



# Vedavaag Systems Limited

Corporate presentation  
with Q2/FY 2021-22 results



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# Q2/2021-22

## Financial Performance

₹ In Crore

Particulars	Q1/2021-22	Q2/2021-22	Q2/2020-21	H1/2021-22	H1/2020-21
Income from Operations	22.10	22.23	14.46	44.33	26.21
EBIDTA	4.17	4.26	4.18	8.43	6.63
PAT	2.24	2.48	1.51	4.72	2.84
Equity	22.92	22.92	22.92	22.92	22.92
Reserves & Surplus	94.54	96.99	82.50	96.99	82.5
Debt	4.15	4.15	4.95	4.15	4.95
Earnings per share (₹)	0.98	1.08	0.66	2.06	1.24

**Income from Operations** at ₹22.23 Crore was 54% higher than corresponding period in the previous year.

**EBIDTA** at ₹4.26 Crore - was steady growth rate.

**PAT** at ₹2.48 Crore increased by 64% compared to last year same quarter.



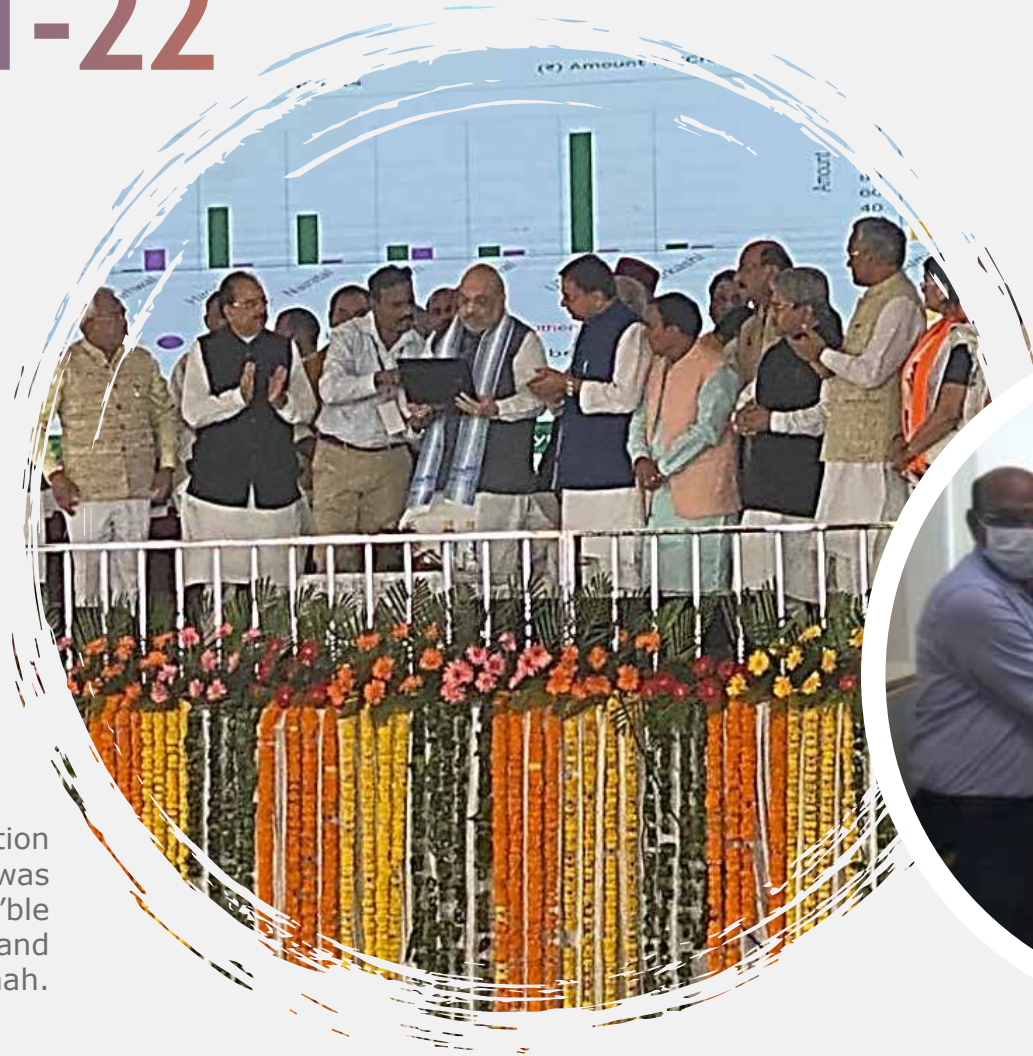
# Q2/2021-22

## Highlights

- Signed and executed the Corporate Business Correspondent agreement with Punjab National Bank.
- Added 150+ CSP's during the period under review.
- Shri Amit Shah, Hon'ble Union Minister for Home and Cooperation inaugurated the PACS computerisation project at Uttarakhand developed by Intellect Info and implemented by the VSL Data Systems (Wholly owned subsidiary of Vedavaag).
- Mr Jonnavittula Ananth Kumar S/o J Muralikrishna, MD joined as Director. Mr Ananth is a Masters in Robotics with 3 years experience US\$13.7bn Parker Hannifin Corporation and now pursuing PhD from Virginia Tech, USA.



# Q2/2021-22



The PACS computerisation project at Uttarakhand was inaugurated by the Hon'ble Union Minister of Home and Cooperation, Shri Amit Shah.

Signed and executed the Corporate Business Correspondent agreement with Punjab National Bank.





# Awards



Best BC Performance Award in SSS from Siwan RBO to VEDAVAAG SYSTEMS LTD



Best BC performance Awarded by DGM, SBI Zone 1 Bhubaneswar



PMSBY, PMJJBY first place CSP Rajendra Bobbili RBO



