

2011 - 2012  
ANNUAL REPORT





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# Message from the Chairman



**Dear Shareholders,**

It gives me immense pleasure to share with you all, the first annual report of IFMR Rural Channels and Services Private Limited (IRCS), for the FY 2011-12. It's an organisation created with the sole purpose of providing access to complete financial services in the remote rural parts of the country so as to maximise the financial wellbeing of every individual and enterprise through the KGFS model. In this brief period of operations, the Company has already demonstrated a robust operating model on the ground with a combination of deep understanding of the customer needs and efficient deployment of technology.

The KGFS model through which the services are being offered to the remote rural households focusses on the Wealth Management approach, which entails that the engagement goes beyond the product level requirements, but a thorough understanding of the financial situation of the households served. This kind of approach in my views is the need of the hour. A country as vast as India need to have more KGFS' or Regional Rural Financial Services which understands the local needs better than the National Institutions. The focus on inclusive growth at the policy levels are expected to open up much more opportunities in the remote rural locations which are manifesting in the strategic partnerships that IRCS has been able to build in this year. I take this opportunity to congratulate the entire team for their outstanding commitment and wish them all success for the coming fiscal.

Thank you.

Hoshang N. Sinor

# Message from the CEO



## Dear Shareholders,

I have pleasure in presenting the Annual Report of your Company for the Financial Year (FY) 2011-12.

IFMR Rural Channels and Services Private Limited (IRCS) was formed as an investment and distribution company to further augment the mission of its parent company, IFMR Trust, to ensure that every individual and every enterprise has complete access to financial services. The year 2011-2012, being the first year of operation under the current structure, was challenging enough as the entire sector was recovering from the after-effects of significant events in the external environment with the resultant drying up of funds from the banking sector.

Your company started its operation in August 2011 and in a span of six months added two new KGFS' namely Thenaaru and Vellaaru KGFS and eight more branches to its distribution network. Despite the external challenges, we have been able to expand our operations by adding new entities and branches to our network primarily riding on the belief that our KGFS approach does address some of the concerns that are being attributed to the sector we operate in. Currently, there are five operational KGFS' viz., Pudhuaaru KGFS, Dhanei KGFS, Sahastradhara KGFS, Vellaaru KGFS and Thenaaru KGFS serving around 1,90,000 customers through a network of 113 branches.

For the year 2011-12 your Company has incurred a loss of Rs. 53,825,333/- primarily on account of setting up costs and operative expenses. However, we are hopeful that the performance in the second year of operations would be as per the Annual Operating Plan (AOP) and Projections for FY 2012-13.

We continue to learn from our operations in diverse

geographies. Our operations in the delta region of Tamil Nadu representing Tanjore have consolidated while demonstrating an impeccable portfolio quality. The operations in Orissa are progressing on the expected lines with a healthy mix of portfolio representing different products. The enchantment of working in the hills of Garhwal in Uttarakhand continues. We have been able to make significant developments in addressing external challenges in terms of connectivity and process level adaptations so as to reach out to a larger segment of households.

## Direct Origination Model

Financial Inclusion continues to be the dominant agenda of policy makers. The focus has shifted towards impressing upon Banks to reach out to un-served markets either directly or through strategic partnerships.

Strategically your company is poised to make most of this focus of policy makers by positioning itself as the ideal partner for the banks. Our experience of the rural market and distribution strength can be best utilised by banks in reaching out to these markets and there by fulfilling your company's mission of maximising the financial wellbeing of every individual and every enterprise by providing complete access to financial services in remote rural India. This would also give our model an opportunity to offer a wider range of products and services to our customers. Our initial discussions with banks have been encouraging with Axis bank appointing your company as their partner and operations going live in Ariyalur and Pudukottai Districts of Tamil Nadu. This model being referred to by us as Direct Origination Model is set to demonstrate the value of a full service structure. Your company is also in discussion with other banks and financial institutions which could pave way for more partnerships and expansions in the coming fiscal.

## Equity Infusion

In March 2012, your company successfully raised its first round of equity from Lok Capital and PROPARCO.

Lok Capital is one of the most active social venture capital fund investing in high potential financial inclusion and broader inclusion enterprises (Education, Healthcare, Livelihoods), serving the bottom of pyramid (BOP) segment. Lok seeks to partner with visionary entrepreneurs to help take these social enterprises to new levels of sustainability, scalability and professionalism and thus multiply the 'impact' on the BOP segment.

PROPARCO of France is a Development Finance Institution jointly held by Agence Française de Développement (AFD) and public & private shareholders. Its mission is to catalyse private investment in emerging and developing countries with the aim of supporting growth, sustainable development and the achievement of the Millennium Development Goals (MDGs). It finances investments that are economically viable, socially equitable, environmentally sustainable and financially profitable.

## Regulatory Developments

There have been several developments on the Regulatory front that would have a significant impact on the operating environment of entities in the financial services space. Several of these developments are expected to have positive effect on our model of providing a suite of financial products to people in the remote rural areas. As in the past, we as a company are fully geared to adapt to these changes and leverage on the aspects that contribute to our overall growth.

## Way Forward

The changes in the external environment should stabilise and we would continue to make progress by being adaptive to these changes and strengthening the KGFS way of delivering complete financial services to our customers.

On behalf of the entire Company and its leadership team, I would like to thank the shareholders, IFMR Trust, Company's employees, customers, partners for their support and commitment to the Company. I look forward to your continued support as your Company embarks on the next phase of its growth journey.



Warm Regards  
S.G. Anil Kumar



# Board of Directors



## **HOSHANG NOSHIRWAN SINOR**

Mr. Sinor is the Chief Executive Officer of the Association of Mutual Funds in India. He started his career in 1965 with Central Bank of India and in 1969 moved to Union Bank of India where he worked for 28 years. In 1996, he was appointed as Executive Director of Central Bank of India. He also served as the Managing Director and CEO of ICICI Bank from July 1997 to March 2002 and post-merger of ICICI Ltd., with ICICI Bank, he became Joint Managing Director till his superannuation. He thereafter joined Indian Banks' Association as Chief Executive where he was the spokesman for the Banking Industry from June 2003 to 2008.

He has been associated with a large number of committees at a policy level during his banking career.



## **BINDU ANANTH**

Ms. Bindu Ananth is the President of IFMR Trust and has held this position since January 2008. Prior to this, Bindu worked in ICICI Bank's microfinance team and was also head of the new product development team within the Rural Banking Group.

She has an under graduate degree in Economics from Madras University and Master Degrees from the Institute of Rural Management (IRMA) and Harvard University's John F. Kennedy School of Government. She is a Fellow member of Global Economic Society.

Bindu has published in the Economic and Political Weekly, OECD Trade Paper Series and the Small Enterprise Development Journal. She is also a member of the FICCI taskforce on financial inclusion.



