

a.k.) A.K. Stockmart Pvt. Ltd.





INVESTMENT RATIONALE

- PUBLIC ISSUE by JM FINANCIAL PRODUCTS LIMITED ("COMPANY" or the "ISSUER") of SECURED RATED LISTED REDEEMABLE NON-CONVERTIBLE DEBENTURES of FACE VALUE of Rs 1,000 Each ("SECURED NCDs") for an amount upto Rs 200 Crore ("BASE ISSUE SIZE") with an option to retain oversubscription up to Rs. 800 crore aggregating up to Rs. 1000 crore ("TRANCHE 1 ISSUE") which is within the SHELF LIMIT Of Rs 2000 crore and is being offered by way of the Tranche 1 Prospectus.
- The issue offers yields ranging from 9.89% to 10.51% depending up on the Category of Investor and the option applied for.
- Credit Rating of "[ICRA] AA" for an amount of up to Rs. 2,000 Crore, by ICRA and "CRISIL AA/STABLE" for an amount of up to Rs. 2,000 Crore, by CRISIL.
- The Secured NCDs offered through the Tranche 1 Prospectus are proposed to be listed on BSE Limited ("BSE"). For the purpose of the Tranche 1 Issue, BSE shall be the Designated Stock Exchange.

COMPANY PROFILE

- JM Financial Products Limited (JMFPL) is a "Systemically Important Non-Deposit taking Non-Banking Financial Company ("NBFC ND SI")", registered with Reserve Bank of India and operates as the flagship company under the "JM Financial" brand.
- JMFPL is focused on offering a broad suite of secured and unsecured loan products which are customized to suit the needs of the corporates, SMEs
 and individuals. Company broadly operates under four verticals as follows.
- FID (structured financing) Wholesale financing segment to corporates includes all types of structured lending to companies across various sectors, promoter financing against listed / unlisted securities and property collateral, acquisition financing, subordinated or mezzanine financing, other secured lending and syndication.
- FID (real estate financing) Real estate financing segment includes loan against land, loan against project at early stage, project funding, loan against ready residential / commercial property and loan against shares.
- Capital market financing Capital market financing segment includes loans against securities, margin trade financing, arbitrage, buy now sell later, ESOP financing, broker financing, public offer financing and personal loans.
- SME Financing Under this segment, JMFPL provide loans for varied purposes such as institutional finance, project finance and working capital finance to small and medium enterprises, loan against property and education institutional lending.
- JMFPL offers unsecured loans to customers on the basis of their creditworthiness. The purpose of funds could be for the purpose of working capital requirement for business and/ or for purposes acceptable to their Company. In addition to the above, the company has ventured into real estate broking business under the brand name "Dwello", a JM Financial group venture. The Company, through Dwello, operates primarily in the residential real estate segment and assists buyers during all the stages of their real estate buying cycle.
- Further, JMFPL has entered in the housing finance business through their subsidiary, JMFHL. JMFHL has been granted a license to operate as a housing finance company by the National Housing Bank of India in Fiscal 2018. The focus of housing finance business would be to provide home loans to retail customer with a focus on affordable housing segment.

STRENGTHS

• Diversified product mix, strong brand and well positioned to benefit from industry trends

JMFPL is a company with a diversified product mix encompassing loans to various corporates, individuals and SMEs. JMFPL has significantly grown its fund based lending businesses focused on risk adjusted profitable growth, superior asset quality and ROE. The Company believes that its extensive presence across the rapidly growing financial services industry in India has enabled it to grow its businesses across different segments. JMFPL have also ventured into housing finance and real estate broking businesses to capitalize on the opportunities in these segments and further diversify its loan portfolio and income.

Robust track record of growth and profitability

JMFPL believes that its diversified business model provides multiple growth opportunities and enables it to manage short-term volatility in its business cycles to ensure growth and profitability. Its loan book has grown from Rs. 2,897.20 crore as of March 31, 2014 to Rs. 6,582.30 crore as of March 31, 2018. JMFPL believes that the diversity of its businesses, strong brand, client segments and geographies has enabled it to ensure a stable and sustainable financial performance, reflected in its growth in revenues and profitability. Its ROE was 14.70%, 18.20%, 14.50%, 15.50%, 15.00% and 13.90% in Fiscal 2014, Fiscal 2016, Fiscal 2017, Fiscal 2018 and the nine months period ended December 31, 2018 (on an annualized basis), respectively.

Robust lending book profile reflected in growth, asset quality and returns

JMFPL's activities are primarily focused on FID (structured financing), FID (real estate financing), capital markets lending and SME financing as reflected in its aggregate loan book which has grown at a CAGR of 22.80% from March 31, 2014 to March 31, 2018. Its aggregate loan book was Rs. 2,897.20 crore, Rs. 3,543.30 crore, Rs. 3,142.90 crore, Rs. 5,498.80 crore, Rs. 6,582.30 crore and Rs.6,693.40 crore, as of March 31, 2014, 2015, 2016, 2017, 2018 and December 31, 2018, respectively. The Company continues to manage the credit risks associated with its lending business through a diversified credit portfolio, and has accordingly been able to increase its customer base and client accounts across its loan book.

