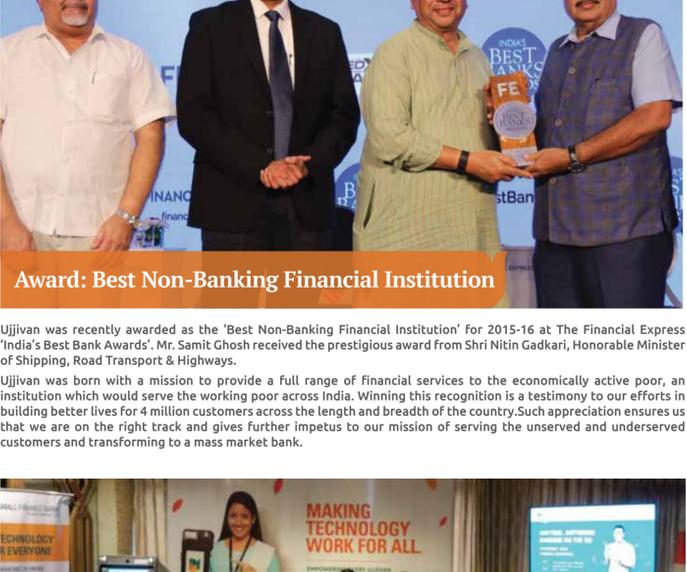


UJJIVAN PATRIKA

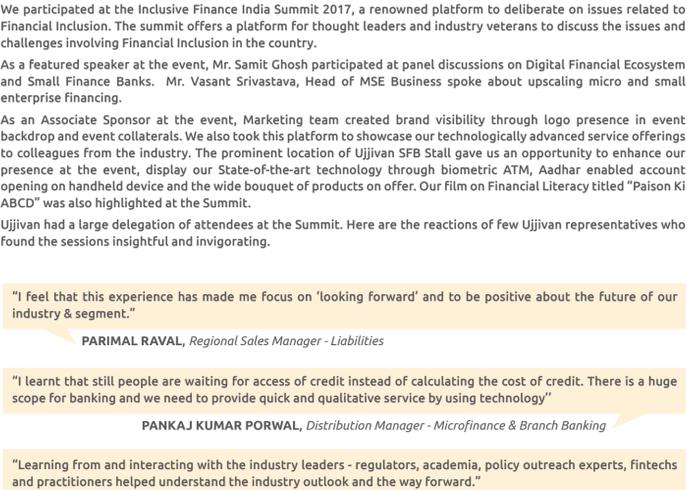
UJJIVAN SMALL FINANCE BANK



Award: Best Non-Banking Financial Institution

Ujjivan was recently awarded as the 'Best Non-Banking Financial Institution' for 2015-16 at The Financial Express 'India's Best Bank Awards'. Mr. Samit Ghosh received the prestigious award from Shri Nitin Gadkari, Honorable Minister of Shipping, Road Transport & Highways.

Ujjivan was born with a mission to provide a full range of financial services to the economically active poor, an institution which would serve the working poor across India. Winning this recognition is a testimony to our efforts in building better lives for 4 million customers across the length and breadth of the country. Such appreciation ensures us that we are on the right track and gives further impetus to our mission of serving the unserved and underserved customers and transforming to a mass market bank.



Participation at Inclusive Finance India Summit 2017

We participated at the Inclusive Finance India Summit 2017, a renowned platform to deliberate on issues related to Financial Inclusion. The summit offers a platform for thought leaders and industry veterans to discuss the issues and challenges involving Financial Inclusion in the country.

As a featured speaker at the event, Mr. Samit Ghosh participated at panel discussions on Digital Financial Ecosystem and Small Finance Banks. Mr. Vasant Srivastava, Head of MSE Business spoke about upscaling micro and small enterprise financing.

As an Associate Sponsor at the event, Marketing team created brand visibility through logo presence in event backdrop and event collaterals. We also took this platform to showcase our technologically advanced service offerings to colleagues from the industry. The prominent location of Ujjivan SFB Stall gave us an opportunity to enhance our presence at the event, display our State-of-the-art technology through biometric ATM, Aadhar enabled account opening on handheld device and the wide bouquet of products on offer. Our film on Financial Literacy titled "Poison Ki ABCD" was also highlighted at the Summit.

Ujjivan had a large delegation of attendees at the Summit. Here are the reactions of few Ujjivan representatives who found the sessions insightful and invigorating.

"I feel that this experience has made me focus on 'looking forward' and to be positive about the future of our industry & segment."

