



Vedavaag Systems Limited

A corporate profile



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About us

Established in 1998, as an e-Governance company, Vedavaag is a niche player in Citizen Services Delivery that includes Financial Inclusion, Internet of Things (IOT) & other e-Governance solutions, Retail & Logistics and Education services.

Headquartered in Hyderabad, Telangana, India, the Company has operations spread across Andhra Pradesh, Maharashtra, Bihar, Jharkhand, Uttar Pradesh, Delhi, Chandigarh, Haryana, Punjab, Rajasthan, and Tamil Nadu.

An ISO-certified enterprise, the Company is listed on the Bombay Stock Exchange (BSE 533056) since 2009.

73

Revenue in FY21
(Rs crore)

245

Team size

65.4

Market Capitalisation
March 31, 2021 (Rs crore)



Our Partners



भारतीय स्टेट बैंक
State Bank of India



South Central Railway





Awards

Best Performance Award for APY- 2017



Excellence Award for PMJJBY-PMSBY- 2019



Excellence Award for PMJJBY-PMSBY- 2019





Awards

Rewarded by DFS for Best Performing BC 2019-20
(Shining Star campaign FY 2019-20)



FI Excellence Award Overall Performance 2019-2020





Corporate & Business structure

Vedavaag Systems Ltd.

FOCUS: FINANCIAL INCLUSION,
IOT & OTHER IT PROJECTS

SUBSIDIARY

VSL Data Systems Pvt. Ltd.

FOCUS: PACS

SUBSIDIARY

Vedavaag Common Service Centers Pvt. Ltd.

FOCUS: RETAIL & LOGISTICS

SUBSIDIARY

Vagdevi Sark Edutech Pvt. Ltd.

FOCUS: ONLINE EDUCATION



Business segment 1

Financial inclusion

Our flagship business



Business correspondent (BC)

We are a leading **National Business Correspondent** of **State Bank of India**.

18

Present in states

2,600+

Customer Service
Points (CSP)

Rs 3500 cr

Gross Transaction Value
per Annum

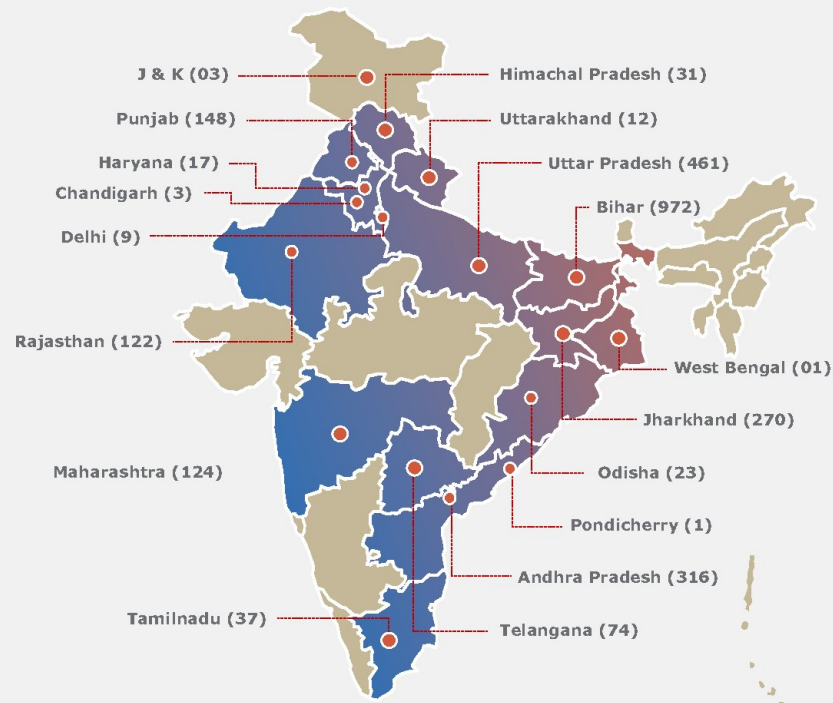
29 Lakhs

Households serviced
pan-India



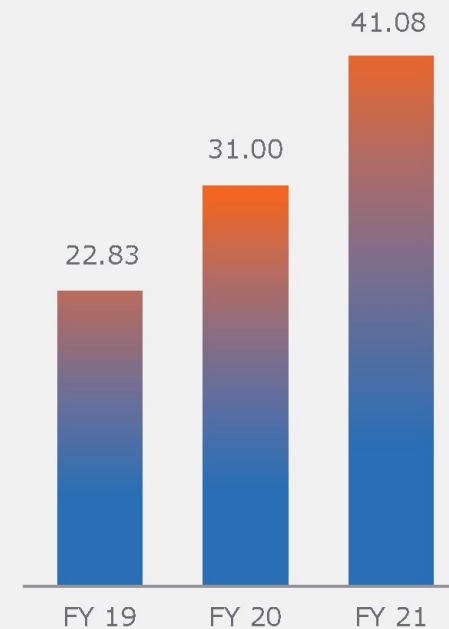
Business correspondent (BC)

