

Thinking Growth When It's — Not Business As Usual —

GREAT PLACE TO WORK - 2nd Time in a Row!

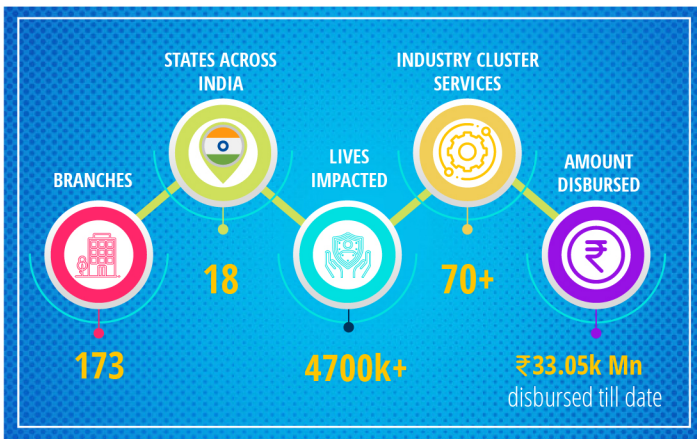


INDIA RATINGS & RESEARCH

Aye Finance's Rating Upgraded to A - (Stable Outlook) [Read More](#)

IMPACT NUMBERS

We continue to aspire for growth



AYE IN THE NEWS

THE ECONOMIC TIMES

MSME lender Aye Finance raises Rs 180 crore

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THE ECONOMIC TIMES

Sanjay Sharma Discusses What Micro-Enterprises Need to Tide Over the Current Financial Crisis

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OUTLOOK MONEY

NBFCs With Diversified Portfolios, Automation Will Tide Over The Situation

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FINTECH SINGAPORE

10 Fastest Growing Fintechs in India According to IDC

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#TOGETHERAYECAN



These are confusing times, no doubt, but at Aye we are determined to make it through and emerge more resilient than ever. The team has been dedicated to creating relevant strategies both, online and offline. Digitally, we've been sharing all relevant information, updates and news with our partners and customers using the hashtag #TogetherAyeCan.



CART - COVID APEX RESPONSE TEAM

A quick response team set up to ensure:

- The company stays ahead of the curve when it comes to strategic decisions - the entire organization had transitioned to working from home even before the government mandated lockdown
- Health is prioritised - hand sanitizers were made available to every one of Aye's 3200 employees across 173 branches
- The sharing of only factual and relevant information - dissemination of information on Dos and Donts, updates on credible information and a knowledge test on COVID, through our digital learning platform- ILM.

AYE'S CUSTOMER CENTRIC APPROACH

- Around **10,000 calls** are made every day to customers across the nation
- The customer service team maintains an open channel so as to provide correct information and guidance
- Our goal is to work towards ensuring that we emerge from this as a trusted customer centric team



The Aye Customer Services team is in Constant Contact with Customers through Calls

3 IMPACT INITIATIVES -

Aye Navigates the Nationwide Lockdown to Create Impact

Assisting Kirana Shops with Supply Linkages



Kirana trading contributes substantially to the company's portfolio and is a business that's an integral part of the country's economic backbone. Aye is currently working towards supporting kirana shop owners, further.

Mobilizing the Garment & Tailoring Segments to Create Face Masks



As anticipated by experts, once the lockdown is lifted, there's going to be an acute shortage of protective face masks. Aye Finance is volunteering its services to mobilize our customers to manufacture substantial quantities of face masks.

Supporting Dairy Farmers



Aye is currently gathering data of dairies near our customers to improve supply linkages. We're also creating informative literature on making homemade fodder and tips to look after cattle during the crisis.

WAY FORWARD

"I believe that as a team we have what it takes to overcome this one in a hundred year challenge. Such times test us and help us differentiate ourselves as a capable and **high achieving team**. The response and recovery may be long drawn and there may be difficult decisions to make and implement in the coming months, but we will remain true to our **values and our corporate culture**. With strong resolve and commitment, we will demonstrate that we can overcome this adversity. Thank you for being part of this journey and hoping many great years ahead for all of us".

- Sanjay Sharma, Managing Director