## **S.G. ANIL KUMAR**

Anil is a career banker with close to two decades of experience in the areas of Rural, Retail and Agri Banking. Since April 2007, he has been involved in the set-up of a new model of rural financial services delivery channel named "Kshetriya Gramin Financial Services (KGFS)" in remote rural geographies. Currently there are Five KGFS' in Tamil Nadu, Orissa and Uttarakhand collectively serving over 2,00,000 households through their 140 branches offering a suite of financial products and services delivered under a Wealth Management framework.

In addition to his work within IFMR Trust, he is a Board Member in Grameen Capital India and Member - Project Management Committee, MicroSave India.

Anil has a Masters in Management (2005) from Asian Institute of Management, Manila, Phillipines and holds a Masters Diploma in Business Administration (2002) from Symbiosis Institute of Management Studies, Pune.

# Directors' Report



The Directors have pleasure in presenting to you the First Annual Report on the business and operations of the Company together with the audited financials statement and accounts for the year ended March 31, 2012.

## Mission

To maximise the financial wellbeing of every individual and every enterprise by providing complete access to financial services in remote rural India.

## Financial Results

The financial performance for fiscal 2012 is summarised in the following table:

| S. No | Particular             | 2011-12<br>(In Rupees) |
|-------|------------------------|------------------------|
| 1.    | Income from Operations | 611,401                |
| 2.    | Other Income           | 268,468                |
| 3.    | Total Revenue (1+2)    | 879,868                |
| 4.    | Expenses               | 54,705,201             |
| 5.    | Loss After Tax         | 53,825,333             |
| 6.    | Loss for the period    | 53,825,333             |
| 7.    | Loss per share         | 9.33                   |

The Company was incorporated on August 01, 2011 to offer full suite of financial products and services based on wealth management approach to households and enterprises in remote rural areas of India through the KGFS model.

Currently there are five operational KGFS' - Pudhuaaru KGFS functioning in Thanjavur and Tiruvarur districts of Tamil Nadu; Dhanei KGFS in Ganjam and Khurda districts in Odisha; Sahastradhara KGFS in the hilly regions of Garhwal in Uttarakhand; Vellaaru KGFS and Thenaaru KGFS, in Ariyalur and Pudukottai Districts of Tamil Nadu.

The Company's operations in this financial year represented a phase of consolidation and growth. The Company has concluded its first round of equity infusion with investments coming from two PE players. The Company has been quick to capitalise on the developments in the external environment by forging strategic partnerships with Banks and FIs to directly originate business for them. This led to opening of two new KGFS' one each in Ariyalur and Pudukottai. The losses incurred were due to setting up costs and operative expenses. The Directors report that the performance in the second year of operations would be as per the Annual Operative Plan (AOP) and projections. The Directors shall make all efforts and are confident of achieving better results in the forthcoming years.

## Future Outlook and Opportunities

The directors are happy to share with you their positive outlook for the future of the Company. The innovative service offerings of the Company have found enthusiastic acceptance from the customers and support from the mainstream market players, prospective partners and investors. We are committed to refine our offering to the customers continuously, and are confident that the customer centric approach of the Company will ensure the achievement of Company's mission in a time-bound manner.

## Dividend

The Directors do not recommend payment of dividend for the FY 2011-12.

## Directors' Responsibility Statement

In compliance with the provisions of Section 217(2AA) of the Companies Act, 1956, the Board of Directors of the Company confirms that:

- a. in the preparation of the annual accounts, the applicable accounting standards have been followed and there has been no material departures;
- b. the selected accounting policies were applied consistently and the Directors made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Company as at March 31, 2012 and of the profit of the Company for that period;
- c. proper and sufficient care has been taken for the maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 1956, for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities;
- d. the annual accounts have been prepared on a going concern basis;
- e. the Company has adequate internal systems and controls in place to ensure compliance of laws applicable to the Company.

## Subsidiary Companies

The Company has two subsidiaries namely "Pudhuaaru Financial Services Private Limited" and "Ankur Securities Private Limited" as on March 31, 2012.

## Fixed Deposits

The Company has not accepted any public deposits and as such, no amount on account of principal or interest on public deposits was outstanding as on the date of the Balance Sheet.

## Directors

Subject to the Companies Act, 1956 and as per the Articles of Association of the Company, none of the Directors shall retire by rotation.

## Auditors

M/s. Deloitte Haskins & Sells, Chartered Accountants, who are the statutory auditors of the Company, hold office, in

accordance with the provisions of the Act up to the conclusion of the forthcoming AGM and are eligible for reappointment.

## Particulars of Employees

None of the Employees are in receipt of remuneration above the limits prescribed under section 217(2A) of the companies Act, 1956 and the rules framed there under.

## Compliance Certificate

The Company has a whole time Secretary and accordingly, pursuant to the second proviso of Section 383A, compliance certificate was not required for the Company during the previous year.

## Conservation of Energy, Technology Absorption, Foreign Exchange Earnings and Outgo

The Company has no activity relating to conservation of energy and technology absorption. There were no foreign exchange earnings or outflow during the year.

## Employee Relationship

The employees at all ranks of the Company have extended their whole-hearted cooperation with the Company for the smooth conduct of the affairs of the Company and hence the employee relations of the Company have been cordial. The Directors wish to place on record their deep appreciation to all the employees for their commitment and contribution to the performance of the Company.

## Acknowledgement

The Directors wish to place on record their appreciation to thank the Financial Institutions, Banks and all the various stakeholders (M/s IFMR Trusteeship Services Private Limited (Trustee IFMR Trust), M/s. Lok Capital II LLC and Societe Promotion et de Pour La Cooperation Economique S.A. (PROPARCO)) for their continued co-operation and support to the Company. They would also like to take this opportunity to thank the Customers, Auditors, Vendors, Dealers and Suppliers for their continuous support and encouragement.