Our Presence Pan India – Kiosks



Revenue from the BC vertical

(Rs crore)



30%+
Growth y-o-y



Business correspondent (BC)

BC: right model & rapid growth

- Business Correspondents (BCs) are a cost-effective alternative to branch networks to reach the last mile.
- India has since then made considerable progress toward serving its unbanked and under-banked population through strengthening its BC networks.
- Most of these BC agents offer assisted transaction services that help the digitally excluded population connect with mainstream financial service providers.
- Currently, business correspondent (BC) agents account for over 87% of the total banking outlets in India.

(Source: 'The rise of new-age BCNMs' A Report by MicroSave Consulting)



BC: growing relevance & prospects

- India resides in its villages. As of 2019, there's a total of 664,369 villages. Less than 15% of villages have a brick-and-mortar bank branch.
- In January 2020, the Reserve Bank of India published the National Strategy for Financial Inclusion 2019-2024 in a bid to integrate the country's existing 190 million unbanked population into the financial mainstream. To achieve this objective, BC is identified as a cost effective and rapidly expandable alternative.



Recently signed up an MoU with Bank of Baroda as a National Business Correspondent; the Company plans to create 500 plus CSPs in the next 12 months.



Business segment 2

Information Technology

Internet of Things (IoT)



Abhayam - An Internet-of-Things (IoT) solution

For the safety of Women and Child.



Vedavaag is executing a Rs 92 crore supply and installation contract under the Abhayam initiative launched by the Government of Andhra Pradesh. The project is envisaged as a first of its kind implementation under Nirbhaya Scheme initiated by Government of India.

The scope of the project includes supply, installation and commissioning of 1,00,000 devices in public utility vehicles and connected over cloud to the Data Center to enable real time monitoring and rapid response in times of emergency.

The Abhayam Initiative

- It is an technology-driven initiative of Government of Andhra Pradesh to ensure safety of people(especially women and children) during their regular commuting.
- It promises to provide swift and efficient relief and rescue measures during accidents, emergency and casualty using latest technology such as IoT





Abhayam - An Internet-of-Things (IoT) solution

Vedavaag's comprehensive solution

- Install IoT device with in-built GNSS and GSM/GPRS in auto-rickshaws
- Provide a real-time location tracking and data communication solution
- Provide an integrated system that connect the IoT device, the user (mobile app), driver (web app), Transport Department and Police Department for swift and real time communication
- Provide a Web-application for registration of vehicle and managing the IoT dash-board and back-end operations such as registration of driver, vehicle, trip etc.





Abhayam - An Internet-of-Things (IoT) solution

A Government-driven initiative

Women safety is a high priority for the Government

Technology-led solutions are a preferred option by the Government for the safety of women across the country. Important technology-based initiatives undertaken are:

- Emergency Response Support System provides a pan-India, single, internationally recognised number (112) based system for all emergencies, with computer-aided despatch of field resources to the location of distress.
- Using technology to aid smart policing and safety management, Safe City Projects have been sanctioned in first Phase in 8 cities (Ahmedabad, Bengaluru, Chennai, Delhi, Hyderabad, Kolkata, Lucknow and Mumbai).

The successful completion of the first project is expected to garner interest and traction among other states over the coming years.





PACS - Grass Root automation

Vedavaag's subsidiary, **VSL Data Systems**, is an exclusive implementation partner of M/s Intellect Informatics Private Limited for deployment of its UNITE ERP for Primary Agricultural Credit Societies (PACS).

VSL Data Systems has successfully implemented an ambitious project of automating 1,500 PACS in the states of Telangana and Uttarakhand.

- The Telangana and Uttarakhand model of PACS computerization provides a custom designed comprehensive ERP solution.
- The solution meets all the current business needs and scale up to meet its future business needs, governance and statutory (CAS & MIS prescribed by NABARD) requirements of PACS





What are PACS?

A Primary Agricultural Cooperative Society (PACS) is the smallest co-operative credit institution in India. It works at the grassroots level (gram panchayat and village). It is intended to promote thrift and mutual/self-help among the members; cater to their credit requirements and provide credit-linked services like input supply, storage (inventory maintenance) and marketing of agricultural produce (Public Distribution System) etc.

