

Live Wire

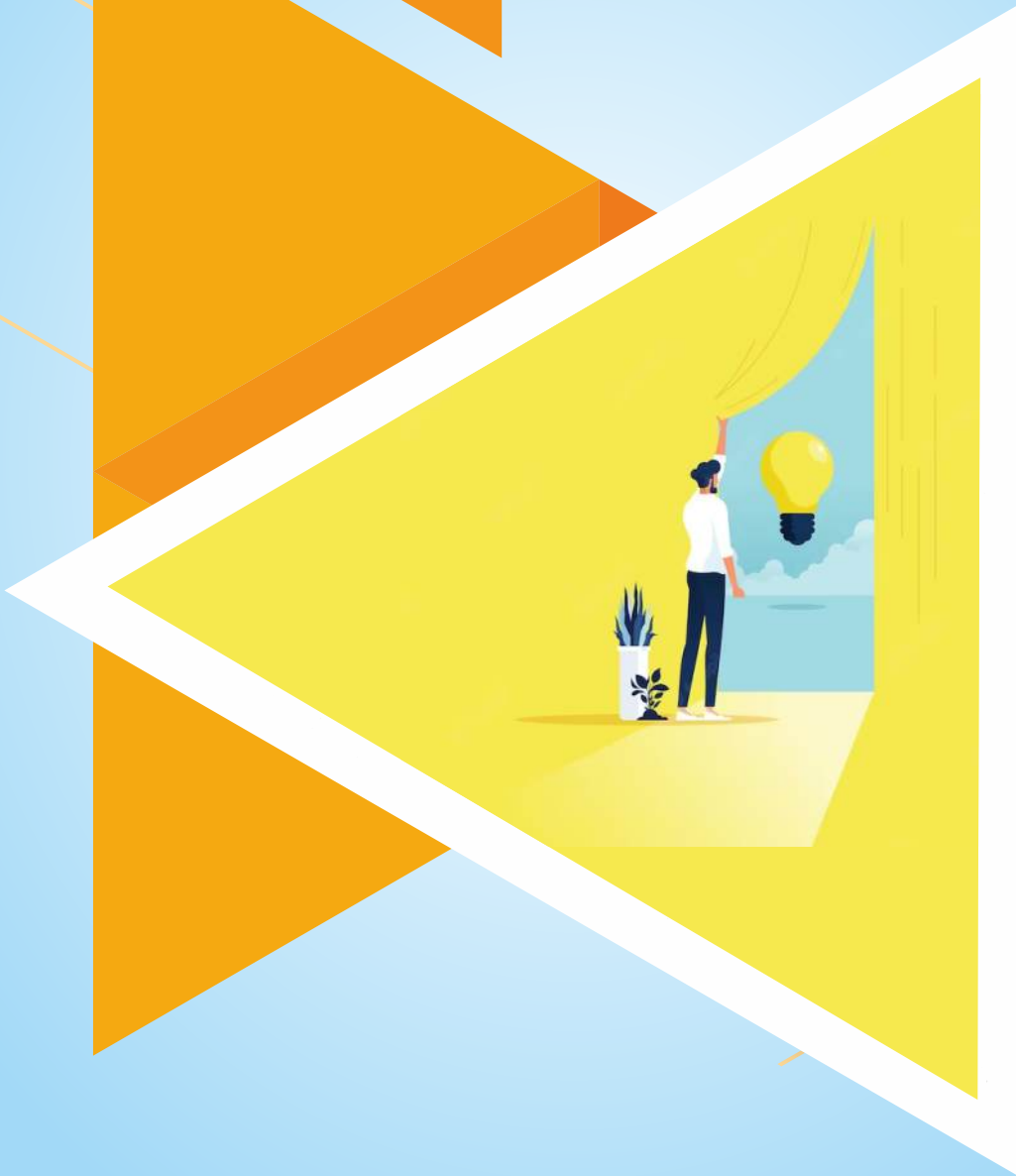
Veritas Finance Private Limited

MAY 2023

Leaders Inspire |

Walking technique to improve your health |

Regional Business Meet |



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Veritas Finance Private Limited,

SKCL Central Square 1, South and North Wing, 7th Floor
Unit # C28 - C35, CIPET Road, Thiru Vi Ka Industrial Estate,
Guindy, Chennai - 600 032.