On behalf of the Board of Directors

**S.G. Anil Kumar**  
Director

**Bindu Ananth**  
Director

Place: Chennai  
Date: May 31, 2012



# Auditors' Report

TO THE MEMBERS OF  
IFMR RURAL CHANNELS AND SERVICES PRIVATE LIMITED

1. We have audited the attached Balance Sheet of IFMR RURAL CHANNELS AND SERVICES PRIVATE LIMITED ("the Company") as at 31st March, 2012, the Statement of Profit and Loss and the Cash Flow Statement of the Company for the period ended on that date, both annexed thereto. These financial statements are the responsibility of the Company's Management. Our responsibility is to express an opinion on these financial statements based on our audit.
2. We conducted our audit in accordance with the auditing standards generally accepted in India. Those Standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. An audit includes examining, on a test basis, evidence supporting the amounts and the disclosures in the financial statements. An audit also includes assessing the accounting principles used and the significant estimates made by the Management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.
3. The requirements of the Companies (Auditor's Report) Order, 2003 (CARO) issued by the Central Government in terms of Section 227(4A) of the Companies Act, 1956 are not applicable to the company.
4. Further to our comments in the Annexure referred to in paragraph 3 above, we report as follows:
  - (a) we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit;
  - (b) in our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books;
  - (c) the Balance Sheet, the Statement of Profit and Loss and the Cash Flow Statement dealt with by this report are in agreement with the books of account;
  - (d) in our opinion, the Balance Sheet, the Statement of Profit and Loss and the Cash Flow Statement dealt with by this report are in compliance with the Accounting Standards referred to in Section 211(3C) of the Companies Act, 1956;
  - (e) in our opinion and to the best of our information and according to the explanations given to us, the said accounts give the information required by the Companies Act, 1956 in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:
    - (i) in the case of the Balance Sheet, of the state of affairs of the Company as at 31st March, 2012;
    - (ii) in the case of the Statement of Profit and Loss, of the loss of the Company for the period ended on that date;
    - (iii) in the case of the Cash Flow Statement, of the cash flows of the Company for the period ended on that date.
5. On the basis of the written representations received from the Directors as on 31st March, 2012 taken on record by the Board of Directors, none of the Directors is disqualified as on 31st March, 2012 from being appointed as a director in terms of Section 274(1)(g) of the Companies Act, 1956.

For DELOITTE HASKINS & SELLS  
Chartered Accountants  
(Registration No. 008072S)

**Bhavani Balasubramanian**  
Partner  
(Membership No. 22156)

Place: Chennai  
Date: May 31, 2012

# Financials



## IFMR Rural Channels and Services Private Limited Balance Sheet as at March 31, 2012

|              |                                 |    | As at<br>March 31, 2012 |
|--------------|---------------------------------|----|-------------------------|
| <b>I</b>     | <b>EQUITY AND LIABILITIES</b>   |    |                         |
| (1)          | Shareholders' Fund              |    |                         |
|              | Share Capital                   | 2  | 307,512,310             |
|              | Reserves and Surplus            | 3  | 37,436,357              |
| (2)          | Non-current Liabilities         |    |                         |
|              | (a) Long Term Borrowings        | 4  | 100,000,000             |
|              | (b) Long Term Provisions        | 5  | 1,331,761               |
| (3)          | Current Liabilities             |    |                         |
|              | (a) Short Term Borrowings       | 4  | 365,000                 |
|              | (b) Trade Payables              | 6  | 5,206,685               |
|              | (c) Other Current Liabilities   | 7  | 16,282,583              |
|              | (d) Short Term Provisions       | 8  | 6,315,830               |
| <b>Total</b> |                                 |    | <b>474,450,526</b>      |
| <b>II</b>    | <b>ASSETS</b>                   |    |                         |
| (1)          | Non-current Assets              |    |                         |
|              | (a) Fixed Assets                | 9  |                         |
|              | (i) Tangible Assets             |    | 20,619,245              |
|              | (ii) Intangible Assets          |    | 246,895                 |
|              | (b) Non-current Investment      | 10 | 196,068,361             |
|              | (c) Long Term Loans & Advances  | 11 | 140,793,690             |
|              | (d) Other non-current assets    | 12 | 4,701,494               |
| (2)          | Current Assets                  |    |                         |
|              | (a) Cash and Cash Equivalents   | 13 | 106,550,050             |
|              | (b) Short Term Loans & Advances | 14 | 4,795,049               |
|              | (c) Other Current Assets        | 15 | 675,742                 |
| <b>Total</b> |                                 |    | <b>474,450,526</b>      |

(continued on next page)

See accompanying notes forming part of the financial statements

In terms of our reports attached  
For Deloitte Haskins & Sells  
Chartered Accountants

**Bhavani Balasubramanian**  
Partner

Place: Chennai  
Date: May 31, 2012

For and on behalf of the Board  
IFMR Rural Channels and Services Private Limited

**Bindu Ananth**  
Director

**S. G. Anil Kumar**  
Director

**Srinivasa Raghavan**  
Company Secretary

## Statement of Profit &amp; Loss for the period from August 01, 2011 to March 31, 2012

|      |   |          | Amount in INR   |
|------|---|----------|---|
|      | Particulars                               | Note No. | For the period from<br>August 01, 2011 to<br>March 31, 2012 |
| I.   | <b>Revenue from Operations</b>            | 16       | 611,401   |
| II.  | <b>Other Income</b>                       | 17       | 268,467   |
| III. | <b>Total Revenue</b>                      |          | <b>879,868</b>  |
| IV.  | <b>Expenses</b>                           |          |   |
|      | Employee Benefits Expenses                | 18       | 20,289,674  |
|      | Finance Cost                              | 19       | 1,560   |
|      | Depreciation/Amortisation                 | 9        | 2,144,023   |
|      | Other Expenses                            | 20       | 32,269,944  |
|      | <b>Total Expenses</b>                     |          | <b>54,705,201</b>   |
| V.   | <b>Loss before tax (III- IV)</b>          |          | <b>(53,825,333)</b>   |
| VI.  | <b>Tax expense:</b>                       |          |   |
|      | (1) Current tax                           |          | -   |
|      | (2) Deferred tax                          |          | -   |
| VII. | <b>Loss for the period (V-VI)</b>         |          | <b>(53,825,333)</b>   |
|      | Loss per equity share (Face value Rs. 10) | 24       |   |
|      | (1) Basic                                 |          | (9.33)  |
|      | (2) Diluted                               |          | (9.33)  |

See accompanying notes forming part of the financial statements

In terms of our reports attached  
For Deloitte Haskins & Sells  
Chartered Accountants

**Bhavani Balasubramanian**  
Partner

For and on behalf of the Board  
IFMR Rural Channels and Services Private Limited

