:



### MSME LOANS

**We provide different loan products to individuals in our society.**



### VEHICLE LOANS

**We provide different loan products to companies who provide services to reputable off-takers.**

## MSME Loan

Micro, Small & Medium Enterprises are the growth engines of the Indian economy due to their ability to create jobs, foster entrepreneurship and to provide depth to the industrial base of the economy. MSMEs are contributing to the process of economic growth, employment generation and helping in more equitable distribution of national income. The major advantage of the sector is its employment potential at low capital cost. MSMEs are second only to agriculture in the field of employment.

Thus MSME plays a very significant role in the socio-economic development of the country. The main Objective of the MSME Loan Policy that the loan policy will offer Micro, Small & Medium Enterprises (MSME) Loans for a fixed amount repayable over a fixed tenure.

All loans being offered will be close ended and payments will be made by the customer in equated monthly installments. The loans are provided against residential, commercial or industrial property to a resident Indian. This is to meet any kind of financial requirement (Other than speculative in nature) viz. Business requirement, Start new business, Working Capital etc. Disbursement is done only after assessing the value of the property & after obtaining a declaration from the customer confirming the end use of the loan.

## Vehicle Loan

We will offer used passenger and light commercial vehicle Loans for a fixed amount repayable over a fixed tenure. All loans being offered will be close ended and payments will be made by the customer in equated monthly installments. The loans are provided against used passenger and light commercial vehicle to a resident Indian. This is to meet any kind of financial requirement (Other than speculative in nature). Disbursements are done only after assessing the value of the vehicle & after obtaining a declaration from the customer confirming the end use of the vehicle.



## MSME -Loans Policy



- **Eligible Borrower Segments:**

Salaried (Govt. Employee) , Self-employed individuals, Professional, Sole Proprietorship ,Partnership Firms

- **Tenure:**

12 to 84 months

- **Rate of Interest:**

18 to 24%

- **Minimum Loan Amount (Secured):**

Rs. 1 to 17 Lakh



## Vehicle Loan Policy

- **Eligible Borrower Segments:**

Salaried ,Self-employed individual, sole proprietorship, partnership firm ,other

- **Tenure:**

12 to 36 months

- **Rate of Interest:**

18 to 26%

- **Minimum Loan Amount:**

Rs.50000/-

- **Maximum Loan Amount:**

Rs. 17Lakhs



# Existing Lenders For Always Supporting And Believing In Kamal Finserve

	<b>G.R.P Fincap Lease Limited</b>		<b>Namdev Finvest private Limit</b>
	<b>Bhala Finance private limited</b>		<b>IBL Finance Limited</b>
	<b>Grow Money Capital Pvt. Ltd</b>		<b>Srajan Capital</b>
	<b>UC Inclusive Credit Pvt. Ltd</b>		<b>AU Small Finance Bank</b>
	<b>Usha Finance Services Pvt. Ltd</b>		<b>KS Capital Services</b>
	<b>MAS Finance Services Ltd.</b>		<b>Baid finserve pvt ltd</b>
	<b>Shriram Transport finance Company</b>		<b>Vagmi Capital Services</b>
	<b>Western Capital Advisors Pvt. Ltd</b>		<b>RTF Financial</b>
	<b>Greenwings Innovative Finance Pvt</b>		<b>State Bank of India</b>
	<b>Alwar General Finance Co. (p) Ltd.</b>		



