



SHRI RAM FINANCE
CORPORATION PVT. LTD.
EMPOWERING FINANCIAL STRENGTH

Corporate Social Responsibility

Presentation - 2024

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PROMOTING HEALTHIER LIFESTYLES AND STRONGER COMMUNITY BONDS

SHRI RAM FINANCE CORPORATION PRIVATE LIMITED

Our Company

Shri Ram Finance Corporation Private Limited (SRFCPL), formerly known as Shri Ram Auto Loan Private Limited, was incorporated on April 29, 2004, with its head office in Baloda Bazar, Raipur District, Chhattisgarh. Founded by Shri Ganesh Bhattar and his family, the company became a Non-Banking Financial Company (NBFC) in 2008 under the Reserve Bank of India's regulations.

The Bhattar family began their journey over four decades ago in two-wheeler financing. Despite challenges such as limited financial resources and competition, they gained the trust of banks and financial institutions, which eventually led to the company's growth and transformation into an NBFC.

With the expansion of operations, SRFCPL shifted its corporate office to Raipur, now housed in a five-story building with 400 employees. The company has also entered new segments such as Personal Loans, Two-Wheeler Refinance, Microfinance, MSME, and Insurance. The MSME segment, introduced in 2014, now contributes 25% of the company's business, supported by a dedicated team of professionals.

Today, SRFCPL operates 220 branches across eight states, employing around 3,000 people. It has grown its capital base to Rs.250 crore and holds Rs.1100 crore in assets under management (AUM). SRFCPL remains committed to providing top-class financial solutions. Despite the challenges of COVID-19, the company retained all its employees, exemplifying its resilience and commitment to growth.





Vision

To inspire and cultivate a nation where the core values of Indian culture are embraced, fostering healthier lifestyles, stronger community bonds, and a successful, balanced life for all. Through dedicated marketing, promotion, and establishment of these values, we aim to create a society that thrives on good habits, healthy routines, and cultural richness.

Mission

To improve routine deficit and culture scarcity by fostering healthier lifestyles and stronger community bonds.



A hand holding a green card with the letters 'CSR' in white. The card is surrounded by various green line-art icons representing business concepts like charts, graphs, documents, and currency symbols. The entire scene is set against a background of green circular segments.



Corporate Social Responsibility (CSR) initiatives improve a company's public image, fostering trust and loyalty among customers, investors, and the community by demonstrating a commitment to ethical practices and social well-being.



Companies that prioritize CSR often see higher employee satisfaction, morale, and retention rates. Employees are more likely to feel proud and motivated when working for an organization that aligns with their personal values and contributes to societal good.



CSR can drive financial success by attracting socially-conscious consumers, opening up new markets, and reducing costs through sustainable practices. Companies with strong CSR programs often experience long-term profitability and gain a competitive edge in their industry.

Objectives

Promote Healthy Routines

Encourage individuals to adopt healthier daily habits, including proper sleep, balanced diet, reduced screen time, and eco-friendly practices.

Enhance Cultural Connectivity

Strengthen community ties by promoting interpersonal relationships, respecting elders, embracing Indian culture, and appreciating cultural and historical figures.



Addressing Routine Deficits



Healthy Living

Balanced diet, exercise, and sleep.



Digital Detox

Encourage reduced usage of mobile phones and social media



Eco-Friendly Practices

Advocate for sustainable living and environmental consciousness.



Hygiene and Cleanliness

Promoting hygiene in personal and community spaces.



Discipline

Encourage disciplined lifestyles through time management and goal setting.



Tackling Culture Scarcity



Community Engagement

Foster connections with neighbours and community members.



Respect for Elders

Promote interactions and care for elderly individuals.