**Bindu Ananth**  
Director

**S. G. Anil Kumar**  
Director

**Srinivasa Raghavan**  
Company Secretary

Place: Chennai  
Date: May 31, 2012

## Cash Flow statement for the year period from August 01, 2011 to March 31, 2012

|          |   | For the period from<br>August 01, 2011 to<br>March 31, 2012 |
|----------|---|---|
| <b>A</b> | <b>Cash Flow from Operating Activities</b>                    |   |
|          | Loss before Tax   | (53,825,333)  |
|          | <b>Adjustments for:</b>                                       |   |
|          | Depreciation and amortisation                                 | 2,144,023   |
|          | Interest income   | (212,864)   |
|          | Interest on loan  | 1,560   |
|          | Provision for Compensated absences                            | 2,130,832   |
|          | Provision for Gratuity  | 1,331,761   |
|          | <b>Operating Loss before working capital changes</b>          | <b>(48,430,021)</b>   |
|          | <b>Changes in working capital:</b>                            |   |
|          | Adjustments for (increase)/decrease in operating assets       |   |
|          | Current Assets  |   |
|          | Increase in Short term Loans and Advances                     | (4,795,049)   |
|          | Increase in Long term Loans and Advances                      | (357,376)   |
|          | Increase in Other Current Assets                              | (600,686)   |
|          | Current Liabilities   |   |
|          | Increase in Trade Payables                                    | 5,206,685   |
|          | Increase in Other Current Liabilities                         | 16,281,023  |
|          | Increase in Short term Provisions                             | 4,184,998   |
|          | <b>Cash used in operations</b>                                | <b>(28,510,426)</b>   |
|          | Net income Tax (paid)/ Refunds                                | -   |
|          | <b>Net cash used in operating activities (A)</b>              | <b>(28,510,426)</b>   |
| <b>B</b> | <b>Cash Flows from Investing Activities</b>                   |   |
|          | Investment in Equity shares of Subsidiaries                   | (196,068,361)   |
|          | Advance for Purchase of Equity shares                         | (140,500,000)   |
|          | Purchase of fixed assets                                      | (23,010,163)  |
|          | Investment in Restricted Deposits                             | (4,500,000)   |
|          | <b>Net cash used in Investing activities (B)</b>              | <b>(364,078,524)</b>  |
| <b>C</b> | <b>Cash Flows from Financing Activities</b>                   |   |
|          | Proceeds from Long term borrowings                            | 365,000   |
|          | Proceeds from Issue of convertible debentures                 | 100,000,000   |
|          | Share Application Money received                              | 398,774,000   |
|          | <b>Net cash flow generated from Financing activities (C )</b> | <b>499,139,000</b>  |

(continued on next page)

|   |             |
|---|-------------|
| Net increase in Cash and Cash Equivalents (A+B+C)   | 106,550,050 |
| Cash and Cash Equivalents at the beginning of the period  | -           |
| Cash and Cash Equivalents at the end of the period  | 106,550,050 |
| <b>Reconciliation of Cash and cash equivalents with the Balance Sheet:</b>                              |             |
| Cash and cash equivalents as per Balance Sheet (Refer Note 13)  | 106,550,050 |
| Less: Bank balances not considered as Cash and cash equivalents as defined in AS 3 Cash Flow Statements | -           |
| Net Cash and cash equivalents (as defined in AS 3 Cash Flow Statements) included in Note 13             | 106,550,050 |

See accompanying notes forming part of the financial statements

In terms of our reports attached  
For Deloitte Haskins & Sells  
Chartered Accountants

For and on behalf of the Board  
IFMR Rural Channels and Services Private Limited

**Bhavani Balasubramanian**  
Partner

**Bindu Ananth**  
Director

**S. G. Anil Kumar**  
Director

**Srinivasa Raghavan**  
Company Secretary

Place: Chennai  
Date: May 31, 2012

**Note 1**

**SIGNIFICANT ACCOUNTING POLICIES**

**1.1 Basis of preparation of financial statements:**

The financial statements are prepared under the historical cost convention, on the accrual basis of accounting, in accordance with accounting principles generally accepted in India, including the notified accounting standards under the Companies (Accounting Standards) Rules, 2006 and relevant provisions of the Companies Act, 1956.

The Company is a subsidiary of IFMR Trust, which is not a Small and Medium Sized entity (SMC) as defined in the General Instructions in respect of Accounting Standards notified under the Companies Act, 1956. Accordingly, the Company has also been classified as non-SMC and has complied with the accounting standards as applicable to a non - SMC.

**1.2 Use of estimates:**

The preparation of the financial statements in conformity with the generally accepted accounting principles requires estimates and assumptions to be made that affect the reported amount of assets and liabilities on the date of financial statements and the reported amount of revenues and expenses during the reporting period. Management believes that the estimates to be used in the preparation of financial statements are prudent and reasonable. Future results could differ from these estimates and the difference between the actual results and the estimates are recognised in the periods in which the results are known.

**1.3 Fixed Assets and Depreciation/ Amortisation:**

**a. Tangible fixed assets:**

Fixed assets are stated at historical cost less accumulated depreciation. The Company capitalizes all costs relating to the acquisition and installation of fixed assets. Cost comprises the purchase price and any cost attributable to bringing the asset to its working condition for its intended use. Depreciation on assets have been provided on the Written Down Value Method at the following rates based on the managements estimate of the useful life of the assets, which are higher than the rates prescribed under Schedule XIV of the Companies Act, 1956:

| Asset Category         | Depreciation Rate |
|------------------------|-------------------|
| Computer               | 60%               |
| Furniture and Fittings | 20%               |
| Office Equipment       | 15%               |
| Buildings              | 10%               |
| Cycle                  | 20%               |

Assets individually costing less than INR 5,000/- added during the year are fully depreciated.

**b. Intangible assets:**

| Asset Category | Depreciation Rate |
|----------------|-------------------|
| Software       | 60%               |

#### 1.4 Impairment of Assets:

The Company determines whether there is any indication of impairment of the carrying amount of its assets. The recoverable amount of such assets are estimated, if any indication exists and impairment loss is recognized wherever the carrying amount of the assets exceeds its recoverable amount.

#### 1.5 Investments:

Investments that are readily realisable and are intended to be held for not more than one year the date, on which such investments are made, are classified as current investments. Current investments are stated at lower of cost and fair value. Long-term investments are stated at cost of acquisition. Provision for diminution is made if such diminution is considered other than temporary in nature. Investments in Mutual Funds are valued at the lower of cost or fair value, prevailing as at the balance sheet date.

#### 1.6 Leases:

Leases are classified as finance or operating leases depending upon the terms of the lease agreements.

##### Finance Leases

Finance leases, which effectively transfer substantially all the risks and benefits incidental to the ownership of the leased item, are capitalised at the lower of the fair value or present value of the minimum lease payments at the inception of the lease term and disclosed as leased assets. Lease payments are apportioned between the finance charges and the reduction of the lease liability based on the implicit rate of return. Finance charges are charged directly against income.

##### Operating Leases

Leases of assets under which all risks and rewards of ownership are effectively retained by the lessor are classified as operating leases. Lease payments under operating leases are recognized as an expense on a straight-line basis over the lease term.

#### 1.7 Revenue Recognition:

Revenue is recognized to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured.

- Revenue in respect of services like Insurance Agency commission, NPS Lite commission and commission from Remittance Business is recognized as per the terms of the contract.
- Revenue in respect of fees for origination and servicing of loan portfolio is recognised monthly on accrual basis.
- Interest income on deposits with bank is recognized on a time proportion basis taking into account the amount outstanding and the rate applicable.
- All other income is recognized on accrual basis.