PARIMAL RAVAL, Regional Sales Manager - Liabilities

"I learnt that still people are waiting for access of credit instead of calculating the cost of credit. There is a huge scope for banking and we need to provide quick and qualitative service by using technology"

PANKAJ KUMAR PORWAL, Distribution Manager - Microfinance & Branch Banking

"Learning from and interacting with the industry leaders - regulators, academia, policy outreach experts, fintechs and practitioners helped understand the industry outlook and the way forward."

ZEESHAN ALI, National Products Manager - Microfinance Product

"Listening to the thoughts of 5 former RBI governors on one stage live was a lifetime experience. The overall perspective of MFI industry and financial inclusion could not have been better."

RITEESH KUMAR, Regional Sales Manager - Liabilities

"Mostly SFBs are Technology Pro and it is a need of the market. I am of the view that although Technology is needed to address the issue of financial inclusion but in the hinterland banking still needs to be relationship driven."

MD RAZA UR RAHMAN, Regional Manager FLP

"The Summit re-invented the essence of Financial Inclusion and the Digital route to enable customers"

TARUN MATHAI, Regional Sales Manager - Liabilities

"Participating at the Summit is like a 'holy' confluence; and influence of the best minds in financial inclusion - regulators, policy makers, practitioners, technology providers, sponsors - you name it."

RAJANEESH HOSAKOPPA RUDRESHA, Regional Manager - Branch Operations South

"It was a great experience of interacting and sharing thoughts; discussion on challenges to be addressed and the future of MFI and Small Finance Bank."

SACHIN KALRA, National Audit Manager

"Hearing the industry stalwarts talk about the vision of 2020 and beyond was an enriching experience; an indication of what we need to work towards to achieve financial inclusion."

DEEPAK BHATIA, Brand Manager, Liabilities

"Summit highlighted the possible impact of digital banking services in reaching out to the underserved and unserved. With a lineup of esteemed speakers, the summit was insightful and educational."

ARNABJEET BANERJEE, National Manager, ATM & BC

"Right from the inaugural session by the legendary former RBI governors till the end of the summit, it was full of knowledge and a new chapter of learning for me. Thanks a lot for providing me the opportunity."

NEERAJ KUMAR, Regional Sales Manager, Liabilities

"Technology, fintechs and innovative products are creating a revolution of its own in the Indian financial market and those who do not embrace it might be left behind."

JAYAKRISHNAN NAIR, Manager - Strategy and Planning



Collaboration with RBI on 'Program on Digitization and Financial Inclusion'

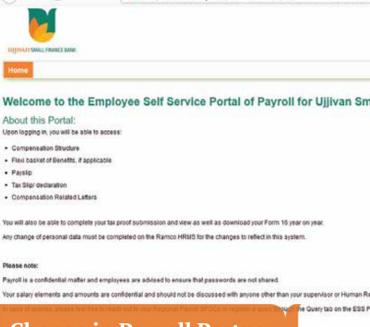
23 delegates from SAARC nations visited Ujjivan branches in Pune for a program on digitization which was organized by RBI at 'College of Agriculture Banking' (CAB). The SAARC countries including India, Bangladesh, Nepal, Sri Lanka, Bhutan, and Maldives are member countries of Centre for International Co-Operation and Training in Agricultural Banking (CICTAB).

Ujjivan for its contribution in financial inclusion got an opportunity to a become part of this training at CAB and to organize field visits for trainees at our branches. The use of State-of-the-art technology in making banking seamless & secure for customers was the prime focus area of the program.

Mr. Jolly Zachariah addressed the delegation and explained Ujjivan's Journey from MFI to SFB and how different digital platforms helped Ujjivan bring efficiencies in system. Our move from assisted to self-assisted mode and evolution of our alternate Channels: Biometric ATMs, Mobile banking, Internet Banking was part of this session.

From here, delegates were divided into two teams for a visit to Swargate and Chandan Nagar branches in Pune to understand practical mechanism of all the digital platforms that Ujjivan is using. The live demo of all Biometric ATMs, GLOW, i-exceed & Trucell etc. helped the delegation understand how Ujjivan SFB is making anytime, anywhere and hassle-free banking available to customers.

Stitching dreams, building lives



Ask anybody about tailoring classes in Kharadi, Pune and they'll guide you to Mrs. Sunita Santosh Kadam. You will find a confident young lady conducting tailoring coaching classes for 15 women in the locality.

Sunita is one of the early customers of Ujjivan's Chandan Nagar branch in Pune. She is associated with Ujjivan for the past 8 years and has completed 4 Group loans and 3 Individual loan cycles.

After getting married to Santhosh, Sunita had moved to Pune with a dream of leading a comfortable life. But life wasn't easy; the fight for survival had just begun. Her husband rented a rickshaw to make both ends meet for the family. Sunita decided to support her family financially and grabbed an opportunity to join a tailoring coaching class in her locality. With a small saving, she purchased a second-hand tailoring machine. During her leisure time, she started stitching clothes to make an earning.