Rewarded by DFS for Best Performing BC 2019-20 (Shining Star Campaign FY 2019-2020)



FI Excellence Award Overall Performance 2019-2020



Varishta

Service Center

वरिष्ठ

साहक केंद्र



# 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), AI&ML and 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  
(₹ Crore)

**255**

Team size

**137.44**

Market Capitalisation  
November 04, 2021 (₹ Crore)

Varishta

वरिष्ठ

Service Center

साहक केंद्र



# Our Partners



भारतीय स्टेट बैंक  
State Bank of India



बैंक ऑफ़ बड़ौदा  
Bank of Baroda



सत्यमेव जयते



South Central Railway



With Us. You're Sure



LARSEN & TOUBRO



SBI General  
INSURANCE



BSNL



उत्तराखण्ड राज्य



India Post



ITI LIMITED



Energy Efficiency  
Service Limited



UIDAI



BHARAT ELECTRONICS



TATA CONSULTANCY SERVICES



Electronics Corporation  
of India Limited



UTI Infrastructure  
Technology And  
Services Limited



पंजाब नैशणल बैंक  
punjab national bank





# Our business moat

## Multi-sector presence

De-risks organisational prospects from an over-dependence on any specific business avenue.

## Spaces that are high on the Government agenda

Strengthening its presence in sectors – financial inclusion & e-governance - which are on a very high-priority for the Government.

## Organisation liquidity

The large and growing flagship business (Business Correspondent) provides adequate liquidity to grow other verticals and reduce debt.

## Proven track record

Have delivered very large, challenging and complex e-governance projects for various Government agencies across states – positioning Vedavaag as a preferred partner.

## Management bandwidth

Possesses an experienced and capable management team to spearhead the Group's growth aspirations.

## Future focus

Entered new-age technology spaces (AI, ML & IOT) and incubating important verticals (rural-focused e-learning) which are expected to witness significant growth over the coming years.