#### 1.8 Employee Benefits:

Employee benefits include provident fund, gratuity and compensated absences.

##### Defined Contribution Plan:

##### Provident Fund

Contribution to Provident Fund and Family Pension Fund accrued and paid on monthly basis to the relevant authorities, are absorbed in the statement of profit and loss.

## **Defined Benefit Plans (Long term employee benefits):**

### **Gratuity**

The company accounts for its liability for future gratuity benefits based on the actuarial valuation, as at the balance sheet date, determined by an Independent Actuary using the Projected Unit Credit method and is provided for. The company's gratuity plan is non-funded.

Actuarial gains and losses are recognised in the statement of profit and loss in the year in which they occur.

### **1.9 Service Tax Input Credit:**

Service tax input credit is accounted for in the books in the period in which the underlying service received is accounted and when there is no uncertainty in availing/utilizing the same.

### **1.10 Taxes on Income:**

#### **Income Tax**

Current tax is determined in accordance with the provisions of Income tax act, 1961.

#### **Deferred Tax**

Deferred tax is calculated at the rates and laws that have been enacted or substantively enacted as of Balance Sheet date and is recognised on timing difference that originate one period and capable of reversal in one or more subsequent periods. Deferred tax assets, subject to consideration of prudence are recognised and carried forward only to the extent that they can be realised.

### **1.11 Provisions, Contingent Liabilities and Contingent Assets:**

Provisions are recognised only when the Company has present or legal or constructive obligation as a result of past events for which it is probable that an outflow of economic benefit will be required to settle the transaction and a reliable estimate can be made for the amount of the obligation. Contingent liability is disclosed for (i) Possible obligation which will be confirmed only by future events not wholly within the control of the company or (ii) Present obligation arising from past events where it is not probable that an outflow of resources will be required to settle the obligation or a reliable estimate of the amount of the obligation cannot be made. Contingent asset are not recognised in the financial statements since this may result in the recognition of income that may never be realised.

|   |                   | As at<br>March 31, 2012 |
|---|-------------------|-------------------------|
| <b>Note 2<br/>Share Capital</b>   |                   |                         |
| Authorised  |                   | 500,000,000             |
| 5,00,00,000 Equity Shares of INR 10 each  |                   |                         |
| Issued, Subscribed and Fully Paid up<br>30,751,231 Equity Shares of INR 10 each   |                   | 307,512,310             |
| <b>Total</b>  |                   | <b>307,512,310</b>      |
| (a) Details of Shares held by each shareholder holding more than 5% shares  |                   |                         |
| As at March 31, 2012  |                   |                         |
| Name of the shareholders  | No of Shares held | % of Shares             |
| IFMR Trust (Controlling Entity) and its nominee*  | 24,877,400        | 80.90                   |
| Lok Capital LLC   | 3,759,252         | 12.22                   |
| Societe De Promotion et de Participation Pour la Cooperation Economique S.A (PROPARCO)  | 2,114,579         | 6.88                    |
| <b>Total</b>  | <b>30,751,231</b> | <b>100.00</b>           |
| *Includes 265,307 equity shares issued pursuant to contract without payment being made in cash  |                   |                         |
| (b) The company has only one class of equity shares with voting rights (one vote per share)   |                   |                         |
| <b>Note 3<br/>Reserves and Surplus</b>  |                   |                         |
| Security Premium on equity shares issued during the period  |                   | 91,261,690              |
| Deficit in Statement for Profit and Loss  |                   | (53,825,333)            |
| <b>Total</b>  |                   | <b>37,436,357</b>       |
| Security premium represents premium paid on equity shares by Lok Capital and PROPARCO at INR 15.54 per share.   |                   |                         |
| <b>Note 4<br/>Borrowings</b>  |                   |                         |
| Long Term Borrowings  |                   |                         |
| Compulsorily Convertible Debentures (Unsecured)   |                   | 100,000,000             |
|   |                   | 100,000,000             |
| Short Term Borrowings   |                   |                         |
| Loans from Bank (Secured)   |                   | 365,000                 |
|   |                   | 365,000                 |
| <b>Total</b>  |                   | <b>100,365,000</b>      |
| a. During the period the Company has issued 1,000, 16% compulsorily convertible debentures of INR 100,000 each. These debentures carry no interest coupon rate until March 31, 2014. These debentures together with any unpaid coupon shall be convertible into such number of Equity Shares of the same class as the Subscription Shares held by the Investors, as determined by dividing the Debenture Subscription Amount by the Conversion Price. |                   | -                       |
| b. The company has also availed term loan of INR 365,000 from Axis Bank on March 20, 2012 at 13% per annum with repayments starting from March 2013. This loan is secured by way of exclusive hypothecation charge on entire assets(fixed and current assets) of the Company.   |                   |                         |

|   |                   |
|---|-------------------|
| <b>Note 5</b>   |                   |
| <b>Long Term Provisions</b>   |                   |
| Provision for Gratuity (Refer Note 21)  | 1,331,761         |
| <b>Total</b>  | <b>1,331,761</b>  |
| <b>Note 6</b>   |                   |
| <b>Trade Payables</b>   |                   |
| Sundry Creditors  |                   |
| - Micro Enterprises and Small Enterprises*  | -                 |
| - Other than Micro Enterprises and Small Enterprises  | 608,499           |
| - Third Party Product Liabilities payable to Vendors  | 142,777           |
| - Third Party Product Liabilities payable to Cusotmers  | 25,000            |
| - Other Trade Payables  | 4,430,409         |
| <b>Total</b>  | <b>5,206,685</b>  |
| <p>*In accordance with the Notification No. GSR 719 (E) dated 16.11.2007 issued by the Ministry of Corporate affairs, certain disclosures are required to be made relating to Micro Small and Medium Enterprises as defined under the Micro Small and Medium Enterprises Development Act 2006. As represented by the management, the Company has initiated the process of identifying enterprises, which qualify under the definition of Micro, Small and Medium enterprises Development Act 2006. Also, in the view of the management, there are no amounts payable / or claims from suppliers in accordance with the provisions of the Act, and therefore, no disclosures have been made in the financial statements.</p> |                   |
| <b>Note 7</b>   |                   |
| <b>Other Current Liabilities</b>  |                   |
| Advances from Group Companies (Refer Note 23)   | 10,310,691        |
| Interest Accrued but not due on Loans Taken   | 1,560             |
| Statutory Liabilities   | 1,930,448         |
| Payable to DCB against collection of Portfolio sold   | 3,528,811         |
| Other Liabilities   | 511,073           |
| <b>Total</b>  | <b>16,282,583</b> |
| <b>Note 8</b>   |                   |
| <b>Short Term Provisions</b>  |                   |
| Provision for Audit Fees  | 611,800           |
| Provision for Compensated Absences  | 2,130,832         |
| Provision for Other Expenses  | 3,573,198         |
| <b>Total</b>  | <b>6,315,830</b>  |