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FROM THE EDITOR'S DESK

Hope the new year 2023 has been a great endeavor for you all!

The Live Wire Magazine right in your hand is the 14th edition of all since 2018. We have been happily reaching you with all the updates, event, achievements, and celebrations happening at Veritas.

As you are aware that the Veritas finance is stepping into the 8th year since its inception on 30th of April. The journey has been exciting as we focus on performance with a lot of passion and happiness at work. The past Financial year went on well by exploring vast avenues, from new beginnings to new projects to achieving the set milestones. It is indeed our pride to iterate here that the Veritas has crossed 1 lakh live customers and stands proud with a remarkably performing loan book. This has been possible only because each of you have given your best of efforts. Veritas is extremely exited to go forward with the learnings, experiences, inspirations and missions into the new financial year that is approaching.

Coming back to the Live wire, this edition brings to your glance some interesting articles like MD's Memorandum, Leader's Inspire about Mr. T. Srinivas, time travel to history takes you to the Sanchi Stupa of Mauryan period, A Glimpse of March 8th celebration, and snapshots of The NBFC award winning moments and a lot more for you.

Hope you all enjoy reading it!

MD NOTE



Arulmany D
Managing Director & CEO

Dear Colleagues,

Congratulations to all of you on yet another successful year!

Our overall Disbursements crossed Rs. 2,200 crores and Loan book crossed Rs. 3,500 crores.

The pan-India loan book in MSME Rural has crossed Rs. 3,000 crores. Tamil Nadu and West Bengal crossed Rs. 1,000 crores and Rs. 500 crores Loan Book respectively. In collections, there has been consistent reduction in OD and as we close the year our 1+ OD levels at 4.49% stand as best in the MSME industry. One of the key achievements during the year.

Our working capital product, expanded across five states successfully with impeccable asset quality. We have built a strong foundation for Home Loans in the states of Tamil Nadu, AP & Karnataka. Disbursements touched Rs. 96 crores within six months of commencing the business. With strong distribution reach we have built, we expect this product to cross remarkable milestones in the coming year.

Lets build a stronger Veritas in the coming year. Wishing you all the very best and a fabulous FY 23-24.

Regards,

Arulmany D



THIRUKURAL 648

விரைந்து தொழில்கேட்கும் ஞாலம் நிரந்தினிது
சொல்லுதல் வல்லார்ப் பெறின்

Thirukkural

*viraindhthu tholilkaetkum gnyaalam nirandhthinithu
solluthal vallaarp paerin*

Explanation

English Meaning

If there be those who can speak on various subjects in their proper order and in a pleasing manner, the world would readily accept them.

Tamil Meaning

கருத்துக்களை ஒழுங்காகக் கோத்து இனிமையாகச் சொல்ல வல்லவரைப் பெற்றால்,
உலகம் விரைந்து அவருடைய ஏவலைக் கேட்டு நடக்கும்.

LEADERS INSPIRE

“Magic is believing in yourself. If you can make that happen, you can make anything happen.” — Johann Wolfgang Von Goethe T



Mr. Srinivas

Deputy Vice President - Hyderabad

Interesting and inspiring journey with “Veritas” from 2018 to 2023, a leap growth from scratch to 36 branches, 360 Cr loan book, 7000 Plus customers and all this milestone was achieved within 5 years because of impeccable support from local and HO team and the confidence reposed by our CMD Arulmany sir.

Journey with Veritas started when my performance is at peak in 2018 with APTUS and was having best of my time and comfort, got an offer with Veritas. Though in dilemma took a brave step to join Veritas simply resting confidence on the leadership of Arulmany sir.