# Corporate & Business structure

Wholly owned Subsidiary  
**VSL Data Systems Pvt. Ltd.**  
FOCUS: PACS

**Vedavaag Systems Ltd.**  
FOCUS: FINANCIAL INCLUSION, AI & ML, IOT & OTHER IT PROJECTS

Wholly owned Subsidiary  
**Vagdevi Sark Edutech Pvt. Ltd.**  
FOCUS: ONLINE EDUCATION

Wholly owned Subsidiary  
**Vedavaag Financial Services Pvt. Ltd.**  
FOCUS: FINANCIAL SERVICES

Wholly owned Subsidiary  
**Vedavaag Common Service Centers Pvt. Ltd.**  
FOCUS: RETAIL & LOGISTICS

Subsidiary  
**Vedavaag Kiya e-commerce Pvt. Ltd.**  
FOCUS: E-COMMERCE PLATFORM BUSINESS



Business vertical-1

# Rural Financial Services

Flagship business vertical



# Rural Financial Services

## Business correspondent (BC)

Vedavaag is a National BC of **State Bank of India**, **Bank of Baroda** and **Punjab National Bank**.

### H1/2021-22

<b>18</b>	<b>2,757+</b>	<b>5,660</b> Crore	<b>11.14</b> m	<b>30</b> Lakh
Present States	CSPs	GTV for H1	Transactions for H1	Households served

### FY/2020-21

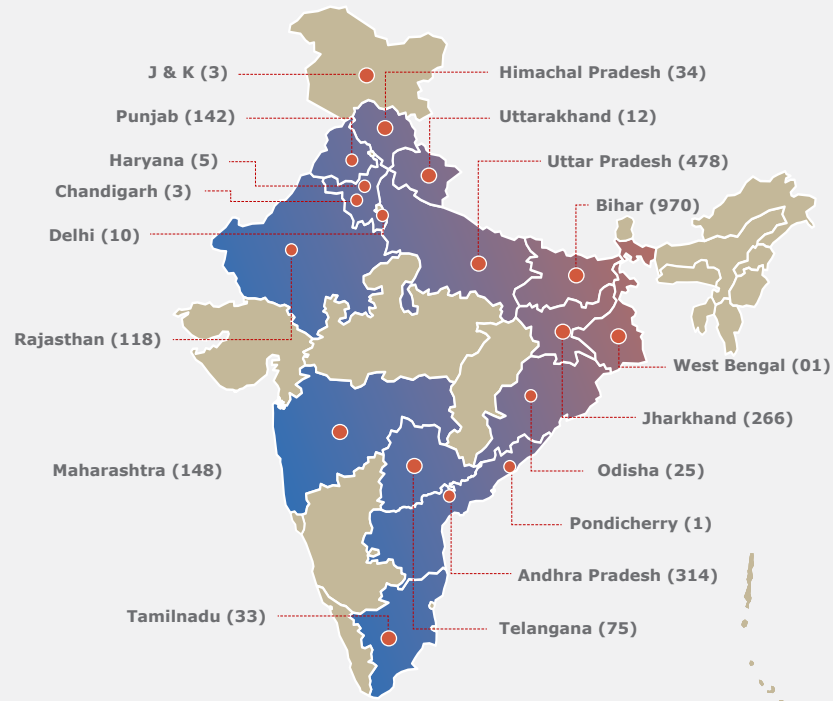
<b>18</b>	<b>2,600+</b>	<b>9,714</b> Crore	<b>24</b> m	<b>29</b> Lakh
Present States	CSPs	GTV for FY	Transactions for FY	Households served