## Business:



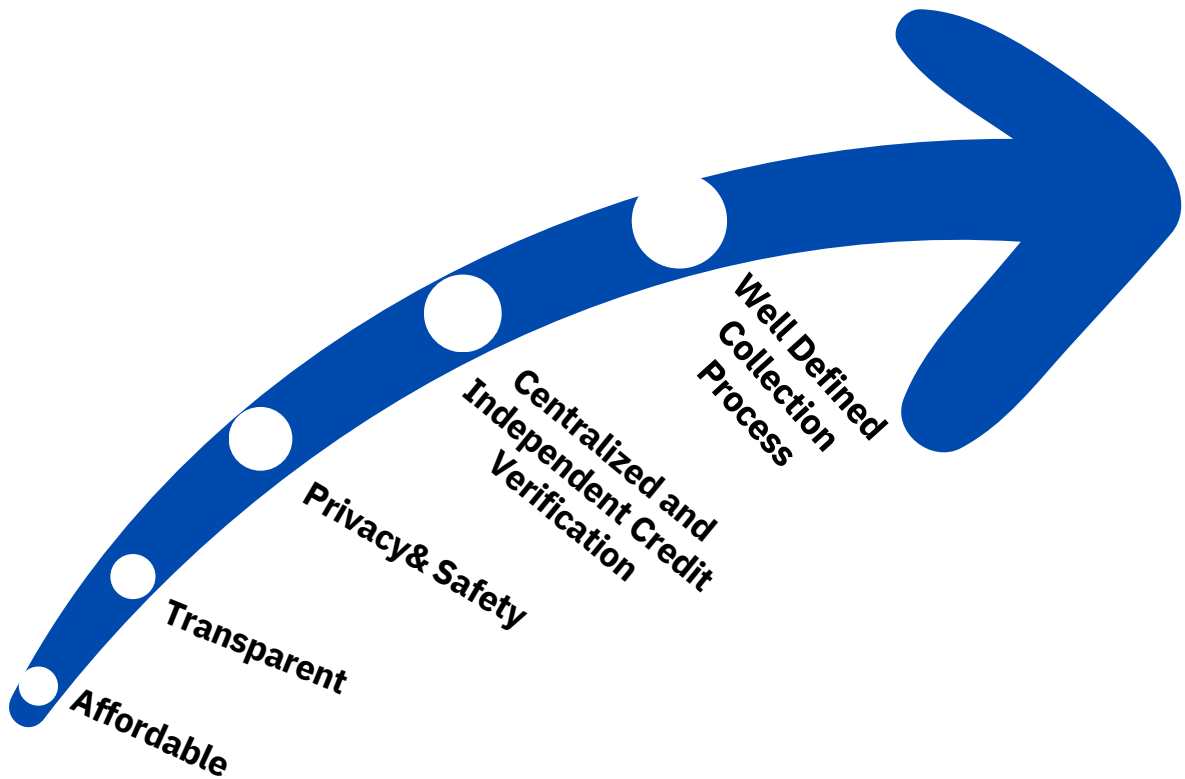
Company is an RBI Approved NBFC (Assets Finance) engaged in financing of used commercial vehicles and personal vehicles and two wheelers in semi-urban areas surrounding Jaipur and Sikar. It is successfully carrying out this business since last many years and has achieved good amount of stock on hire. Since it is financing used vehicles and also new and personal vehicles and two wheelers has created niche market of its own.

The Company has employed full time team of well qualified personnel of marketing , finance , law, team of field investigators and recovery & possession team to manage all sectors of working of Company . Thus the company has expert full time employees consisting of accountants, human resource manager, collection and credit, field functionaries for recoveries, marketing and investigators for new customers and has also employed chartered accountants, company secretaries, Law officers etc.

Company has also tied up with well experienced leading valuer's and legal consultants at Jaipur and also at various other cities/ centers.



## The key distinguishing attributes that place Kamal Finserve above other players in this segment are:



➔ **Affordable:** The general norm of unorganized lending is to squeeze the borrower during his or her times of desperation when seeking out a loan for meeting urgent requirements. This leads to exorbitant interest rates, irrational collateral mandates, and immediate repayment threats among other discomfiting demands. Kamal Finserve believes in a rational and just approach and will therefore appease the borrower by helping them meet their financial requirements at competitive and affordable interest rates and other nominal charges.

- ➔ **Transparent:** Unlike other companies that might have hidden costs and exaggerated charges loaded in the products, the company is open and transparent with our customer's sight from the sourcing stage and take all measures to inform them of all the likely charges during the loan tenure.
  
- ➔ **Privacy & Safety:** Furthermore today document privacy is of utmost value, hence we ensure that robust database systems are always ready to securely store all data of the Customers. Integrity is one of our core business values. The company will operate its business most ethically and keep the customer at ease in the knowledge that the financial needs are being taken care of by an honest and reputed business.
  
- ➔ **Centralized and Independent Credit Verification** We have high focus on the credit quality of the portfolio. Each application goes through credit filtration, verification and approval process. We assess viability between the product, customer profile and intended use of the money by the borrowers.
  
- ➔ **Well Defined Collection Process** Kamal Finserve(P) Ltd. has an in-house collection team that uses a friendly approach in recovery with flexible and sympathetic way during collection times. Our Team initiate telephonic reminders, SMS Reminders, makes personal visits and serve notices in cases of legal action (when it is utmost required). Our collection efficiency is excellent which has customer confidence.  
Apart from this Our Company has adopted Fair Practice Code and KYC policies which make our team to be focused and make rational decisions which help to serve the Customers need in a better way.