Indian Culture

Promoting core values of Indian culture

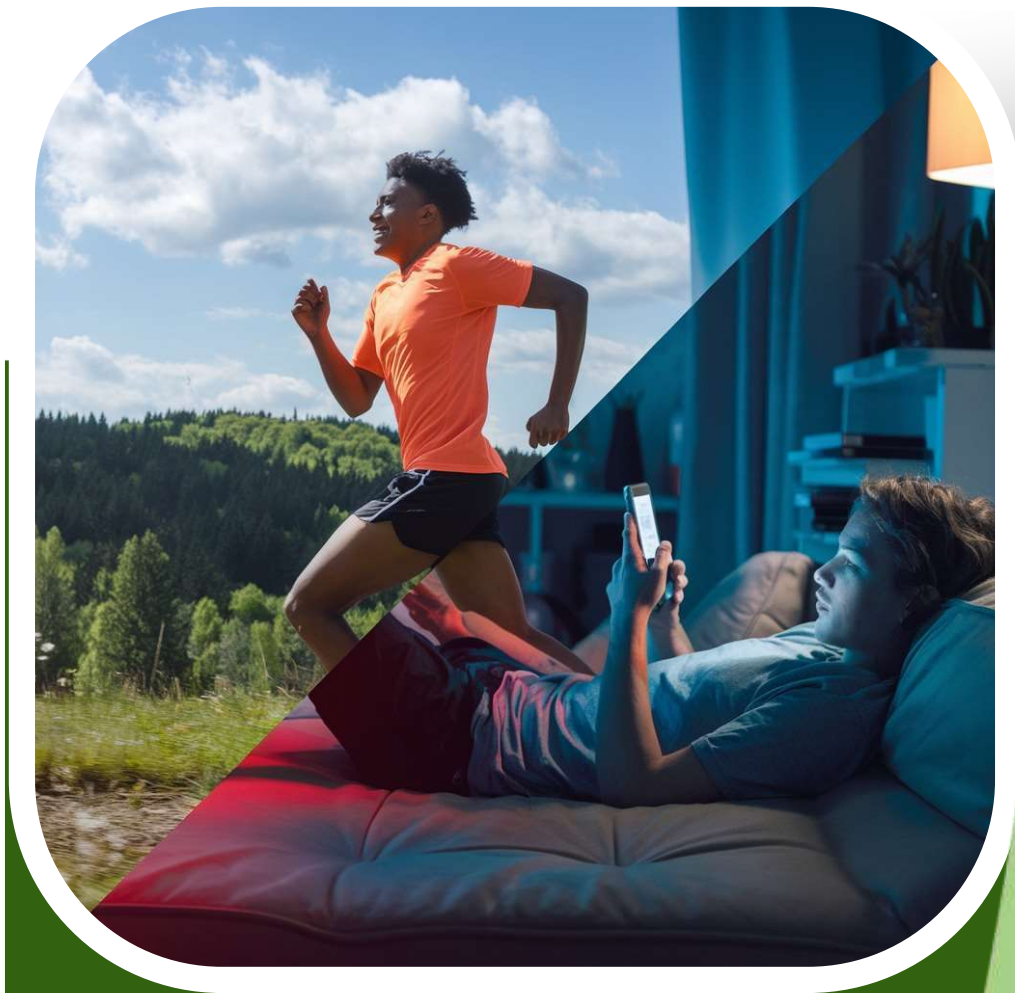


Cultural Appreciation

