



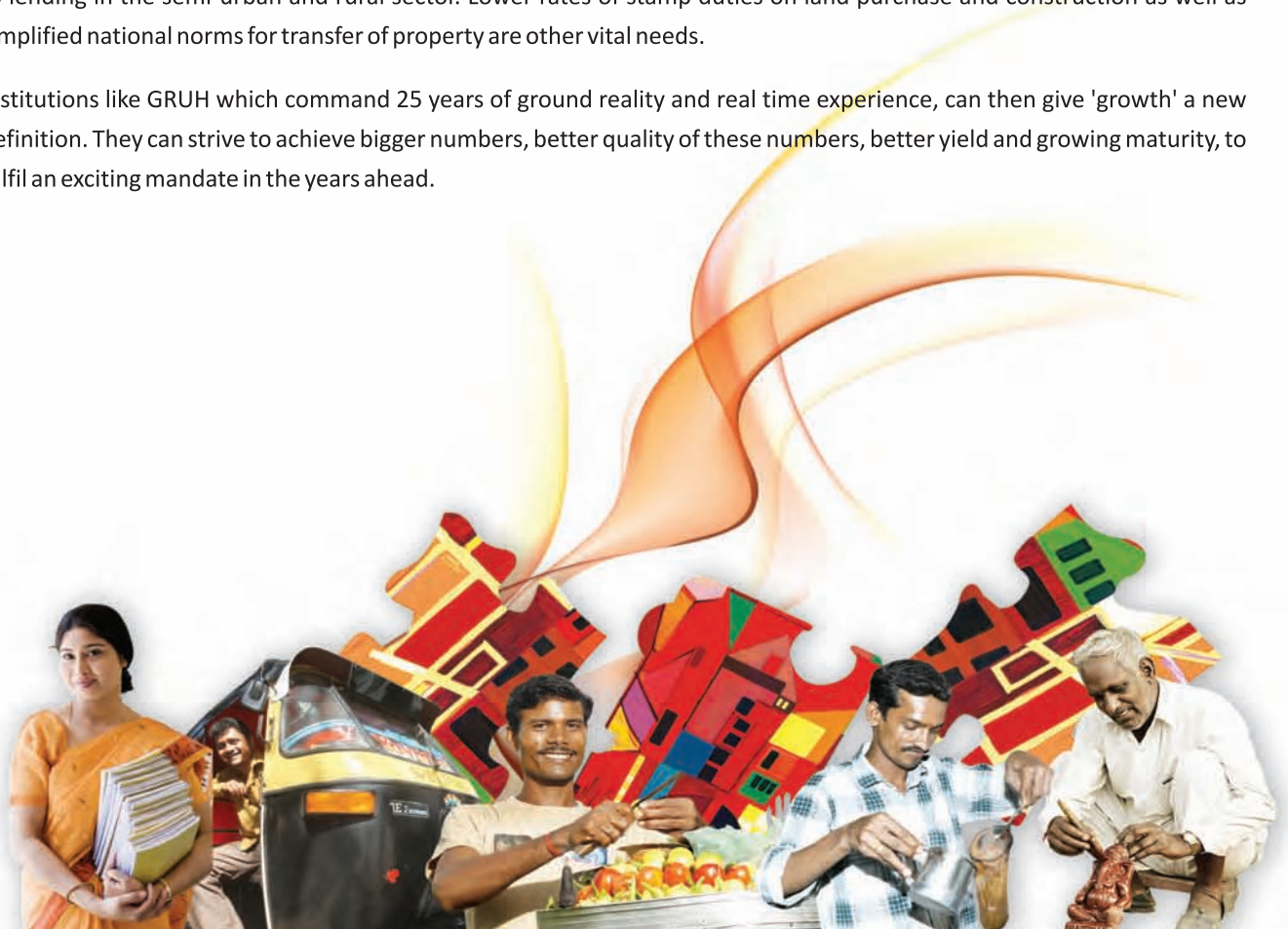
Realities of the real India

Global business leaders and governments are today impressed by the Indian market and its immense potential for growth. However, the challenges on the ground make the push for growth very complex and daunting. Nowhere is this more evident than in the housing and housing finance sector. The recent global meltdown was triggered in some measure by the trap of sub prime lending. But if the India growth story has to really take wing, millions of people need to be brought within the umbrella of the formal financial services network.

Government needs to facilitate supply of low cost dwelling units and land for construction. These must fall within the range of ₹ 5,00,000/- to ₹ 10,00,000/- because it is in this price band that the need is most pressing.

Apart from availability of land and low cost dwelling units, the need of the hour is for low cost funding to provide a big boost to lending in the semi-urban and rural sector. Lower rates of stamp duties on land purchase and construction as well as simplified national norms for transfer of property are other vital needs.