## LOAN MANAGEMENT:

Kamal Finserve Pvt. Ltd. is of the belief that your Loan lifecycle needs to be well managed as it acts as the most important pillar and depending element for an organization's sustainability and growth. In today's world Loan Management is not that old school thinking of keeping records about consumers who have taken out loans. Today everything has been techno sized and human wants every action to get responded over the click.

KFPL primarily grants loans of secured and unsecured both type as the customer base comprises of both rural and urban sector. Thus there arises need to set a mechanism for loan appraisal, security evaluation, and disbursement process best suited to requirements of the borrowers.

## Present market status / standing:-

There are also some more NBFCs in Jaipur and Sikar functioning in the similar line in the area but the gap of demand and supply is so huge that the existing all the companies are unable to cater the demand of the market. Further the Company is managed by strong management team under the leadership of Mr. Kamlesh Kumar who is Managing Director of the company.

Company is doing its business activities successfully and is increasing the business with rapid pace under his dynamic leadership and guidance. The company has established its reputation and it is the fastest growing NBFC in the local market in this line of activity. Business development and strategic planning is done by Mr. Kamlesh Kumar, who is key functionary of the Company and has vast experience of over 21 years in the same line of business.

# THE PROCESS HOW IT WORKS

New Application Login

CIBIL

TVR

FI

Asset Details

Document Verification

Financial Details

Valuation

Legal

CAM

Credit Appraisal

Sanction Letter



## Promoter's Group/Ownership:- The Applicant NBFC Company is having following Directors



**MR. KAMLESH KUMAR  
(MANAGING DIRECTOR)**

The key person Mr. Kamlesh Kumar, aged 42 years, is the managing director and visionary of the company. He is Graduate by qualification with over 24 years of rich experience in the field of finance, sales, collections, operations, credit, legal, Debt Management and business development. He has strategic presence of the company in high yield – pre-owned vehicle financing with expertise in loan origination, valuation and collection. He is young, enthusiastic and dynamic personality. He is very religious & socially active person. Shri Kamlesh Kumar is an experienced businessman and possesses all entrepreneurial skills and he is effectively and successfully managing the NBFC venture.

He has rich experience of over 24 years in the same line of activity. He being in financial sector for long period of time has keen knowledge of the financial sector. He had worked as a DSA in the year 2001-06. Then he became Revenue Sharing Partner (RSP) of the same company till year 2012. After achieving great success in the aforesaid business he started his own company named as Kamal Finance Company. He worked as RSP of Hinduja Leyland, Mas Financial Services, Shri Ram Transport and many other big business houses.

In 2019 he took over the NBFC company named Guneet Finance Pvt. Ltd. He has achieved a great success in the company and worked hard to make a big portfolio. In 2021 he has changed the name of the company as Kamal Finserve Pvt. Ltd. Under the ROC, now the company is known as Kamal Finserve Pvt. Ltd.

## MEMBER TEAM

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**MR. MUKESH KUMAR  
(DIRECTOR)**

Mr. Mukesh Kumar, aged 39 years, is a Director and Co-promoter of the Company. He has wise experience of 21 years in the field of sales, admin, collection etc. He is handling operations, administration and credit department of the company. He also looks after the overall business of the company. He is innovative, dynamic and with wise knowledge of the market. He is also handling marketing, finance and collection department of the company. He also has a vast experience of used vehicle sale-purchase. This experience, which has been, gathered over so many years experience gave him an expertise to value a used vehicle in one look. He has deep penetration in areas of Sikar and Jaipur using his extensive contacts & his knowledge of local dialects of Rajasthan.



**MRS. SANJU CHOUDHARY  
(DIRECTOR)**

Mrs. Sanju Choudhary, aged 32 years, residing at Ward no. 18, Dhani Ram Sagar Ki, Krishna Nagar, Mehroli, Sikar Rajasthan, is Graduate by qualification. She has good experience of over 8 years in finance business activities. After her education, she engaged in the family business of financing of commercial vehicles and is presently looking after operations of the business. She is handling human resource management and administration of the company. She is wise and polite by nature. She solve all the matters with her wisdom and kindness, so all the employees of the company are satisfied and does hard work for the success of the company.



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