PACS are the base tier of the 3-tier Short Term Cooperative Credit Structure (STCCS) comprising District Cooperative Central Banks (DCCB) at the district level and State Cooperative Banks (SCB) at the Apex / State level. The structure is owned and run by about 13 crore farmers as members at PACS, about 80% of whom are small and marginal in nature.

There are close to 100,000 PACS operating in India, out of these about 1,500 societies are computerised – providing a huge growth opportunity.





Grass Root automation - the drive

In one of the biggest initiatives towards institution building, NABARD is facilitating the process of bringing the co-operative sector onto a completely automated platform.

It is expected to be a nation-wide transformation program across ~1,00,000 PACS.

The Central Government made a budget allocation of Rs. 1,900 crore in 2017-18 towards computerisation of about 63,000 PACS within a 3-year timeframe.

Vedavaag, remains focused on this Industry segment.





New Services on the anvil

More...through the CSP pipeline

(work started on pilot basis)

- 1) Insurance
- 2) Retail
- 3) Logistics



Insurance

Vedavaag is an IRDA certified Corporate Agency offering Insurance Services. The company has tie up with SBI general insurance & SBI LIFE INSURANCE Life and General insurance services.

Life Insurance: We offer multiple products such as endowment plans, term plans (individual & group), pension plans, savings plan, children protection & education plans, women wealth plans and others.



General Insurance: Our offering includes motor insurance, health insurance and home insurance.





Vedaretail

Assists rural citizens in their monthly purchases of kirana, house hold items and FMCG goods (TV, refrigerators, washing machines, air-conditioners, etc.) by providing them with a superior value proposition.



Take customer requirement through a mobile application / web-based portal



Bulk purchases from Metro Cash & Carry, a No.1 B-2-C retailer in India



Customers' orders are packed and delivered at their home through the in-house logistics system.



VARIOR (Logistics)

VARIOR is an initiative to create a convenience for rural citizens to send documents, gifts, medicines and other utility items to friends, family and relatives within the district and across India.

- A regular courier service is not available in villages.
- The nearest service is usually available at the Block level.
- We will be registering all our CSP points as Varior Courier Centres (VCC)
- Provide citizens the ease to hand over their parcel / consignment at then nearest VCC.
- VARIOR supplements our VEDAMART business for home delivery to citizens





Key Financial Indicators -Consolidated

Rs. In Crores

Particulars	2018-19	2019-20	2020-21
Income from Operations	78.24	77.45	72.72
EBIDTA	17.40	14.21	15.48
PAT	9.99	6.25	7.00
Equity	22.93	22.93	22.93
Reserves & Surplus	82.76	86.72	92.32
Debt	-	5.04	4.15
Earning per share (Rs.)	4.36	2.72	3.05



Board of Directors

J. Muralikrishna

An MBA from Jamnalal Bajaj Institute of Management Institute of Studies, he has headed IT department at IndianExpress, ITW Signode India Limited and Bakelite Hylam Limited.

Dr. Trivikrama Murthy Gundu

A doctorate in Physics, he was associated with many research organizations such as TIFR, ASA (USA), MIT (USA) and was the project head in ECIL, semi-conductor Complex Limited and served as Vice President in Crompton Greaves Limited.

Srinivas Pannala

A graduate from IIT, Kharagpur and a post-graduate diploma holder from IIM Bangalore, he has expertise in project management, strategic governance, benefits life cycle and stakeholder management, valuation of Intangible assets, running PMO and PMO Strategic Planning, execution, road map development and other core processes. He has rich technical expertise. He is a non-executive independent Director.

Pradeep Kumar N

A Mechanical Engineer with Post-graduation from NITIE, he has forty years of experience spanning industry and academics, in India and China. He has worked with various prestigious organizations like Godrej & Boyce, Nagarjuna Steels, Shriram Refrigeration, ITW Signode and Voltas. Since 2009, he has been teaching business management at Nanchang University and Zhejiang Gongshang University, China.

Ramesh Sinha D

A post-graduate in Commerce from Mysore University. He has more than thirty years of work experience as a member on the Board of various government organizations like PACS, A.P, Chittoor District Cooperative Central Bank Ltd., Chittoor A.P, National Federation of State Cooperative Banks (NAFSCOB), NABCONS and MARKFED.

Mrs. Jonnavittula Sujatha

A Post Graduate in History and holds a Diploma in Classical Music, she is in the teaching profession.

Thank you

For further details:

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