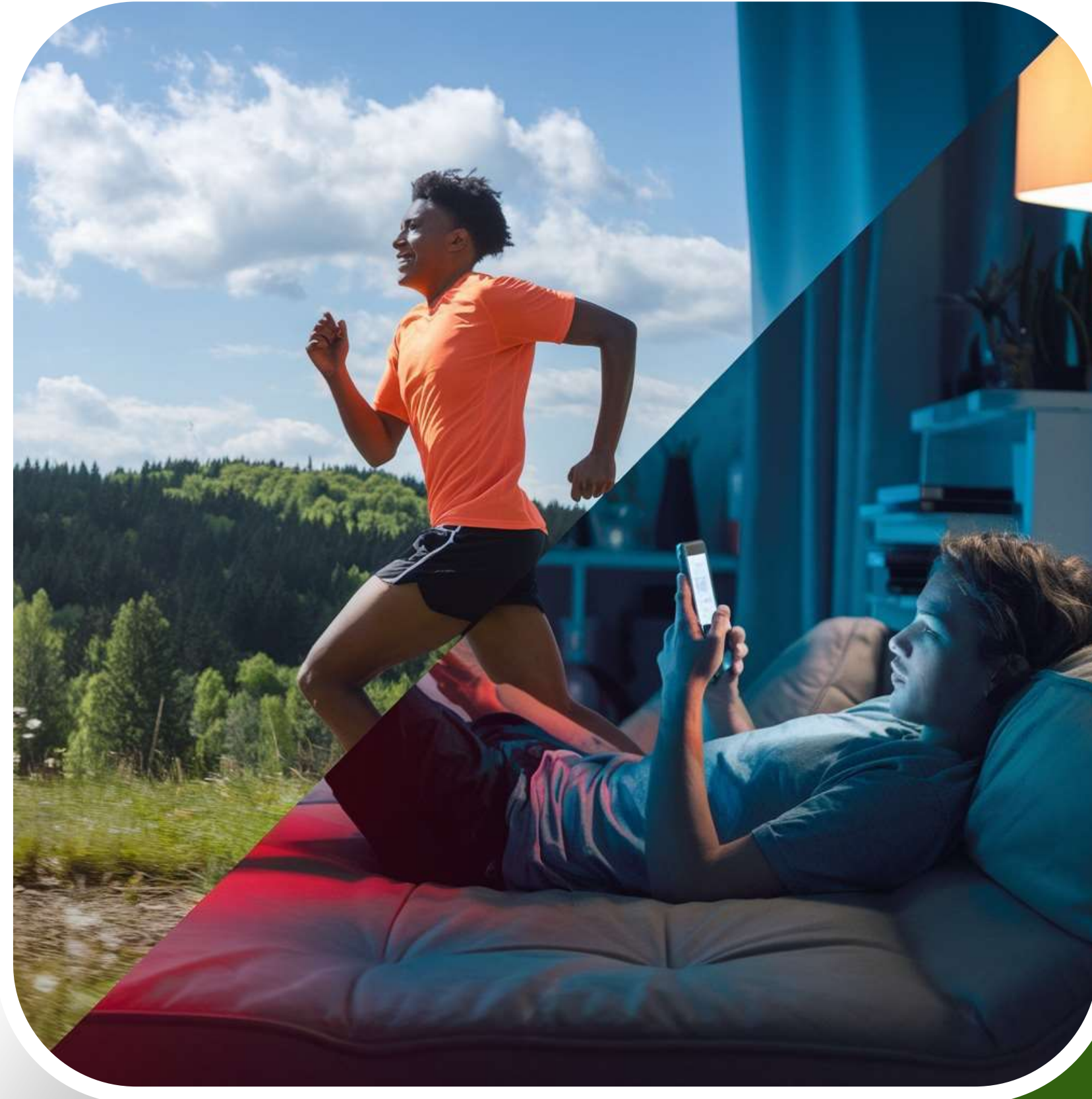
Highlight the contributions of cultural figures, freedom fighters, and historical personalities.