**Note 9**  
**Fixed Assets**

| ASSETS                   | Gross Block           |                   |             | Depreciation         |                       |                  |             | Net Block            |                      |
|--------------------------|-----------------------|-------------------|-------------|----------------------|-----------------------|------------------|-------------|----------------------|----------------------|
|                          | As at August 01, 2012 | Additions         | Adjustments | As at March 31, 2012 | As at August 01, 2012 | For the period   | Adjustments | As at March 31, 2012 | As at March 31, 2012 |
| <b>TANGIBLE ASSETS</b>   |                       |                   |             |                      |                       |                  |             |                      |                      |
| Buildings                | -                     | 7,755,939         | -           | 7,755,939            | -                     | 258,402          | -           | 258,402              | 7,497,537            |
| Office Equipments        | -                     | 7,800,238         | -           | 7,800,238            | -                     | 735,231          | -           | 735,231              | 7,065,007            |
| Furnitures & Fixtures    | -                     | 3,744,033         | -           | 3,744,033            | -                     | 374,954          | -           | 374,954              | 3,369,079            |
| Computers & Accessories  | -                     | 3,352,783         | -           | 3,352,783            | -                     | 665,161          | -           | 665,161              | 2,687,622            |
| Cycle                    | -                     | 48,340            | -           | 48,340               | -                     | 48,340           | -           | 48,340               | -                    |
| <b>Total - A</b>         | -                     | <b>22,701,333</b> | -           | <b>22,701,333</b>    | -                     | <b>2,082,088</b> | -           | <b>2,082,088</b>     | <b>20,619,245</b>    |
| <b>INTANGIBLE ASSETS</b> |                       |                   |             |                      |                       |                  |             |                      |                      |
| Software                 | -                     | 308,830           | -           | 308,830              | -                     | 61,935           | -           | 61,935               | 246,895              |
| <b>Total - B</b>         | -                     | <b>308,830</b>    | -           | <b>308,830</b>       | -                     | <b>61,935</b>    | -           | <b>61,935</b>        | <b>246,895</b>       |
| <b>Grand Total (A+B)</b> | -                     | <b>23,010,163</b> | -           | <b>23,010,163</b>    | -                     | <b>2,144,023</b> | -           | <b>2,144,023</b>     | <b>20,866,140</b>    |
| Previous period          | -                     | -                 | -           | -                    | -                     | -                | -           | -                    | -                    |

|   |   |
|---|---|
| <p><b>Note 10</b><br/><b>Non-current Investment</b></p> <p>Non Quoted-trade at cost<br/>Investment in equity instruments of subsidiaries<br/>- Pudhuaru Financials Services Private Limited<br/>- Ankur Securities Private Limited</p>  | <p>190,550,152<br/>5,518,209</p>                |
| <b>Total</b>  | <b>196,068,361</b>                              |
| <p>During the year, the Company has acquired equity shares of the following companies:</p> <p>(i) Pudhuaru Financial Services Private Limited (PFSPL), a non-deposit taking NBFC was acquired by the Company from IFMR Trusteeship Services Private Limited (Trustee - IFMR Trust) for a consideration of INR 93,031,152. Subsequent to the acquisition the company has infused INR 195,519,000 for further acquisition of shares in PFSPL out of which 975,190 shares of INR 100 each has been allotted to the company and the balance of INR 98,000,000 is retained as advance for purchase of equity shares.</p> <p>(ii) Ankur Securities Private Limited, a non-deposit taking NBFC, was acquired by the Company from Megha Holdings Private Limited for a consideration of INR 5,518,209. Subsequent to the acquisition the company has infused INR 42,500,000 for further acquisition of shares which has been retained as advance towards purchase of equity shares.</p> |   |
| <p><b>Note 11</b><br/><b>Long term Loans &amp; Advances</b></p> <p>Advance for Purchase of Equity Shares (Refer Note 10)<br/>Staff Advances</p>   | <p>140,500,000<br/>293,690</p>                  |
| <b>Total</b>  | <b>140,793,690</b>                              |
| <p><b>Note 12</b><br/><b>Other Non Current Assets</b></p> <p>Non Current Bank Balances *<br/>Interest accrued on non current deposit<br/>Advance Tax and Tax Deducted at Source (Net of Provision for Tax - NIL)</p>  | <p>4,500,000<br/>116,520<br/>84,974</p>         |
| <b>Total</b>  | <b>4,701,494</b>                                |
| <p>* Represents fixed deposits given as First Loss Default Guarantee to Development Credit Bank Limited, which are cash and cash equivalents restricted from being utilised</p>   |   |
| <p><b>Note 13</b><br/><b>Cash and Cash Equivalents</b></p> <p>Cash in Hand<br/>Balances with Scheduled Banks<br/>- in Current Accounts<br/>- in Deposit Accounts*</p>   | <p>10,304,385<br/>16,245,665<br/>80,000,000</p> |
| <b>Total</b>  | <b>106,550,050</b>                              |
| <p>Of the above, the balances that meet the definition of Cash and Cash equivalents as per AS - 3 cashflow statement<br/>* Balances in deposit accounts having an original maturity of less than 12 months</p>  | <p>106,550,050</p>                              |

|   |                  |
|---|------------------|
| <b>Note 14</b>                              |                  |
| <b>Short Term Loans &amp; Advances</b>      |                  |
| (Unsecured, considered good)                |                  |
| Advances to Group Companies (Refer Note 23) | 71,871           |
| Deposits                                    |                  |
| - Rental Deposits                           | 789,414          |
| - Staff Security Deposits                   | 416,000          |
| - Other Deposits                            | 126,099          |
| Other Advances                              |                  |
| - Service tax input credit                  | 1,261,996        |
| - Staff Advances                            | 629,230          |
| - Prepaid expenses                          | 875,657          |
| - Others                                    | 624,782          |
| <b>Total</b>                                | <b>4,795,049</b> |
| <b>Note 15</b>                              |                  |
| <b>Other Current Assets</b>                 |                  |
| Accruals                                    |                  |
| - Interest Accrued on Deposits              | 75,056           |
| - Commission Accrued                        | 27,512           |
| - Fee Receivable on Loan Origination        | 573,174          |
| <b>Total</b>                                | <b>675,742</b>   |
| <b>Note 16</b>                              |                  |
| <b>Revenue from Operations</b>              |                  |
| Loan Origination fees                       | 577,388          |
| Commission Income                           | 34,013           |
| <b>Total</b>                                | <b>611,401</b>   |
| <b>Note 17</b>                              |                  |
| <b>Other Income</b>                         |                  |
| Interest on Fixed Deposits                  | 212,864          |
| Interest on Staff Loan                      | 38,872           |
| Interest on Rental Advances                 | 3,773            |
| Miscellaneous Income                        | 12,958           |
| <b>Total</b>                                | <b>268,467</b>   |