# Rural Financial Services

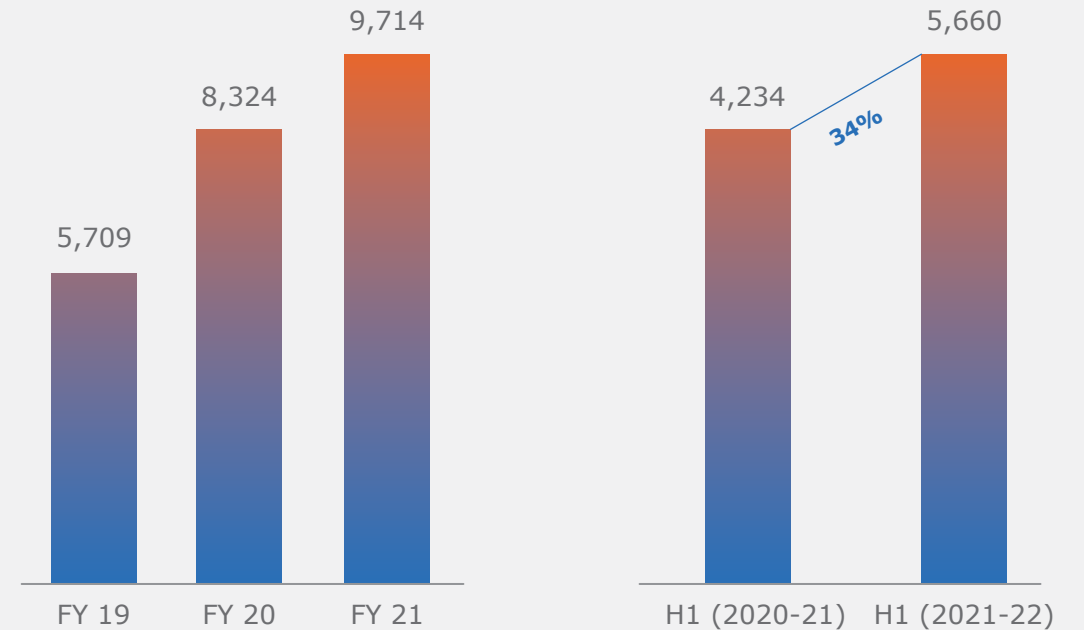
## Business correspondent (BC)

### Our pan-India presence



### Business growth

Gross transaction value (₹ Crore)





# Business Correspondent

## New Development

Vedavaag signed and executed the Corporate Business Correspondent agreement with Punjab National Bank for implementation of Financial Inclusion for Punjab National Bank.

Vedavaag is targeting to roll out about 400 to 500 CSPs for PNB in the next two quarters for implementing the Financial Inclusion.

With this agreement, Vedavaag is now the Business Correspondent for all the three top PSU banks viz., SBI, BOB and PNB in the country, which have a vast banking network across the country.





# Business Correspondent

## Goal

Vedavaag's CSP network is targeted to reach about 3,500+ outlets by the end of the current fiscal year.



Business vertical -2

# Intelligence & Machine Learning

(AI & ML)







# Intelligence & Machine Learning

## V-DAMS: Driver Activity Monitoring Solution

### **V-DAMS is an AI & ML based solution to assist in reducing road accidents.**

In 2020, India recorded a total of 1.20 Lakh cases of "deaths due to negligence relating to road accidents. Government data indicates 328 people lost their lives every day, on an average. Also, about 1.30 Lakh people were hurt by rash or negligent driving on public way in 2020. (Source: The Mint)

Vedavaag, through its V-DAMS, is endeavouring to reduce these numbers.

Driver Activity Monitoring System (V-DAMS) captures and analyses first order biometrics of the driver such as gaze, head position, pupil diameter and other parameters.

Having done that, the device detects human errors and alerts the driver in real time to avoid accidents. V-DAMS is developed using Computer vision, Machine learning (ML), Artificial intelligence (AI) and Internet of Things (IoT).





# Intelligence & Machine Learning

## V-DAMS: Driver Activity Monitoring Solution

### Features of V-DAMS

Drowsiness Detection | Activity Detection | Emotion Recognition |  
Abnormal Activities | Road Rules Violations | Driver Identification |  
Alert Generation | Driver Analytics.

### V-DAMS comes in two variants

#### V-DAMS Basic

Standalone device fixed in the vehicle to alert the driver in real time.

#### V-DAMS Pro

Connected devices are fixed in the vehicle to alert the driver real time and facilitate monitoring from the Command Control Centre (CCC).