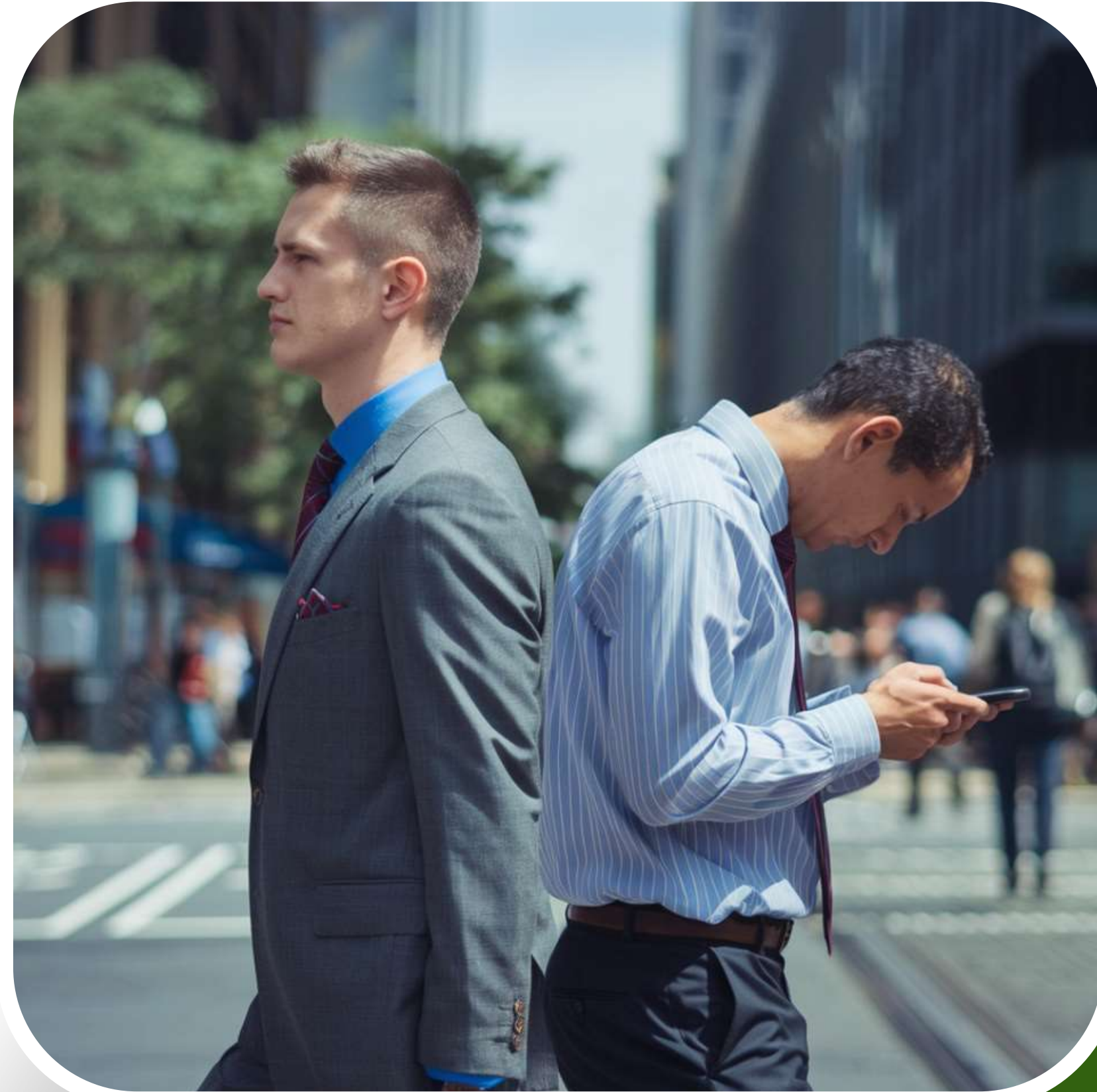
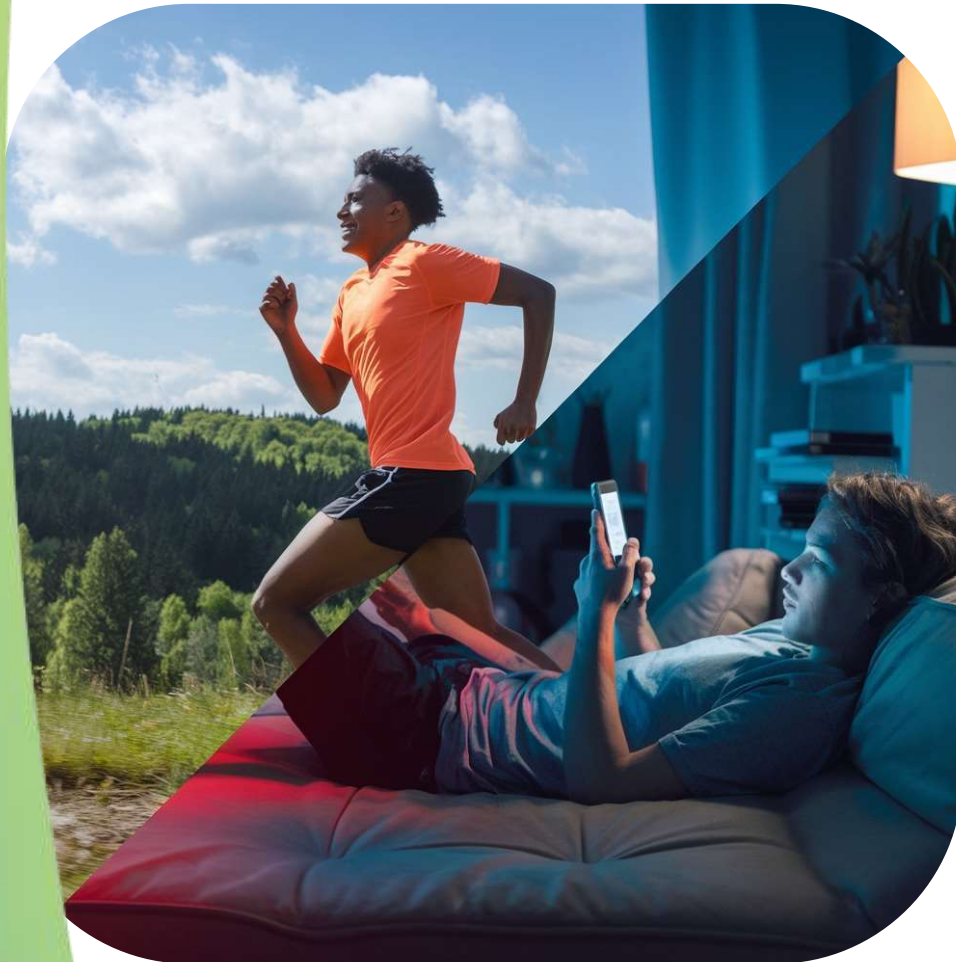
This is you , this is not