When I look back of my journey of 5 years, developing the Telangana region brick by brick despite of huge competition in retaining manpower, hiring reliable resources, rising cost of expanding branches geographically still feels incomplete of my journey taking inspiration from the Managements aspirations and high ambitions, i strongly believe a lot to be unfolded years ahead.

Key challenges in our business

High attrition rate due to entrant of new branded players: Our compassion, empathy, bondage towards our Veritas family “more than a colleague approach”, fortunately, we could create a legacy of experienced team with low attrition and today we are about 400 plus of great minds with high aspirations.

Acquisition of quality customers and NPA: Due to intense training of staff, thorough due diligence of customer needs and their behavioral patterns, establish personal connect with customer and their family close monitoring of repayment cycles helped us to contain lower NPA.

I express my sincere gratitude from bottom of my heart to my regional team, my operations team, my reporting boss, and our beloved leader Arulmany sir. I dedicate all these achievements to all of them who have been instrumental in my journey from day one.

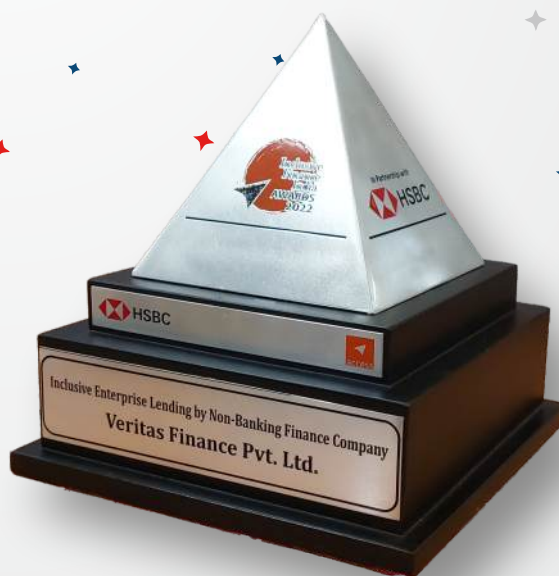
Proud Moment!

Inclusive Finance India Award

Veritas Finance won the “**Inclusive Enterprise Lending by Non-Banking Finance Company of the Year Award**” at the 19th Inclusive Finance India Awards 2022, New Delhi, on 17th January 2023 for the focus on customer-centricity and innovation while achieving a reasonable scale of outreach and business viability in lending to micro and small enterprises.

Veritas Finance MD & CEO Mr D Arulmany along with ED & CFO Mr Suchindran V G received the award and Citation from Dr. V. Anantha Nageswaran, Chief Economic Advisor to the Government of India & Mr. Hitendra Dave, Chief Executive Officer, HSBC India.

A proud moment indeed !!



100 DAYS WALKATHON CHALLENGE

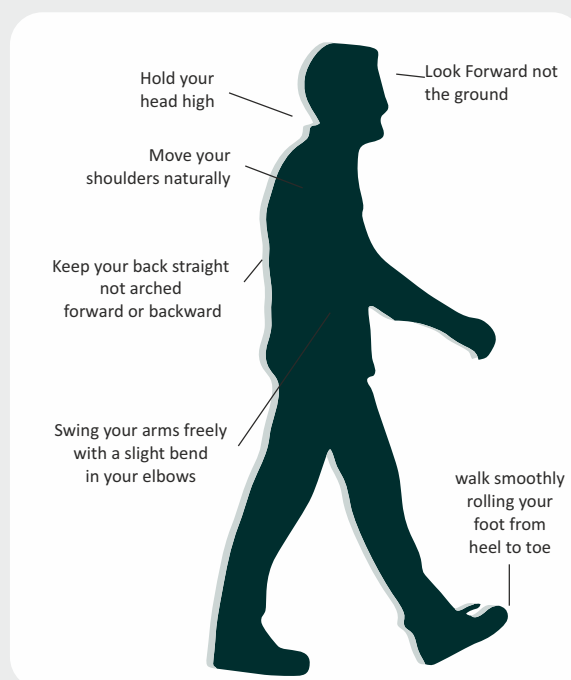
TOP 10 HEALTH BENEFITS OF
WALKING 30 MINUTES A DAY



Walking technique

Turning your normal walk into a fitness stride requires good posture and purposeful movements. Ideally, here's how you'll look when you're walking:

- Your head is up. You're looking forward, not at the ground.
- Your neck, shoulders and back are relaxed, not stiffly upright.
- You're swinging your arms freely with a slight bend in your elbows. A little pumping with your arms is OK.
- Your stomach muscles are slightly tightened and your back is straight, not arched forward or backward.
- You're walking smoothly, rolling your foot from heel to toe.



Plan your routine

As you start your walking routine, remember to:

Get the right gear. Choose shoes with proper arch support, a firm heel and thick flexible soles to cushion your feet and absorb shock.

Wear comfortable, loose-fitting clothes and gear appropriate for all types of weather, such as layers in cooler weather. Aim to wear moisture-wicking fabrics, which will keep you more comfortable. If you walk outdoors when it's dark, wear bright colors or reflective tape for visibility. Wear sunscreen, a hat and sunglasses if you're going out during the day.

Some people choose to use an activity tracker, app or pedometer. These can be helpful to track your time, distance, heart rate and calories.

Choose your course carefully. If you'll be walking outdoors, avoid paths with cracked sidewalks, potholes, low-hanging limbs or uneven turf.

Warm up. Walk slowly for five to 10 minutes to warm up your muscles and prepare your body for exercise.

Cool down. At the end of your walk, walk slowly for five to 10 minutes to help your muscles cool down.

Stretch. After you cool down, gently stretch your muscles. If you'd rather stretch before you walk, remember to warm up first.

Little one's, of Veritas Family

"A new baby is like the beginning of all things-wonder, hope, a dream of possibilities."

- Eda LeShan

Here at Veritas we take in pleasure in celebrating the arrival of a new generation into the lives of our employees. Below are the little one's pretty pictures for you.