# Intelligence & Machine Learning

Vedavaag is developing niche Artificial Intelligence and Machine Learning products addressing the needs of critical sectors such as healthcare, education, safety, and security.





# Intelligence & Machine Learning

## Patient Activity Monitoring System (PAMS)

Patient Activity Monitoring System (PAMS) is an AI and ML based cloud enabled software embedded device driven solution that helps in taking timely action in saving precious lives of the people.

The solution captures the patient activity such as physiological conditions, limbs movements, vital parameters data, analyses it and presents it to attending nurses/doctors - key contacts for faster and informed remedial action.

This also helps in remote monitoring, virtual rounding of wards without compromising on patient care, saving valuable time of doctors/specialists. Further, it assists in optimizing nursing administration costs.

Moreover, enabling data presentation over cloud, facilitates in getting a quick second opinion. It also enables the patient party to be updated about the patient's health rather than being anxious.





# Intelligence & Machine Learning

## Patient Activity Monitoring System (PAMS)

This is particularly relevant in India's context where a number of families are divided – the senior citizens are in India with their children having settled abroad. And this divide is increasing at a faster pace than ever before.

The challenge here is that children wish to provide personalized care of their parents but are unable to do so owing to the physical distance. This solution, breaks the physical distance and allows the children to provide attention to their elders virtually.





Business vertical -3

# IoT & Cloud



# Abhayam - An IoT+ Cloud based solution

For the safety of Women and Child.



Vedavaag is executing a ₹ 92 Crore (supply and installation ₹ 61 Crore and AMC for 5 years ₹ 31 Crore) 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 a 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 IoT+ Cloud based 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 dashboard and back-end operations such as registration of driver, vehicle, trip etc.







# VSL Data Systems

## 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 computerisation 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.





# VSL Data Systems

## 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 1,00,000 PACS operating in India, out of these about 1,500 societies are computerised – providing a huge growth opportunity.**





# VSL Data Systems

## Accomplishing a milestone

Vedavaag, through its subsidiary VSL Data Systems, completed the computerization of all the PACS (Primary Agricultural Credit Society) of Uttarakhand on 30.10.2021.

Union Minister of Home Affairs and Minister of Cooperation, Shri Amit Shah launched Mukhyamantri Ghasiyari Kalyan Yojana and computerization of cooperative societies in Dehradun, Uttarakhand.

Many dignitaries including the Chief Minister of Uttarakhand, Shri Pushkar Singh Dhami and Union Minister Shri Ajay Bhatt were present on the occasion.

This complex computerization project provides direct linkage of PACS with district banks, district banks with state cooperative banks and state cooperative banks with NABARD and all schemes of NABARD for farmers to reach them directly through PACS. Very few states in the country have been able to accomplish this task so far.

**Mr. Vijaya Kumar MD of VSL Data Systems explaining project features to Union Minister of Home Affairs and Minister of Cooperation, Shri Amit Shah.**





# VSL Data Systems

## Grass Root automation 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 union cooperation ministry is working on a new central scheme to modernise and digitalise over 97,000 primary agriculture cooperative societies (PACs) spread across the country, with a budget outlay of around ₹2,000-3,000 Crore over the next five years. (Source: Mint, October 22, 2021)

**Vedavaag, with its experience & expertise, could be a major beneficiary of this new opportunity.**





New Services on the anvil

# More...through the CSP pipeline

(under incubation)

- 1) Insurance
- 2) Retail
- 3) Logistics
- 4) Online Education

# Insurance

**Vedavaag is an IRDA certified Corporate Agency offering life and general insurance Services. The Company has tie up with SBI General Insurance & SBI Life Insurance.**

**Life Insurance:** The Company offers 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:** The Company's product basket includes motor insurance, health insurance and home insurance.



# Insurance

## Government thrust on insurance in rural India

India is predominantly rural with more than 65% of the population residing in rural areas. Most rural people are hardly aware of insurance as a concept, nor have they experienced the benefits of insurance.