Recalling her earlier days, Sunita said, "We started in a tiny one room house. I managed to keep a tailoring machine at one corner and I was very happy that I could manage my small expenses and there was no need to ask from my husband for every little requirement. I did tailoring with my second hand machine for about 4 years".

Sunita says that the time she took her first group loan from Ujjivan was the turning point in her life. She thought about scaling up her house run small business with the first loan of Rs.15000 for purchasing a new tailoring machine. With this first step towards progress, she has never looked back.

When asked about her journey, she tells, "All the credit goes to Ujjivan for whatever I am able to achieve today, as I developed a self-confidence of accomplishing something in life. Every loan from Ujjivan helped me climb the ladder of progress and getting closer to my dream. Today I have my own house and a shop where I have employed 2 women to help me in my tailoring work. I wanted to share my success with society by encouraging other women to become independent. So I started tailoring coaching class. Today I have a batch of 15 women enhancing their tailoring skills. Till now about 60 women have finished their course and are helping their families to grow".

Sharing her thoughts on Ujjivan becoming a bank, Sunita says, "Through my business and coaching classes I manage to earn a good amount every month. But keeping that amount safe was a headache for me as it is not possible for me to visit a bank for every small transaction. Earlier I used to invest my saving in chit funds. But there was always a fear of insecurity. Now that Ujjivan has become a bank and is offering the doorstep banking option, I can sleep with peace by keeping my savings safe with Ujjivan".

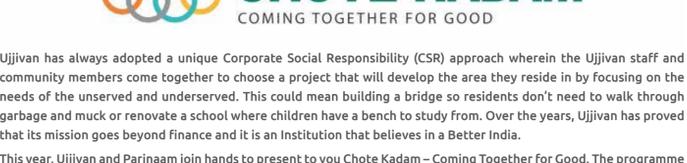
Introducing Insta Kit and Green Pin

We are striving towards making banking seamless for our customers. In a bid to further enhance customer experience, we have introduced 'Insta-kits'. Earlier, customers would get personalized debit card, PIN and Cheque book after their account is opened. However, these deliverables would take at least seven days to reach them.

Today, with the introduction of the Insta-Kit, customers can get a non-personalized debit card, PIN, and / or Cheque book instantly within few minutes of opening their account. No waiting or follow ups are required; with Insta-kit account can be opened and operated on the go! Ujjivan SFB customers are now spoilt for choice. Customers who still prefer a personalized debit card and Cheque book can do so by putting a request while opening their account.

Previously, customers had to request for new PIN in case they forgot their old ones which would take at least seven days to reach. To overcome this limitation, the Bank introduced 'Green PIN' in December. This facility enables a customer to set his or her own PIN instantly at any Ujjivan Small Finance Bank ATM. Customer can do so through Aadhaar enabled biometric authentication (fingerprint scan) or by requesting for one-time-password (OTP). This is an environment friendly offering where usage of paper is restricted and the carbon footprint associated with delivering the PIN to the customer is avoided. These two innovations at Ujjivan SFB has made banking more seamless and convenient for customers.

Ujjivan launches Digi Buddy to bring digital transformation in the lives of customers



Ujjivan has had an exciting transition journey since February 2017. Through this journey we have been resolute in our commitment to create unique customer experiences. This is evidenced in our suite of product offerings and banking channels which makes banking a seamless and easy experience for our customers. This propelled the emergence of the "Digi buddy" initiative which was launched simultaneously in South, North & East regions in Dec 2017. In total 41 Digi buddies have been trained and deployed in various branches across these regions.

The focus of this initiative is to educate our customers to move them from an assisted to a self-assisted model. Our customers will be educated on various aspects of Channels, such as the usage of ATM, Debit Card, Phone Banking, Missed Called Service, SMS, Mobile and Internet Banking.

The eight-day program was co-created by the Channels and Human Resource Teams. Digi buddy programme was inaugurated by MD & CEO Mr. Samit Ghosh in South and saw avid interactions with Mr. Jolly Zachariah, Head of HR Channels, Ms. Carol Furtado, Head of HR & Service Quality and Mr. Balaji Parthasarathi, Chief Technology Officer. Leaders across regions addressed and encouraged Digi buddies during the week long program.

Mr. Ghosh in his opening address to the Digi buddies connected the usage of technology in day-to-day banking and spoke about the impending need to educate all our customers. He related it back to the research Ujjivan SFB conducted as a part of the transformation process. Mr. Ghosh said, "We found that many of our customers resisted basic banking functions such as usage of ATMs, because there were simple challenges such as recall of the ATM pin, understanding the ATM menu and lack of awareness about the security of the information. Today, assistance can double the usage of Banking Channels and ensure that customers enjoy the convenience."