Baby Boy
SUJIT KUMAR PARHI
02-09-2022



Baby Girl
BASAVARAJU.D
05-09-2022



Baby Boy
BANDU PRAVEEN
06-09-2022



Baby Girl
ALAGUMALAI.S
07-09-2022



Baby Boy
SIVA.M
07-09-2022



Baby Girl
MASTHAN.S
12-09-2022



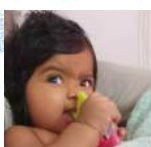
Baby Boy
RANERU RAJASHEKAR
14-09-2022



Baby Girl
MAREEDU SAIDULU
17-09-2022



Baby Girl
VIJAY.P
20-09-2022



Baby Girl
PRAVEEN
12-10-2022



Baby Girl
BONGARAJU BHEEMADU
22-09-2022



Baby Boy
MRINMOY PURKAIT
22-09-2022



Baby Boy
BAABUJY.S
23-09-2022



Baby Girl
PEDALKASTRO
25-09-2022



Baby Boy
SUGUMAR.C
05-10-2022



Baby Girl
RAMAGIRI CHAKRADHAR
10-10-2022



Baby Girl
SASIKUMAR
10-10-2022



Baby Boy
SURESH
14-10-2022



Baby Boy
MANOLIN JEBA SINGH
17-10-2022



Baby Girl
VAIKUNDA VASAN S
17-10-2022



Baby Boy
VISHNUBALAN VAIRAVAN
19-10-2022



Baby Girl
ELEGETI MANJULA
20-10-2022



Baby Girl
DARNABOINA BALAKRISHNA
22-10-2022



Baby Girl
VENKATRAM
22-10-2022



Baby Boy
GANESAPANDI.M
23-10-2022



Baby Girl
NARENDRA GAHLOT
24-10-2022



Baby Boy
ABHIK MAJUMDAR
24-10-2022



Baby Girl
SUGANENDRAN
25-10-2022



Baby Boy
KAVIYARASAN SENTHILKUMAR
28-10-2022



Baby Girl
RAJA
05-11-2022



Baby Girl
NAMMI NARAYANA RAO
07-11-2022



Baby Boy
NITAI SIKDAR
13-11-2022



Baby Girl
CHATLA SYAM PRASAD BABU
16-11-2022



Baby Girl
ANAND
17-11-2022



Baby Boy
RAJAKUMAR.M.P
17-11-2022



Baby Boy
GOPU C
21-11-2022

Please share your new born's picture with us at hr@veritasfin.in



Baby Girl
APURBA DEY
27-11-2022



Baby Girl
GURUNATHAM PRASHANTH
02-12-2022



Baby Boy
CHANDRU.R
03-12-2022



Baby Boy
KOKKILIGADDA RAMU
06-12-2022



Baby Girl
MOORTHY D
06-12-2022



Baby Boy
PRAVEEN KUMAR.R
12-12-2022



Baby Girl
DATTATRY
13-12-2022



Baby Boy
KATHIRVEL.B
16-12-2022



Baby Girl
AMIT KUMAR
17-12-2022



Baby Boy
VIJAYA PAUL P
18-12-2022



Baby Boy
SASIKUMAR N
19-12-2022



Baby Girl
ARUN
28-12-2022



Baby Girl
VENKATESWARAN M
20-12-2022



Baby Boy
NELLI NARESH
21-12-2022



Baby Boy
SENTHIL KUMAR.S
22-12-2022



Baby Girl
BADRIPALLY SHIVA
22-12-2022



Baby Boy
VIJAYKUMAR.T
22-12-2022



Baby Boy
DEEPAN.R
24-12-2022



Baby Girl
GNANAVEL ELANGOVAN
26-12-2022



Baby Girl
RAJU MEDABOINA
27-12-2022



Baby Boy
RAVIKUMAR.N
31-12-2022



Baby Boy
VIJAYA KUMAR.P
02-01-2023



Baby Girl
MANOKARAN.S
07-01-2023



Baby Girl
TAMIL ARUNAN
07-01-2023



Baby Boy
DARSHANA OVHAL
09-01-2023



Baby Girl
MANJUNATHAN.M
10-01-2023



Baby Girl
RAJALINGAM
16-01-2023



Baby Girl
KANDUKURI BABU
18-01-2023



Baby Boy
JAGADEESWAR.A
19-01-2023



Baby Boy
SAYED JAVEED SHAREEF
20-01-2023



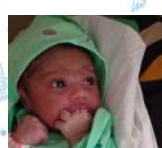
Baby Boy
LAKSHMANAN
24-01-2023



Baby Girl
SHAILENDRA YADAV
24-01-2023



Baby Boy
CHANDRU S
28-01-2023



Baby Girl
SATHISHKUMAR S
29-01-2023

Please share your new born's picture with us at hr@veritasfin.in

LASTING MEMORY - THE FIRST AASHIRWAAD!

Anything that is experienced for the first time gives tremendous happiness to us and our parents. our first step, our first day to school, first flight, first graduation first job and definitely the first salary. VERITAS makes the first salary even more special, emotional and memorable by bringing the parents to collect their child's FIRST PAY CHEQUE. Because We know the day is ought to be celebrated and we help them celebrate it!

Wishing you the same excitement everyday, as you progress into the journey of WORK!!