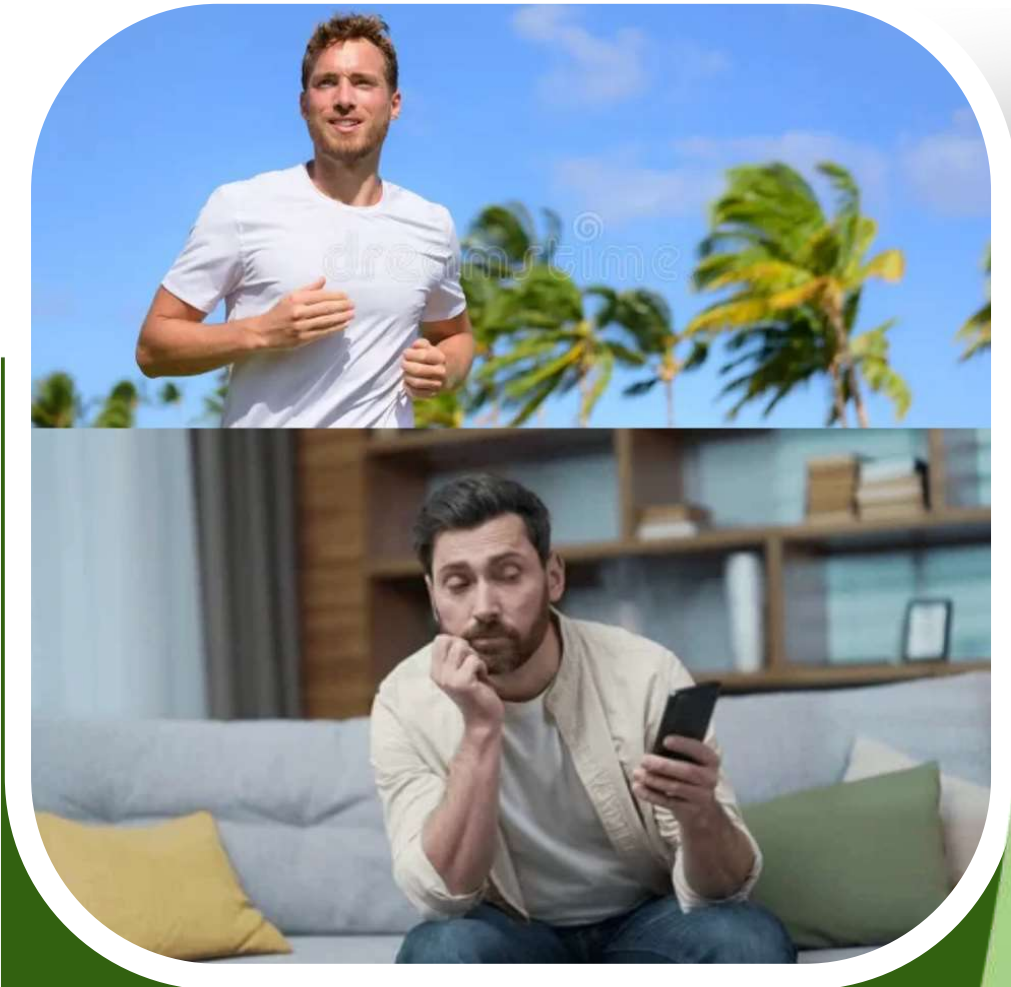
This is your identity, this isn't.