Institutions like GRUH which command 25 years of ground reality and real time experience, can then give 'growth' a new definition. They can strive to achieve bigger numbers, better quality of these numbers, better yield and growing maturity, to fulfil an exciting mandate in the years ahead.





'Go to market'

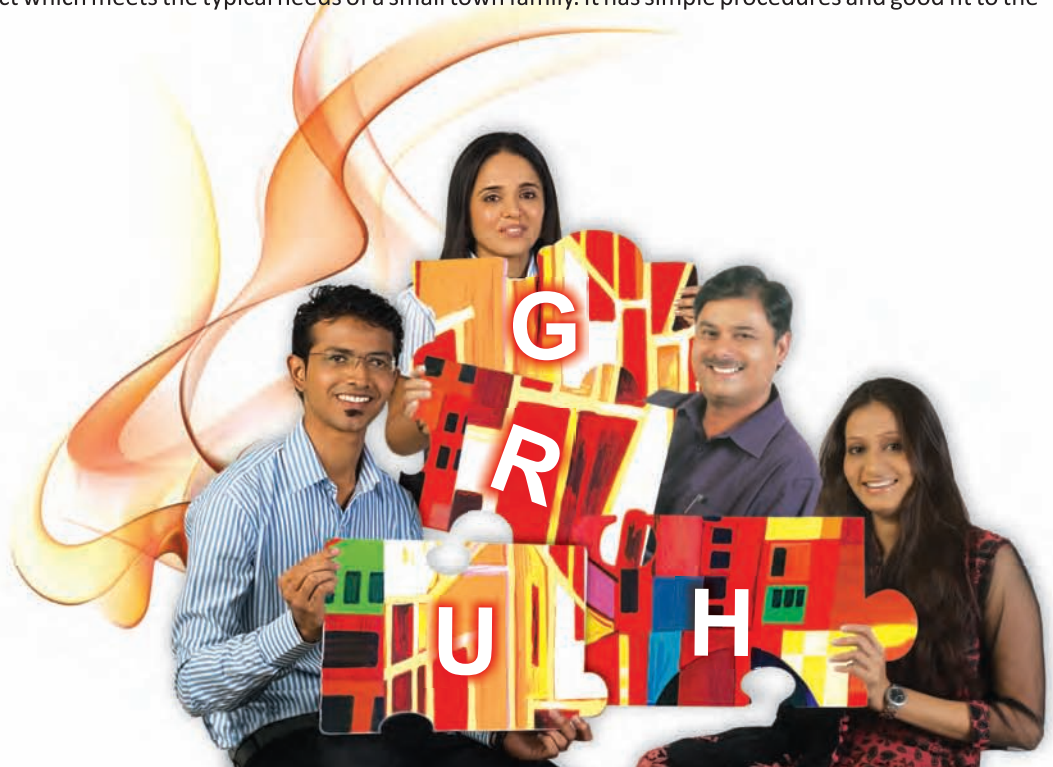
methodologies, products and processes

In 25 years of strategic improvisation, GRUH has endeavored to create, in the true sense of the term, a 'learning' organization.

In each market, at various locations and for differing segments, GRUH has developed processes, products and methodologies which cater to the local nuance of each market place.

A good example of this customized methodology is our CREDIT SCORE system. This is a comprehensive in-house construct developed from our grass root experience of dealing with people who do not have conventional proof of income. Our think tank developed a whole set of parameters to assess creditworthiness of the prospective customer and the family's earnings. It enabled us to institutionalize the perception of the credit risk and tap into market potential across locations.

GRUH's product portfolio today is tailor-made to each customer's need. GRUH SUVIDHA has proved to be a path-breaking product. It covers a wide spectrum from tailors to rickshaw drivers and petty traders or shopkeepers to farm-linked occupations. GRUH SURAKSHA and GRUH SAJAVAT have similarly evolved necessary mechanisms to finance people who need to construct their own homes or carry out internal or external repairs and structural improvements. GRUH SHUBH LABH is the fourth product which meets the typical needs of a small town family. It has simple procedures and good fit to the local mindset.





The **binding** force of **integrity**

Integrity begins with a transparent culture and processes that encourage openness and accountability.

As a policy, GRUH does not offer teaser rates which can mislead customers. GRUH also does not encourage market value based lending which can be volatile and lead to higher risk as against stable, cost based lending.

GRUH has also strived to check undesirable practices whether by customers, developers or staff members. Regular training, monitoring and tracking, backed up by strict accounting and auditing procedures have helped to inculcate a code of integrity in all dealings.

At the motivational level, excellence awards along with due recognition and monetary incentives have helped GRUH to build a culture of integrity into the very DNA of the institution.

