



WEBINAR: IMPACT INVESTING IN INDIA – INSIGHTS FROM THE GROUND

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My Journey from Investment Banking.....

1962 - 1985



1985 - 2012



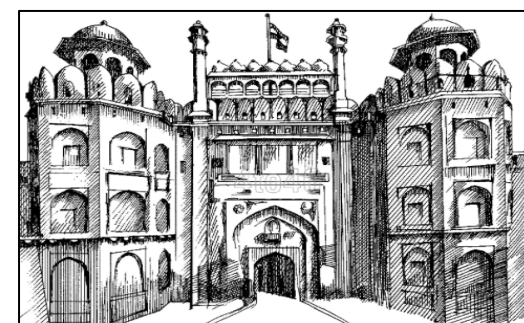
HARVARD
BUSINESS SCHOOL



CREDIT SUISSE



2012 - Present



...to Impact Investing & Policy Advocacy

A platform for business leaders to leverage their...

Sector Focus

1. Expertise



3. Network



2. Capital



...to make investments in & provide support to social enterprises



Affordable Housing



Financial Services



Access to Clean Energy



Water and Sanitation



Agriculture and Rural Business



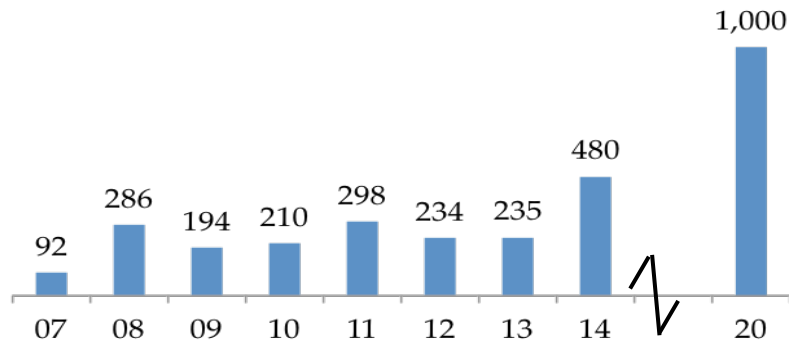
Affordable Healthcare



Education and Vocational Training

Snapshot of Impact Investing in India

Annual Impact Investments in India (US\$ mm)



Defining Impact Investing in India

1. **Intentionality** – Wanting to provide a benefit to society

2. **Social Sector Focus** – Serving basic needs of the people

3. **Beneficiary Focus** – Benefitting low-income population groups

Over 50 Impact Investors Active in India



The Sector is Poised for Rapid Growth

CLOSELY ALIGNED WITH GOVERNMENT PRIORITIES AND POLICY INITIATIVES



INCREASING INTEREST FROM INVESTORS, ENTREPRENEURS AND BUSINESSES



Domestic HNI and institutional investors are increasingly looking at impact investments.



Social entrepreneurship has been increasing exponentially across the breadth of the country.



Corporate houses are looking at inclusive business models as well as spending on CSR.

Asha Impact – Portfolio



Janaadhar is a Bangalore-based developer of affordable housing in urban India, one of the only companies focused exclusively on this sector



Greenway Appliances is a Mumbai based manufacturer and distributor of clean/smokeless cookstoves and other household appliances for the masses.



Vastu is a Mumbai based housing finance company focused on the low and middle income segments and using technology to become a market leader.



Gawa Capital is a Madrid based advisor to two global funds focused on microfinance and financial inclusion across Asia, Africa and Latin America.



Varthana is a Bangalore based company that provides secured and unsecured loans and other services to affordable private schools across India.



Unitus Seed Fund is a US\$23m seed-stage investment fund based in Bangalore and Seattle that invests in startups innovating for the masses.



Grameen Impact India is a non-bank finance company that provides venture debt financing and debt syndication services to social enterprises in India.

The Asha Impact platform mobilizes deal-specific capital from individual HNI investors in ticket sizes of US\$250k to \$2.5 million. The platform has also made co-investments with institutional impact investors like the Acumen Fund and Omidyar Network.

Policy and Ecosystem Initiatives

Policy



Affordable Housing

- Challenges include affordability gap for low-income families, high cost of land, long approval timelines, availability of project finance for development
- Asha Impact is closely working with the National Housing Bank (NHB)



Financial Services

- Challenges include last-mile delivery, underwriting and managing credit risks and access to low-cost debt financing
- There are a host of regulatory developments in this area from small and payment banks to the Jan Dhan Yojana and Mudra Bank where we are engaged



Access to Energy

- Challenges include product adoption, scalability of business models and implementation of government schemes
- Asha Impact is working on a research project to create a roadmap for inter-connection of distributed renewable energy with grid-based electricity

Ecosystem



- The Sankalp forum is Asia's largest conference on social enterprise
- Asha Impact was one of the key sponsors of Sankalp 2015 (Delhi) and helped to bring in new stakeholders from business and government



- The IIC is an industry association of 30 India-focused impact investors who have deployed over \$700 million
- Asha Impact is an elected member of the policy advocacy sub-committee to engage with the Indian government



- The Real Deal is a reality TV show on NDTV (a leading Indian news channel) to promote and mainstream social entrepreneurship in the public
- Asha Impact is a jury member and official investment partner of the show

Case Study – Varthana



Varthana provides loans and support services to affordable private schools:



Building
Construction



School
Buses



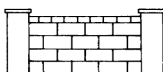
Teacher
Training



Girls
Toilets



Building
Renovation



Boundary
Walls

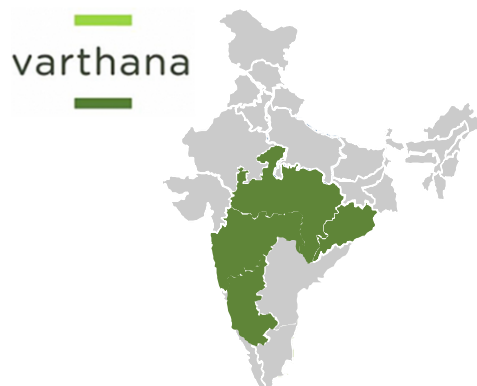


IT
Equipment



Learning
Material

Footprint



Timeline

2013

- Started by professionals, with operations in Bangalore

2014

- Expanded presence to Maharashtra, Madhya Pradesh and Orissa
- Reached break-even

2015

- Creating a national geographic footprint
- Catering to **1000 schools**
- and **400,000 students**

Varthana has grown its portfolio and outreach by 100 times over a span of 3 years. It has raised equity and debt investment from several well known impact investors and is now attracting commercial funding.