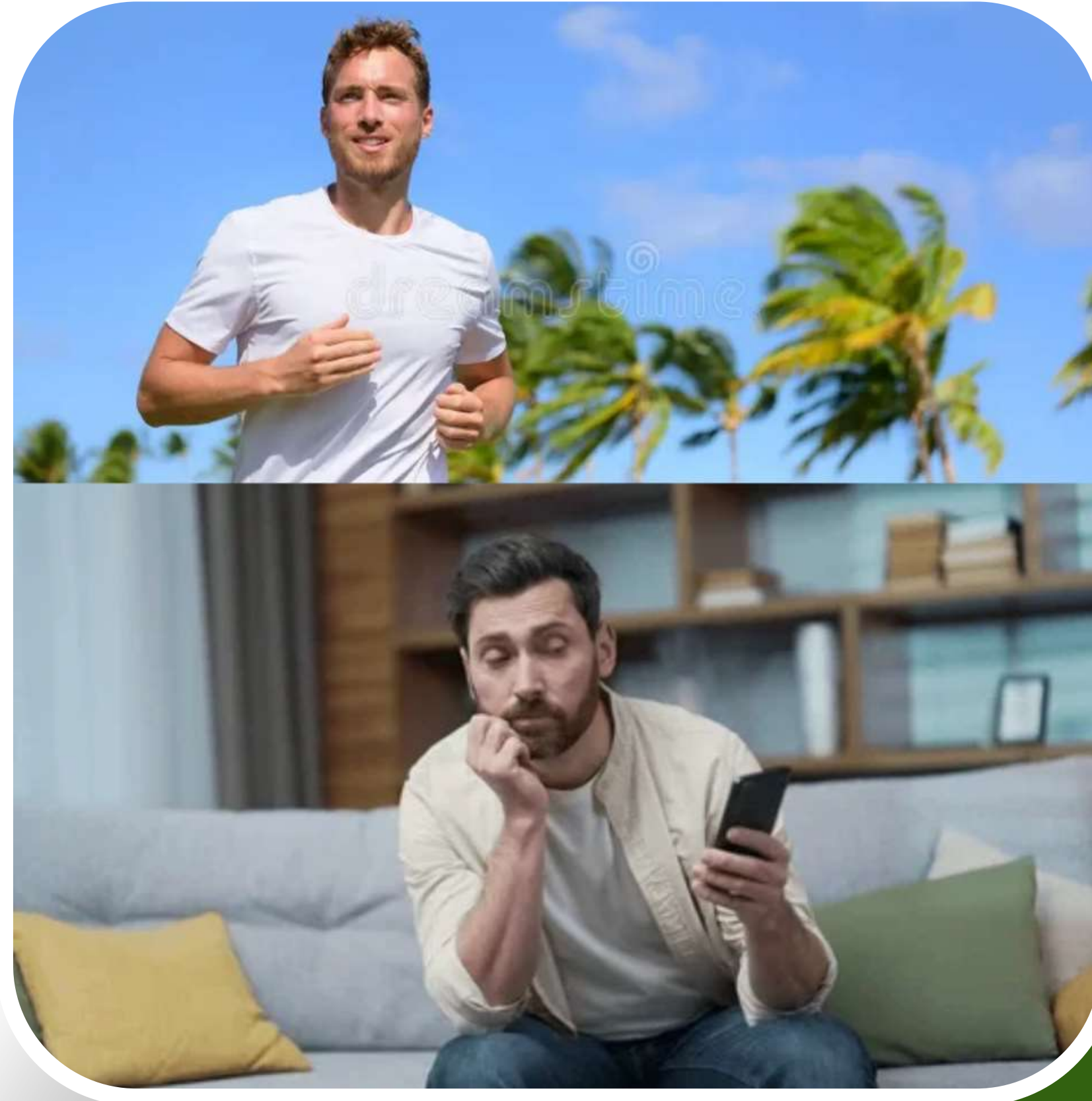
This reflects you, this doesn't.



Choose nutritious, skip the junk.



Embrace the outdoors, don't limit indoors.



Prioritize safety, refrain phone use.



Implementation Strategies

Spreading Awareness



Posters and Roadshows

•Use visual media to spread awareness about healthy routines and cultural values.



Radio Ads

Broadcast messages promoting the CSR objectives.



Events and Public Gatherings

Organize community events to engage people directly.

Implementation Strategies

Educational Initiatives



Seminars in Schools and Colleges

Conduct educational sessions to instil values in the younger generation.



Painting and Poetic Competitions

Encourage creative expression related to the CSR themes.