|  |                   |
|--|-------------------|
| <b>Note 18</b>                                       |                   |
| <b>Employee Benefits Expenses</b>                    |                   |
| Salaries and Wages                                   | 15,650,047        |
| Employer's Contribution to Provident and Other Funds | 953,201           |
| Staff Welfare Expenses                               | 199,903           |
| Gratuity   | 1,331,761         |
| Compensated Absences                                 | 2,154,762         |
| <b>Total</b>   | <b>20,289,674</b> |
| <b>Note 19</b>                                       |                   |
| <b>Finance Cost</b>                                  |                   |
| Interest on Loans                                    | 1,560             |
| <b>Total</b>   | <b>1,560</b>      |
| <b>Note 20</b>                                       |                   |
| <b>Other Expenses</b>                                |                   |
| Electricity and Water Charges                        | 127,111           |
| Rent and Amenities                                   | 1,846,115         |
| Rates and Taxes                                      | 311,121           |
| Travelling and conveyance                            | 2,764,331         |
| Legal and Professional Charges                       | 18,638,614        |
| Communication expenses                               | 926,062           |
| Repairs and Maintenance                              | 443,022           |
| Office Maintenance Expenses                          | 231,544           |
| Insurance  | 550,818           |
| Printing and Stationery                              | 294,960           |
| Advertisement and Business Promotion                 | 166,739           |
| Auditors' Remuneration:                              |                   |
| - Statutory Audit                                    | 628,240           |
| - Reimbursement of expenses                          | 675               |
| Branch Set up Expenses                               | 1,290,592         |
| Preliminary Expenses                                 | 2,653,068         |
| Technology Cost                                      | 725,000           |
| Security Charges                                     | 101,201           |
| Recruitment and Training Expenses                    | 242,261           |
| Miscellaneous Expenses                               | 328,470           |
| <b>Total</b>   | <b>32,269,944</b> |

## Note 21

### Employee Benefits

The Company's obligation towards Gratuity is a Defined Benefit Plan. The details of actuarial valuation have been given below:

| Particulars  | 2011-12  |
|--|--|
|  | Amount in INR  |
| <b>Movements in Accrued Liability</b>  |  |
| Accrued Liability as at beginning of the period:                                       | -  |
| Interest Cost  | 30,885   |
| Current Service Cost   | 360,138  |
| Benefits Paid  | -  |
| Actuarial gain / loss  | 940,738  |
| <b>Accrued Liability as at the end of the period:</b><br>(No Fund is being maintained) | <b>1,331,761</b>                                     |
| <b>Amounts to be recognized in the Balance Sheet</b>                                   |  |
| Present Value of obligations as on the accounting date:                                | 1,331,761  |
| Fair Value of the Plan Assets  | -  |
| <b>Liability to be recognized in the Balance Sheet:</b>                                | <b>1,331,761</b>                                     |
| <b>Amounts to be Recognized in the Statement of Profit and Loss</b>                    |  |
| Interest Cost  | 30,885   |
| Current Service Cost   | 360,138  |
| Net Actuarial (gain) / loss  | 940,738  |
| <b>Net Expenses to be recognized in Statement of Profit and Loss</b>                   | <b>1,331,761</b>                                     |
| <b>Reconciliation</b>  |  |
| Net Liability as at the beginning of the period  | -  |
| Net Expenses in Statement of Profit and Loss   | 1,331,761  |
| Benefits Paid  | -  |
| <b>Net Liability as at the end of the period</b>                                       | <b>1,331,761</b>                                     |
| <b>Principal Actuarial Assumptions</b>   |  |
| Interest Rate (Liabilities)  | 8.50% per annum                                      |
| Rate of Return on Assets   | -  |
| Mortality Table  | As per LIC (1994 - 96)<br>(Ultimate) Mortality Table |
| Rate of exit due to reasons other than death or retirement                             | 15.00% per annum                                     |
| Salary Escalation Rate   | 10.00% per annum                                     |

#### Note:

1. The estimate of future salary increase takes into account inflation, seniority, promotion and other relevant factors
2. Discount rate is the prevailing market yields used by LIC for similar computations.
3. The information on experience adjustment is not readily available

## Note 22

### Segment Reporting

#### a. Business Segments:

The Company operates in only one business segment, namely facilitating financial services including those in relation to third party products.

#### b. Geographical Segments:

The Company does not have any reportable geographical segment as per Accounting Standard 17.

**Note 23****Related Party Disclosure**

Information relating to related party transactions for the period ended March 31, 2012 (as identified by the management and relied upon by auditors)

**a. Parties where control exists:**

Controlling Entity: IFMR Trust - represented by IFMR Trusteeship Services Private Limited.

**b. Fellow Subsidiaries with whom the company had transactions during the period:**

Dhanei Kshetriya Gramin Services  
 Sahastradhara Kshetriya Gramin Services  
 IFMR Mezzanine Finance Private Limited  
 Megha Holdings Private Limited  
 IFMR Rural Finance services Private Limited

**c. Subsidiaries with whom the company had transactions during the period:**

Ankur Securities Private Limited  
 Pudhuaaru Financial Services Private Limited

**d. Key Management personnel:**

- (i) Mr. SG. Anil Kumar, Chief Executive Officer and Director
- (ii) Ms. Bindu Ananth, Director

Remuneration is paid to the Chief Executive Officer amounting to INR 1,380,000

**e. Related Party Transactions Made during the period:**

| Related Party                                   | For the period ended<br>March 31, 2012<br>(Amount in INR) |
|---|---|
| <b>Shares allotted during the period</b>        |   |
| IFMR Trust                                      | 248,774,000   |
| <b>Fixed Assets Transferred from</b>            |   |
| IFMR Trust                                      | 15,250  |
| Dhanei Kshetriya Gramin Services                | 6,860,713   |
| Sahastradhara Kshetriya Gramin Services         | 12,816,281  |
| IFMR Mezzanine Finance Private Limited          | 2,570   |
| <b>Cost Allocated by</b>                        |   |
| IFMR Trust                                      | 1,526,320   |
| IFMR Rural Finance Services Private Limited     | 7,039,605   |
| Megha Holdings Private Limited                  | 1,661,141   |
| Ankur Securities Private Limited                | 22,060  |
| <b>Investments made in</b>                      |   |
| Pudhuaaru Financial Services Private Limited    | 190,550,152   |
| Ankur Securities Private Limited                | 5,518,209   |
| <b>Advance for Purchase of Equity shares in</b> |   |
| Pudhuaaru Financial Services Private Limited    | 98,000,000  |
| Ankur Securities Private Limited                | 42,500,000  |