Mr. Ghosh expressed that Ujjivan employees will have to be digitally savvy and become evangelists or "Pracharak" (a person appointed to propagate a cause) of digital technology. He said it was an exciting journey which was directly aligned to the Government's move to make India digital. Digi buddies will help Ujjivan in this mission.

Change in Payroll Partner

In an effort to improve employee experience with our payroll processes, we have moved from ADP to AscenHR as our payroll partner. Employees now have access to AscenHR's Employee Self Service Portal, "PowerHR". The Features are listed below for easy reference.

Feature	Description
Employee ID based Access	Employees received an email from the PowerHR helpdesk from the mail ID donotreply@ascen-online.com, with their User ID, Password as well as the URL and instructions to login. For the first time, employees who do not have email IDs can also login using the URL https://www.hrberry.com/powerhr/index.php/ujjivan
App	Employees have access to an app, which can be downloaded. The first registration for this should be done through the web portal.
Payslip	Payslips for FY 2017-18 have been regenerated on the PowerHR and hosted already
Letters	2017 Increment letters and Bonus letters will be hosted on PowerHR on or before January 20, 2018.
Form 16	Old Form 16s are available with the Regional payroll SPOCs if needed. The next Form 16 will be uploaded on PowerHR
Tax Declaration & Proof	All the tax declarations done by employees on ADP have been migrated to PowerHR. Tax proof submission will be managed through PowerHR.
Payroll related queries	In addition to reaching out to Ujjivan's HR Helpdesk or the payroll SPOCs, employees have the option of registering all payroll/ salary related queries through a Query Management System available on PowerHR
Dynamic Tax calculator	Employees have access to an income tax simulation calculator where they can check their tax liability for the year
Compensation Structure	Employees can view their Annual and Monthly compensation breakup under the Pay & benefits Tab

Ujjivan SFB recruits from IIM's

Beginning this placement season, Ujjivan SFB has initiated hiring of Management Trainees from the prestigious Indian Institutes of Management (IIM). We visited IIMs in Udaipur, Ranchi and Shillong in the months of November & December. Ujjivan SFB was one of the Top recruiters at the IIMs we visited this placement season. Students were excited to know about the bank, service offerings, our history of building better lives for millions of customers, transition to a bank and being recognized as one of India's Best Workplaces. In the coming months, we also plan to make placement visits to IIMs in Kozhikode and Indore.

Success Story of Bonful Phukan: From a committed customer to an outstanding employee

Bonful Boruah Phukan is the CRO of Golaghat branch in Assam. Bonful started her journey with Ujjivan as a GL customer. Inspired by Ujjivan's focus on providing financial services to the needy in the farthest corners of the country, Bonful decided to commence her career with Ujjivan and support her family financially.

Bonful joined Ujjivan two years ago as a CRO. In a short span of time, she has made a mark of her commitment & diligence by performing exceptionally and achieving great targets. Today, she has emerged as one of the strongest performers and team players. In the last 7 months, Bonful has completed 948 core loans which is an extraordinary achievement for a CRO.

On being asked about her accomplishment, Bonful said, "The last two years with Ujjivan has brought a radical change in my life. Considering this was my first job, I was apprehensive at the start, but my colleagues made me comfortable and guided me at every step. I am grateful to them for giving a fresher like me an opportunity to prove myself. We have been able to build so many lives in Assam by making women independent and financially strong. Every customer of mine has a great story of change, which is so inspiring and encouraging for us to work harder."

Launching 'Chote Kadam' - Ujjivan's Community Connect Programme

Ujjivan has always adopted a unique Corporate Social Responsibility (CSR) approach wherein the Ujjivan staff and community members come together to choose a project that will develop the area they reside in by focusing on the needs of the unserved and underserved. This could mean building a bridge so residents don't need to walk through garbage and muck or renovate a school where children have a bench to study from. Over the years, Ujjivan has proved that its mission goes beyond finance and it is an institution that believes in a Better India.

This year, Ujjivan and Parinaam join hands to present to you Chote Kadam - Coming Together for Good. The programme addresses the critical needs of the community and will comprise of standalone projects executed by individual branches and combined projects executed by a group of 3-6 branches.

The projects are not only executed by the field staff but will be mentored by select departments and senior managers who will ensure that the impact of the projects reach the right people and create a feeling of excitement and positive buzz amongst our staff and communities. We have 13 projects in the execution stage and committee meetings happening across 153 branches in India for the rest. In the next few months, over a 100 innovative projects of Ujjivan Chote Kadam will be executed nationally.