Implementation Strategies Community Programs



Yoga and Exercise Programs

Organize regular sessions to promote physical health.



Marathons

Host marathons to encourage fitness and community participation.



Display Ads in Fairs, Market and Melas

Use local fairs to reach a broader audience with CSR messages.

Monitoring and Evaluation



Regular Assessments

Conduct periodic evaluations to measure the impact of CSR activities.



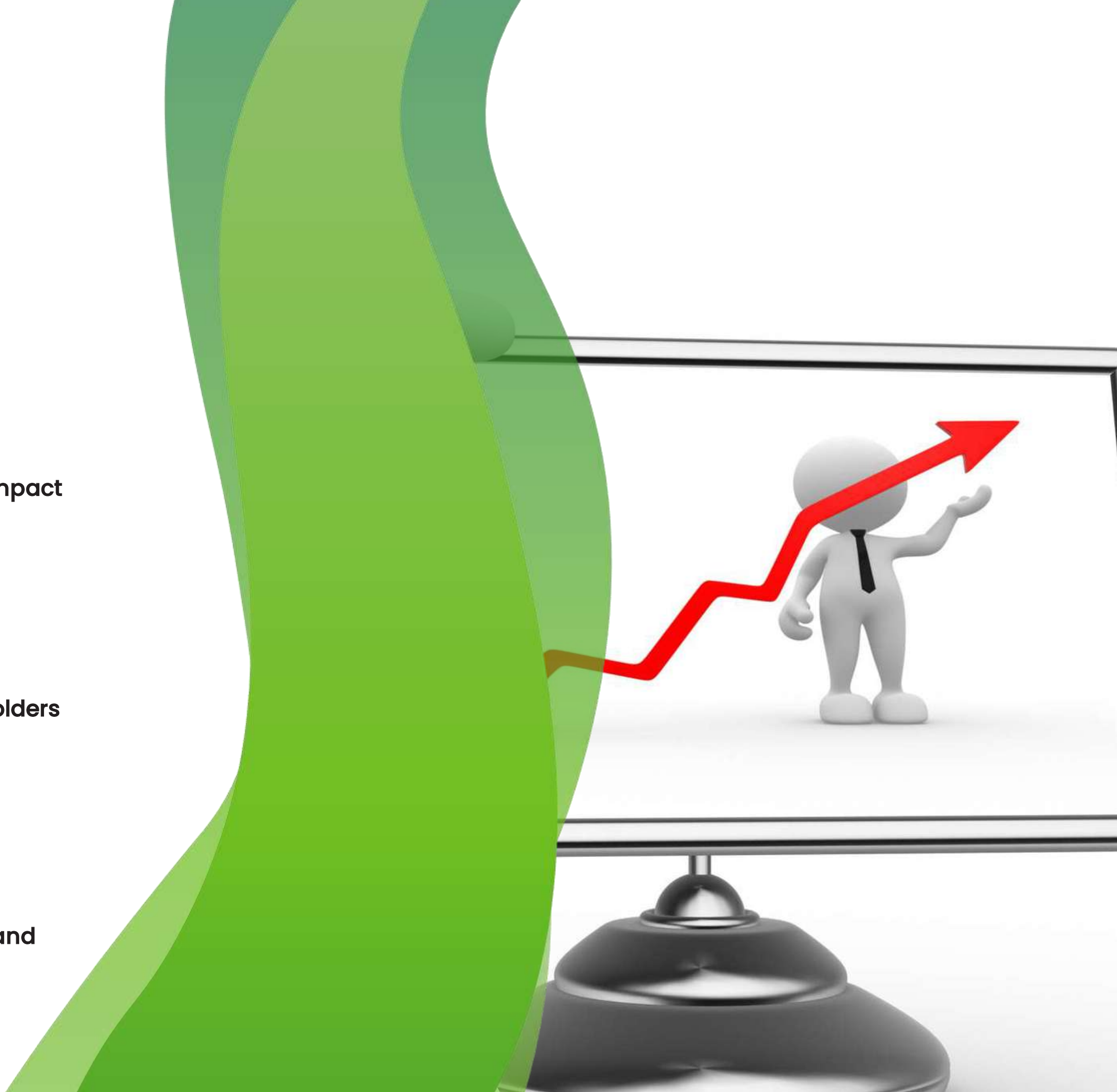
Feedback Mechanisms

Collect feedback from participants and stakeholders to improve future initiatives.