Diversified funding sources and strong credit profile

JMFPL's funding requirements are currently predominantly met through credit facilities from banks, issuance of redeemable non-convertible debentures and commercial papers. The Company believes that its quality of loan portfolio, stringent credit appraisal and risk management processes allow it to reduce cost of borrowings. JMFPL believes its strong credit rating allows it to borrow funds at competitive rates from diverse sources, reflected in its reduced cost of funds. As at March 31, 2018, its capital adequacy ratio (CRAR) was 21.70%, as compared to the minimum capital adequacy requirement of 15.00% as stipulated by the RBI and as at December 31, 2018 CRAR was 19.90%, of which Tier I capital was 19.30%.

• Long standing partnership with clients

JMFPL believes that its longstanding operations in the financial services industry in India with JM Financial, its subsidiaries and affiliates has resulted the Company as an established and reputable player in the financial services industries. The Company believes that its track record has helped it build a reputable brand, owing to its commitment to quality, reliability and timeliness of services offered.

Experienced senior management team

JMFPL believes that the considerable experience of its Board and senior management team in the financial services sector is a significant competitive advantage that has enabled it to successfully diversify and grow a profitable and sustainable business model. The Board is supported by a professional and experienced senior management team that has extensive experience in the banking and financial services sector, which has enabled it to develop strong relationships with its major clients and the financial industry network. Each of its businesses is supported by a dedicated team of managers with specialized professional expertise.

JM FINANCIAL PRODUCTS LIMITED A. K. Stockmart

ISSUE STRUCTURE

Issuer	JM Financ	ial Products Limited				
Lead Managers	A. K. Capital Se	ervices Limited, JM Financial Limi	ited** and Trust	Investment Advisors Private Limited.		
Issue	Convertible De	bentures of face value of Rs. 1	,000 each, for a	emable, Non-Convertible Debentures of face value of Rs. 1,000 each and/or an amount aggregating up to Rs. 2,000 crores ("Shelf Limit") pursuant to the nature of Subordinated Debt and will be eligible for Tier II Capital.		
Tranche I Issue	The Tranche I Issue is for Secured NCDs with a base issue size of an amount up to Rs. 200 crores, with an option to retain oversubscription up to Rs. 800 crores, aggregating up Rs.1,000 crores which is within the Shelf Limit.					
Type and nature of instrument	Secured NCDs	of face value of Rs.1,000				
Base Issue	Rs.200 crores					
Option to retain Over- ubscription Amount	Upto Rs. 800 c	rores				
ace Value (in Rs./ NCD)	1,000/-					
ssue Price (in Rs./ NCD)	1,000/-					
Minimum application and in nultiples of	Rs. 10,000 (10	NCD) collectively across all the	Series and in mu	ultiples of Rs. 1,000 (1 NCD) after the minimum application amount across all	the Series.	
Seniority	Secured NCDs regulatory requ receivables/ass called) in conn be offered to co	would constitute secured oblig uirements, shall also, with regar sets of the Company, excluding ection with all other indebtednes	pations of its an ord to the amoun therefrom such ss of the Compa lities. No securit	Ill be superior to the claims of any other creditors, subject to applicable stand shall rank pari passu inter se, present and future and subject to any out invested, be secured by way of pari passu charge in favour of the of the portion of the receivables secured or to be secured for the purposes of many, whether by way of loan or debentures or otherwise, under the terms of y will be created for Unsecured NCDs in the nature of Subordinated Debt. The II Capital.	obligations under applic Debenture Trustee on aintaining 'security cove such other indebtedne	cable statutory and/ present and/or futuer (by whatever nan ss which are / will n
Mode of Issue	Public Issue.					
isting		•	ige for the Issue	The Secured NCDs shall be listed within 6 Working Days from the Tranche I	I Issue Closing Date.	
Mode of Allotment and Trading		dematerialised form				
Market / Trading Lot	Ome NICD					
warket / Hauling Lot				and shall rank pari passu inter se, present and future, and shall be secured ing therefrom such portion of the receivables secured or to be secured for the		
<u> </u>	The Secured N the Company's whatever name are / will not b Issue will be cr thereon, at any No security wil	receivables, both present and/office called) in connection with all office offered to other lenders for the reated in accordance with the terror time. If be created for Unsecured NCD	or future, excludi ther indebtednes eir credit facilitie rms of the Debe		e purposes of maintain er the terms of such oth able property. Security in respect of Secured N	ing 'security cover' (ker indebtedness whice for the purpose of The CDs, including interesting to the control of the country interesting interesting in the country in the
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^{**}In terms of Section 8 (1) of the Depositories Act, the Company, at the request of the Applicants who wish to hold the Secured NCDs post allotment in physical form, will fulfill such request by the Applicants who wish to hold the Secured NCDs post allotment in physical form, will fulfill such request by the Applicants who wish to hold the Secured NCDs post allotment in physical form, will fulfill such request by the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originally issued in dematerialisation, if the Secured NCDs were originalisation, if the Secured NCDs were originalisation,