The Insurance Regulatory and Development Authority of India (Irdai) has suggested setting up model insured villages across the country to increase insurance penetration in rural areas with special focus on agriculture and allied activities.

The concept is expected to be implemented in a minimum of 500 villages in different districts of the country in the first year and increased to a minimum of 1,000 villages in subsequent two years (*Source: The Mint*).



# Veda₹etail

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

## Our 3-step approach



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



Bulk purchases from wholesalers and farmers.



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.

Because, a regular courier service is not available in villages, the nearest service is usually available at the Block level. We are working on filling in this gap.

## Our blueprint

- In the process of registering all our CSP points as Varior Courier Centres (VCC).
- Provide citizens the ease to hand over their parcel / consignment at their nearest VCC.
- VARIOR supplements our VEDAMART business for home delivery to citizens.



# VedaEdutech

75% of India stays in rural, but they win only 25% of the IIT/NEET seats.

VedaEdutech has been conceived to provide an equal opportunity to rural India's students to make it through competitive examinations which will improve their, and their family's tomorrow.

With this goal, it has launched this online education services with a focus on rural India.

The faculty have qualified from premium IITs. They will impart training and sharpen the skills to crack IIT-JEE, NEET.

## We enrol children between Class IX and XII

- IX & X (CBSE): IIT JEE Foundation + School syllabus
- XI & XII (CBSE): IIT-JEE + NEET + School Syllabus

## VedaEdutech' promising proposition

AFFORDABLE  
FEES

DAILY VIDEO  
LINK

KNOWLEDGEABLE  
AND TRAINED  
FACULTY

CONCEPT  
VIDEO  
LECTURES

PRACTICE  
TESTS WITH  
SOLUTIONS

AWARDS FOR  
GOOD  
PERFORMANCE



# VedaEdutech

## A huge opportunity beckons

India, with more than 333 million 10-24-year-olds, has the world's largest youth population. Meeting their needs will be a considerable challenge.

But it is also the most significant opportunity India has for economic and social progress.





# Key Financial Indicators

(Consolidated)

₹ In Crore

Particulars	2019-20	2020-21	2020-21		2021-22		
			Q2	H1	Q1	Q2	H1
Income from Operations	77.45	72.72	14.46	26.21	22.10	22.23	44.33
EBIDTA	14.21	15.48	4.18	6.63	4.17	4.26	8.43
PAT	6.25	7.00	1.51	2.84	2.24	2.48	4.72
Equity	22.93	22.93	22.92	22.92	22.92	22.92	22.92
Reserves & Surplus	86.72	92.32	82.50	82.50	94.54	96.99	96.99
Debt	5.04	4.15	4.95	4.95	4.15	4.15	4.15
Earning per share (₹)	2.72	3.05	0.66	1.24	0.98	1.08	2.06



# Board of Directors

## J. Muralikrishna

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

## Dr. Trivikrama Murthy Gundu

A doctorate in Physics, he was associated with many research organisations 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 organisations 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.



# Board of Directors

## 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 organisations 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 Postgraduate in History and holds a Diploma in Classical Music, she is in the teaching profession.

## Mr Jonnavittula Ananth Kumar

Mr. Ananth Jonnavittula is pursuing his PhD in Mechanical Engineering (Robotics) at Virginia Tech, USA. His current research focuses on leveraging Artificial Intelligence and Deep Learning techniques to develop algorithms that enable efficient collaboration between humans and robots.

Previously, he worked as a Robotics Engineer at US\$13.7 Billion fortune 250 company Parker Hannifin Corporation ([www.parker.com](http://www.parker.com)) where he successfully introduced robots for automation.

Mr. Ananth Jonnavittula holds an MS degree in Robotics Engineering from Worcester Polytechnic Institute during which he worked on developing a legged wheelchair that can support the weight of a human body and holds a patent in technologies related to it. (<https://patents.google.com/patent/US10632626B2/en>)

# Thank you

For further details:

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