f. **Related Party Balances Outstanding as at March 31, 2012:**

| Related Party   | As at<br>March 31, 2012<br>(Amount in INR) |
|---|--|
| <b>Share Capital</b>                                    |  |
| IFMR Trust  | 248,774,000                                |
| <b>Advances Recoverable</b>                             |  |
| Dhanei Kshetriya Gramin Services                        | 54,800                                     |
| IFMR Mezzanine Finance Private Limited                  | 17,071                                     |
| <b>Advances Payable</b>                                 |  |
| IFMR Trust  | 482,709                                    |
| Pudhuaaru Financial Services Private Limited            | 8,644,201                                  |
| Ankur Securities Private Limited                        | 22,060                                     |
| IFMR Rural Finance Services Private Limited             | 1,161,060                                  |
| Sahastradhara Kshetriya Gramin Services                 | 661  |
| <b>Security Deposit</b>                                 |  |
| S.G. Anil Kumar - Key Managerial Personnel              | 145,000                                    |
| <b>Loan origination &amp; Servicing Fees Receivable</b> |  |
| Pudhuaaru Financial Services Private Limited            | 573,174                                    |

**Note 24**

**Loss per share - Basic & Diluted**

| Description   | For the Period ended<br>March 31, 2012<br>(Amount in INR) |
|---|---|
| Loss after Tax for the period attributable to equity shareholders       | 5,38,25,333   |
| Weighted average Shares outstanding during the year (Basic and diluted) | 5,768,924   |
| Loss per Share - Basic and Diluted                                      | 9.33  |

As required by the Accounting Standard - 20, 'Earnings per Share', the effects of anti-dilutive potential equity shares are ignored in calculating diluted loss per share, as their conversion to equity shares will decrease the loss per share from continuing ordinary activities.

**Note 25**

The company has reviewed its deferred tax assets and liabilities as at March 31, 2012. The Company has preliminary expenses, carried forward losses unabsorbed depreciation and employee benefits which give rise to deferred tax asset. However, in the absence of virtual certainty supported by convincing evidence that sufficient future taxable income will be available against which such deferred tax asset can be realized, the said deferred tax asset has not been recognized.

**Note 26**

The Company was incorporated on August 01, 2011 and these financial statements have been prepared in the format prescribed by the Revised Schedule VI to the Companies Act, 1956 for the period August 01, 2011 to March 31, 2012. Consequently, there are no comparative figures to be disclosed.

For and on behalf of the Board  
IFMR Rural Channels and Services Private Limited

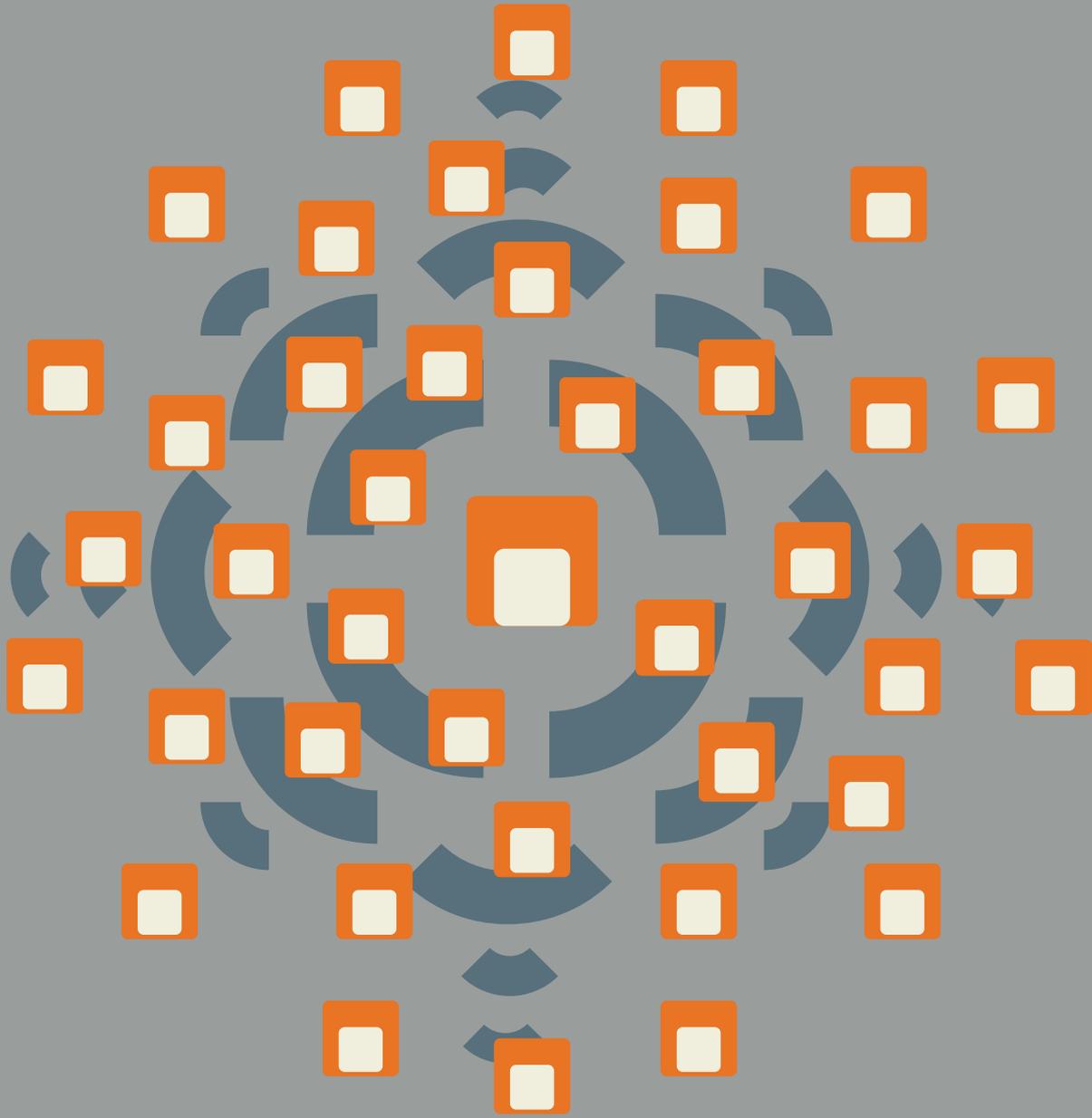
**Bindu Ananth**  
Director

**S. G. Anil Kumar**  
Director

**Srinivasa Raghavan**  
Company Secretary

Place: Chennai

Date: May 31, 2012



**IFMR Rural Channels and Services Private Limited**

IFMR Trust, 10th Floor-Phase 1, IIT-Madras Research Park, Kanagam Village, Taramani, Chennai 600113, India  
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