THE SPECIFIC TERMS OF EACH OPTION OF NCDs

Terms and conditions in connection with Secured NCDs****Series	I	П	Ш	IV	V	VI
Frequency of Interest Payment	Annual	Cumulative	Annual	Cumulative	Monthly	Annual
Who can apply		All catego	ry of investors car	subscribe to all S	eries of NCDs	
Minimum Application	Rs.10,000 (10 NCDs)	Rs.10,000 (10 NCDs)	Rs.10,000 (10 NCDs)	Rs.10,000 (10 NCDs)	Rs.10,000 (10 NCDs)	Rs.10,000 (10 NCDs)
In multiples of thereafter	Rs.1,000 (1 NCD)	Rs.1,000 (1 NCD)	Rs.1,000 (1 NCD)	Rs.1,000 (1 NCD)	Rs.1,000 (1 NCD)	Rs.1,000 (1 NCD)
Face Value of Secured NCDs (Rs./ NCD)	Rs.1,000	Rs.1,000	Rs.1,000	Rs.1,000	Rs.1,000	Rs.1,000
Issue Price (Rs./ NCD)	Rs.1,000	Rs.1,000	Rs.1,000	Rs.1,000	Rs.1,000	Rs.1,000
Tenor from Deemed Date of Allotment	24 months	24 months	36 months	36 months	60 months	60 months
Coupon Rate (% per annum)	9.90	N.A.	10.20	N.A.	10.04	10.50
Effective Yield (Per annum)*****	9.89	9.90	10.19	10.20	10.51	10.49
Mode of Interest Payment	Through various options available					
Redemption Amount (Rs. / NCD)****	Rs.1,000.00	Rs.1,208.11	Rs.1,000.00	Rs.1,338.63	Rs.1,000.00	Rs.1,000.00
Maturity Date (From Deemed Date of Allotment)	24 months	24 months	36 months	36 months	60 months	60 months
Nature of indebtedness	Secured rated listed non-convertible debentures					
Put	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Call (anytime after the months to expire from the Deemed Date of Allotment)	N.A.	N.A.	24 months	24 months	36 months	36 months

^{****} The Company shall allocate and allot Series I Secured NCDs wherein the Applicants have not indicated their choice of the relevant Secured NCD Series. If the Deemed Date of Allotment undergoes a change, the coupon payment dates, Redemption Dates, Redemption Amounts and other cash flow workings shall be changed accordingly. In case our Company exercises the Call, Redemption Amount for Series IV shall be changed suitably.

Note: Call may be applicable in Series III and IV anytime after 24 months from Deemed Date of Allotment and in Series V and VI anytime after 36 months from Deemed Date of Allotment.

ALLOCATION RATIO

Institutional Portion	Non-Institutional Portion	High Net Worth Individual Investors Portion	Retail Individual Investors Portion
10%	10%	40%	40%

Source: Shelf Prospectus and Tranche 1 Prospectus both dated 11th April, 2019

Disclaimer: Invest only after referring to the Shelf Prospectus and the Tranche 1 Prospectus

INVESTOR CATEGORIES AND ALLOTMENT

Category I	Category II	Category III	Category IV
•Public financial institutions, scheduled commercial banks, and Indian	 Companies within the meaning of 	 High Net-worth 	 Retail Individual
multilateral and bilateral development financial institutions which are	Section 2(20) of the Companies Act,	Individual Investors	Investors -
authorised to invest in the NCDs;	2013; statutory bodies/ corporations	("HNIs") - Resident	Resident Indian
 Provident funds and pension funds with a minimum corpus of Rs.250 	and societies registered under the	Indian individuals	individuals and
million, superannuation funds and gratuity funds, which are authorised	applicable laws in India and	and Hindu Undivided	Hindu Undivided
to invest in the NCDs;	authorised to invest in the NCDs;	Families through the	Families through
 Alternative Investment Funds, subject to investment conditions 	 Co-operative banks and regional 	Karta applying for	the Karta
applicable to them under the Securities and Exchange Board of India	rural banks;	an amount	applying for an
(Alternative Investment Funds) Regulations, 2012;	Trusts including Public/private	aggregating to	amount
Resident Venture Capital Funds registered with SEBI;	charitable/religious trusts which are	above Rs.1,000,000	aggregating up to
 Insurance companies registered with the IRDA; 	authorised to invest in the NCDs;	across all Series of	and including
State industrial development corporations;	 Scientific and/or industrial research 	NCDs in the Issue	Rs.1,000,000
• Insurance funds set up and managed by the army, navy, or air force	organisations, which are authorised to		across all Series
of the Union of India;	invest in the NCDs;		of NCDs in the
• Insurance funds set up and managed by the Department of Posts, the	Partnership firms in the name of the		Issue.
Union of India;	partners; and		
Systemically Important Non-Banking Financial Company registered	 Limited liability partnerships formed 		
with the RBI and having a net-worth of more than Rs.5,000 million as	and registered under the provisions of		
per the last audited financial statements	the Limited Liability Partnership Act,		
• National Investment Fund set up by resolution no. F.No. 2/3/2005-	2008 (No. 6 of 2009).		
DDII dated November 23, 2005 of the Government of India published in	Association of Persons; and		
the Gazette of India; and	Any other incorporated and/ or		
Mutual funds registered with SEBI.	unincorporated body of persons		