AJITHKUMAR N



RENGA NATHAN U



NAGAMANI MOORTHY



STEPHENRAJ SEBASTIN



PRADEEP D



YANAMALA VENKATARAO



VASANURU GANESH KUMAR



NAVEEN S



VADLANA RAJU



CHINTAPALLI ATCHIYYA



SANTHOSHKUMAR C



JAYAPRASATH G R



SURESH THIRUMALAI



LOKESH SAI AKULA



PRAKASH MAGIMAIRAJ



CHETHAN K C



SURYA N



SANDAPU RAVINDRA



DEVARAPU SARANYA



KALAGA TIRUMALA SAI KUMAR NAIDU



SHAIK ROSHAN



TARIGONDA VINAY KUMAR



GOLLA NAVEEN KUMAR



MURALI RAMBABU



KUMAR H S



URMI ROY



MANOJ MAJUMDAR



KEERTHI DORA



MALA MOHAN



RAVADA SURESH



SABUJ BERA



SYED FAZAL AHAMED



AMULYA KRUSHNA SAHOO



DUKKIPATI CHITTIBABU



RAJENDRA PRASAD MAHATO



MADUPURI SHANMUKHA SRINIVAS



MARIMANI JAYACHANDRA



SANDEEP P BANDI



CHETAN BASAVARAJ



PRAVEEN UPPAR



VINOD N



PRAVEEN S



HANAMANT BUDI



JAYAPARKAVI R V



BHASKARARAO TARRA



BALAMANIKANDAN R



DAMMALA PREMCHAND



JENIFA T



GORRUMUTCHU PRAKASH RAJ



MANJUNATH B KOTI



NARASIMHULU



MATHANKUMAR K

LASTING MEMORY - THE FIRST - AASHIRWAAD

Employee & Parent Words



We are so proud of our son to receive his first salary from your company! Seeing him grow and develop as a young professional has been a great joy for us. We know that this achievement would not have been possible without the guidance and support of your management team. Your company has provided our child with a wonderful opportunity to learn and grow, and we are truly grateful for that.

As parents, we are excited to see where his future with your company takes him, and we look forward to seeing him excel and achieve great success. Thank you

Mr. NAGARAJAN R, Ms. LAKSHMI N, Parents of **SURYA N**, Junior executive, operations

I am feeling very proud and happy. I wish he will achieve his goals. I am very thankful to your company for giving the opportunity to my son to fulfill his dreams and goals.

Ms. P.Nagamani Parent of **P.Amarnadh (JSM) WC**.

Dear All,

We are very glade to share our experience on our daughter "JAYAPARKAVI's" first salary. The day when she was selected through campus to VERITAS made our day and make us feel happy. That same happiness we felt, when she got her first salary, It was one of the proud moment for us which is to be cherished. And the event ASHIRWAD conducted by your company motivated her and also make us proud parents. Thanks for the compliment given to us.

With Thanks and Regards,

R VENKATRAJ, R ALLI Parent of **Jayaparkavi**



I am very proud and speechless wish him Good luck for his future endeavors.Thank you so much to Veritas.

- Mr. B. Gangaraju

Father of **B.Baji (JSM)** for Markapur branch-Addanki AO.

Women's Day Celebration

Did you know?

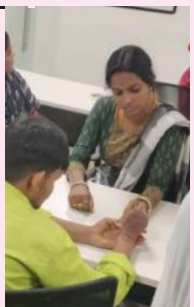
Our lives depend on strong technological integration: attending a course, calling loved ones, making a bank transaction, or booking a medical appointment. Everything currently goes through a digital process.

However, 37% of women do not use the internet. 259 million fewer women have access to the Internet than men, even though they account for nearly half the world's population.

The United Nations Observance of IWD, under the theme "DigitALL: Innovation and technology for gender equality", recognizes and celebrates the women and girls who are championing the advancement of transformative technology and digital education.

Bringing women into technology results in more creative solutions and has greater potential for innovations that meet women's needs and promote gender equality.

Here are a few glimpse of the women's day celebration at veritas!



Time in history - Sanchi Stupa



Sanchi is a Buddhist complex, famous for its Great Stupa, on a hilltop at Sanchi Town in Raisen District of the State of Madhya Pradesh, India. It is located, about 23 kilometers from Raisen town, district headquarter and 46 kilometres (29 mi) north-east of Bhopal, capital of Madhya Pradesh.