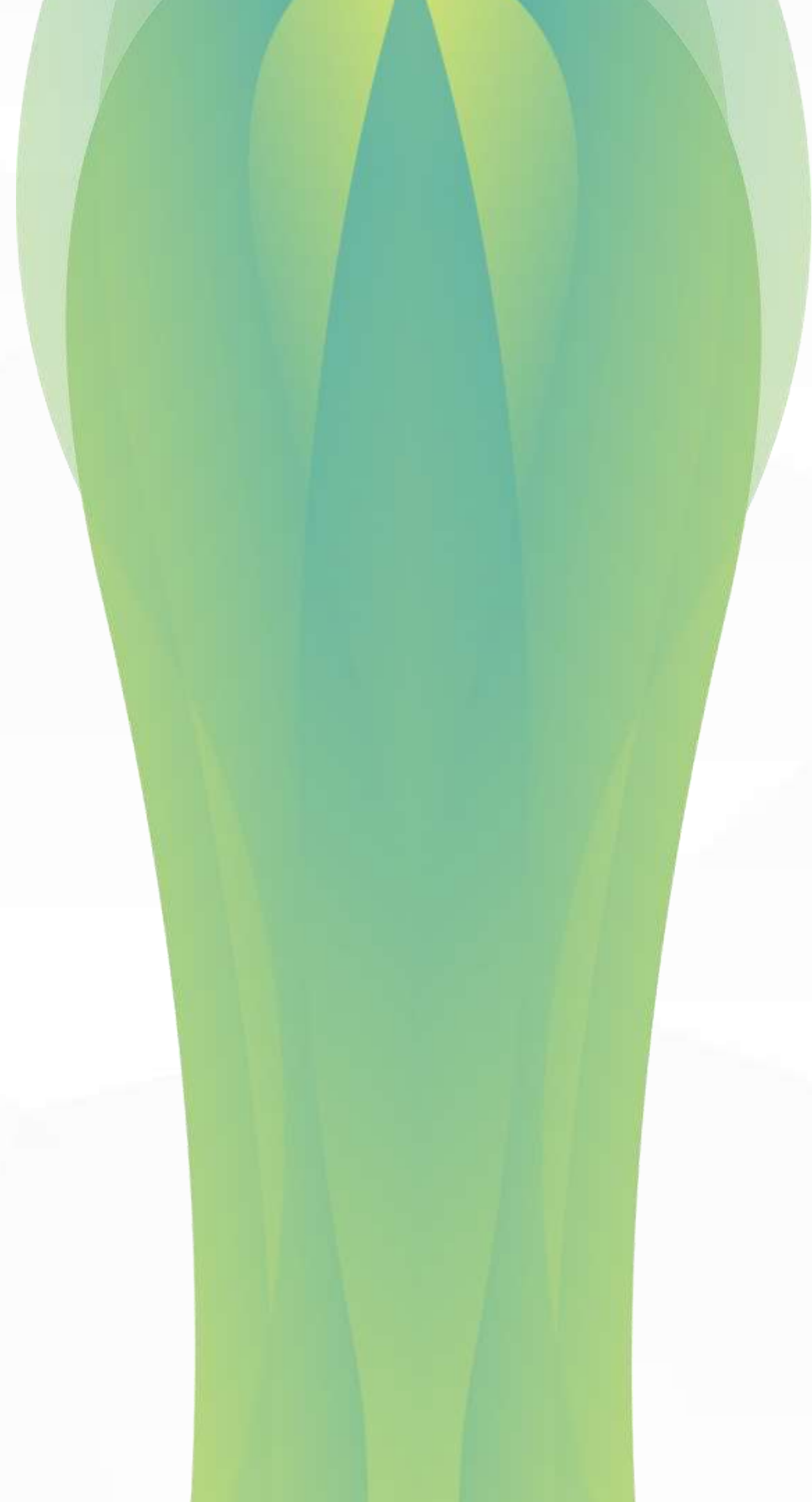
Impact Reports

Publish annual reports detailing the outcomes and benefits of CSR activities.



Conclusion

Shri Ram Finance Corporation Private Limited is committed to making a positive impact on society by addressing routine deficits and cultural scarcity. Through dedicated efforts and community engagement, we aim to foster healthier lifestyles and stronger cultural connections.



Thank You

For Your Attention