APPLICATIONS CANNOT BE MADE BY

- a. Minors without a guardian name* (A guardian may apply on behalf of a minor. However, the name of the guardian will also need to be mentioned on the Application Form);
- b. Foreign nationals;
- c. Persons resident outside India;
- d. Foreign Institutional Investors/Foreign Portfolio Investors;
- e. Non Resident Indians *inter-alia* including any NRIs who are (i) based in the USA, and/or, (ii) domiciled in the USA, and/or, (iii) residents/citizens of the USA, and/or, (iv) subject to any taxation laws of the USA;
- f. Qualified Foreign Investors;
- g. Overseas Corporate Bodies;
- h. Foreign Venture Capital Funds;
- i. Persons ineligible to contract under applicable statutory/ regulatory requirements.

^{*}Applicant shall ensure that guardian is competent to contract under Indian Contract Act, 1872

Key Operational and Financial Parameters on a standalone basis:

(Rs. Crore)

Paramatana.	Fiscal 2016	Fiscal 2017	Fiscal 2018	December 31, 2018		
Parameters	(Rs. crore, except number of accounts / groups)					
Networth	1,205.50	1,342.80	1,496.30	1,565.30		
Total debt	2,969.60	4,509.00	5,533.90	6,078.60		
i) Non current maturities of long term borrowings	4,61.6	1,150.10	2,628.90	2,561.80		
ii) Short term borrowings	2,352.10	2,919.20	1,741.20	2,589.60		
iii) Current maturities of long term borrowings	155.90	439.80	1,163.90	927.20		
Net fixed assets	3.80	5.60	6.90	6.70		
Non current assets	136.40	152.50	71.30	30.20		
Cash and cash equivalents	699.60	251.80	401.20	123.50		
Current investments /stock in trade	263.90	15.60	59.10	-		
Current assets	62.80	33.50	132.00	828.90#		
Current liabilities	33.30	58.30	126.30	192.20		
Assets under management (Loan Fund)	3,142.90	5,498.80	6,582.30	6,606.50		
Off balance sheet assets	-	-	-	-		
Income from funding activities	463.90	610.60	805.40	660.00		
Interest expense	275.00	344.10	488.90	394.20		
Provisioning and write – offs	-	0.60	8.10	13.40		
PAT	167.40	197.20	212.90	158.50		
Gross NPA (%)	0.60	0.10	0.30	0.30		
Net NPA (%)	0.40	-	0.20	0.20		
Tier I Capital Adequacy Ratio (%)	29.90	20.60	21.30	19.30		
Tier II Capital Adequacy Ratio (%)	0.70	0.40	0.40	0.60		

^{*} The key performance indicators for Fiscal 2016, Fiscal 2017 and Fiscal 2018 have been prepared in accordance with the Indian GAAP. Please note that on account of change in applicable law, the key performance indicators for the nine months period ended December 31, 2018 are prepared in accordance with the IND AS. Therefore, the key performance indicators pertaining to the nine months period ended December 31, 2018 are not comparable with the key performance indicators pertaining to Fiscal 2016, Fiscal 2017 and Fiscal 2018.

Total Debt Equity Ratio of the Company

Prior to the Issue (as of December 31, 2018)	3.90
Post-Issue#	5.20

[#]The debt-equity ratio post the Issue is indicative and is on account of assumed inflow of Rs.2, 000 crores from the Issue and does not include contingent and off-balance sheet liabilities. The actual debt-equity ratio post the Issue would depend upon the actual position of debt and equity on the date of allotment

[#] Includes redemption proceeds receivable from mutual fund amounting to Rs. 661.94, received on January 1, 2019.

DISCLAIMER:

'The investors shall invest only on the basis of information contained in the final prospectus'

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