The Great Stupa at Sanchi is one of the oldest stone structures in India, and an important monument of Indian Architecture. It was originally commissioned by the Mauryan emperor Ashoka the Great in the 3rd century BCE. Its nucleus was a simple hemispherical brick structure built over the relics of the Buddha. It was crowned by the 'chhatra', a parasol-like structure symbolising high rank, which was intended to honour and shelter the relics. structure were added. The Sanchi Stupa built during Mauryan period was made of bricks. The composite flourished until the 11th century.

Sanchi is the center of a region with a number of stupas, all within a few miles of Sanchi, including Satdhara (9 km to the W of Sanchi, 40 stupas, the Relics of Sariputra and Mahamoggallana, now enshrined in the new Vihara, were unearthed there), Bhojpur (also called Morel Khurd, a fortified hilltop with 60 stupas) and Andher (respectively 11 km and 17 km SE of Sanchi), as well as Sonari (10 km SW of Sanchi). Further south, about 100 km away, is Saru Maru. Bharhut is 300 km to the northeast. Sanchi

Stupa is depicted on the reverse side of the Indian currency note of ₹200 to signify its importance to Indian cultural heritage.

The monuments at Sanchi today comprise a series of Buddhist monuments starting from the Mauryan Empire period (3rd century BCE), continuing with the Gupta Empire period (5th century CE), and ending around the 12th century CE. It is probably the best preserved group of Buddhist monuments in India. The oldest, and also the largest monument, is the Great Stupa also called Stupa No. 1, initially built under the Mauryans, and adorned with one of the Pillars of Ashoka. During the following centuries, especially under the Shungas and the Satavahanas, the Great Stupa was enlarged and decorated with gates and railings, and smaller stupas were also built in the vicinity, especially Stupa No.2, and Stupa No.3.

Simultaneously, various temple structures were also built, down to the Gupta Empire period and later. Altogether, Sanchi encompasses most of the evolutions of ancient Indian architecture and ancient Buddhist architecture in India, from the early stages of Buddhism and its first artistic expression, to the decline of the religion in the subcontinent. The "Great Stupa" at Sanchi is the oldest structure and was originally commissioned by the emperor Ashoka the Great of the Maurya Empire in the 3rd century BCE. Its nucleus was a hemispherical brick

structure built over the sacred relics of the Buddha, with a raised terrace encompassing its base, and a railing and stone umbrella on the summit, the chatra, a parasol-like structure symbolizing high rank.

The original Stupa only had about half the diameter of today's stupa, which is the result of enlargement by the Sungas. It was covered in brick, in contrast to the stones that now cover it.

According to one version of the Mahavamsa, the Buddhist chronicle of Sri Lanka, Ashoka was closely connected to the region of Sanchi. When he was heir-apparent and was journeying as Viceroy to Ujjain, he is said to have halted at Vidisha (10 kilometers from Sanchi), and there married the daughter of a local banker. She was called Devi and later gave Ashoka two sons, Ujjeniya and Mahendra, and a daughter Sanghamitta. After Ashoka's accession, Mahendra headed a Buddhist mission, sent probably under the auspices of the Emperor, to Sri Lanka, and that before setting out to the island he visited his mother at Chetiyagiri near Vidisa, thought to be Sanchi. He was lodged there in a sumptuous vihara or monastery, which she herself is said to have had erected.

Ashoka pillar



The pillars of Ashoka are a series of monolithic columns dispersed throughout the Indian subcontinent, erected or at least inscribed with edicts by the 3rd Mauryan Emperor Ashoka. The

Great who reigned from 268 to 232 BCE. Ashoka used the expression Dhamma thambhā (Dharma stambha), i.e. "pillars of the Dharma" to describe his own pillars. These pillars constitute important monuments of the architecture of India, most of them exhibiting the characteristic Mauryan polish. Of the pillars erected by Ashoka, twenty still survive including those with inscriptions of his edicts. Only a few with animal capitals survive of which seven complete specimens are known. Two pillars were relocated by Firuz Shah Tughlaq to Delhi. Several pillars were relocated later by Mughal Empire rulers, the animal capitals being removed. Averaging between 12 and 15 m (40 and 50 ft) in height, and weighing up to 50 tons each, the pillars were dragged, sometimes hundreds of miles, to where they were erected.

The pillars of Ashoka are among the earliest known stone sculptural remains from India. Only another pillar fragment, the Pataliputra capital, is possibly from a slightly earlier date. It is thought that before the 3rd century BCE, wood rather than stone was used as the main material for Indian architectural constructions, and that stone may have been adopted following interaction with the Persians and the Greeks. A graphic representation of the Lion Capital of Ashoka from the column there was adopted as the official State Emblem of India in 1950.

All the pillars of Ashoka were built at Buddhist monasteries, many important sites from the life of the Buddha and places of pilgrimage. Some of the columns carry inscriptions addressed to the monks and nuns. Some were erected to commemorate visits by Ashoka. Major pillars are present in the Indian States of Bihar, Uttar Pradesh, Madhya Pradesh and some parts of Haryana.

REGIONAL BUSINESS MEET

After Successful Completion of the FY 22-23. We conducted Regional Business Meet in the following locations Hyderabad, Kolkata I, Bhubaneshwar, Bangalore, Ranchi, Indore, Salem, Madurai, Trichy, and Vijayawada, to honour and recognise the Best performers in their fields.

6th April 2023 - Telangana



6th April 2023 - WB - Kolkata



6th April 2023 - Odisha



7th April 2023 - MP



7th April 2023 -Jharkhand



7th April 2023 - Karnataka



8th April 2023 - Salem



10th April 2023 - Trichy



10th April 2023 - Andhra Pradesh



10th April 2023 - Madurai

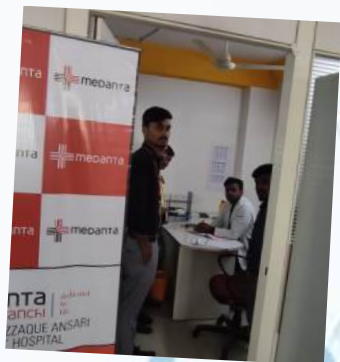


ESI Medical Camp

HO, 17th March 2023



Ranchi, 9th May 2023



New Branches



Tenali, Andhra Pradesh
3rd October 2022



Ravulapalem, Andhra Pradesh
4th October 2022



Ikkal, Karnataka
3rd October 2022



Narayankhed, Telangana
10th October 2022



Narasapuram, Andhra Pradesh
11th November 2022



Honnali, Karnataka
11th November 2022



Repalle, Andhra Pradesh
22nd November 2022



Metpally, Telangana
5th December 2022



Oddanchatram, Tamil Nadu
5th December 2022



Tandur, Telangana
8th December 2022



Palasa, Andhra Pradesh
8th December 2022



Badnagar, Madhya Pradesh
9th December 2022



Ooty, Tamil Nadu
12th December 2022



Jaggampeta, Andhra Pradesh
2nd January 2023



Jaggampeta, Andhra Pradesh
2nd January 2023



Peraiyur, Tamil Nadu
20th January 2023



Dunlop, West Bengal
23rd January 2023.



Atmakur, Andhra Pradesh
28th January 2023



Addanki, Andhra Pradesh
30th January 2023



Markapur, Andhra Pradesh
30th January 2023



Piduguralla, Andhra Pradesh
30th January 2023.



Nandigama, Andhra Pradesh
30th January 2023



Kathipudi, Andhra Pradesh
1st February 2023



Nidadavole, Andhra Pradesh
1st February 2023.



Arani, Tamil Nadu
3rd February 2023



Jangaon, Telangana
16th February 2023



Jamua, Jharkhand
5th April 2023

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