

State of Play



Business Architecture designed to deliver Sustainable RoA/RoE



Wholesale: Full Suite

Bolstering Corporate, **Commercial, Treasury and Trade Service**

Retail Version 2.0

Building on the Prowess in Retail, Business Banking, **Agri & Micro Banking** leveraging the distribution & digital

Robust Credit Framework

Enhancing Collection/ Recovery, Underwriting and Credit Monitoring





Branches Sales/RM





Partnerships



Fedfina

Digital & Operations (FedServ) Capabilities

APIs

Fed-E-Biz

Mobile

Analytics

Remittance

Compliance

Credit Quality

Risk Management Inspection & Audit

Exemplar Governance



How will we do it?

Strengthening the Core ———

Leveraging Data, Digital & Distribution



4

How will we do it?



Pursuing Newer Revenue Streams







Credit Card

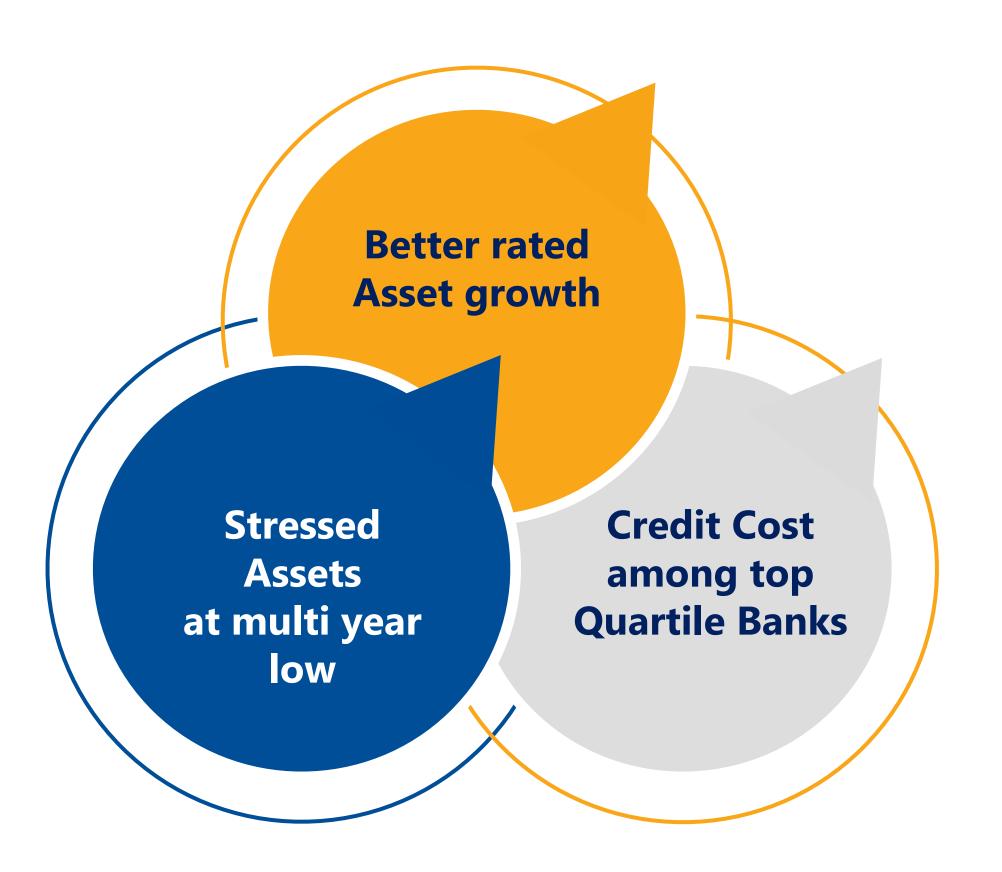


Business Banking



How will we do it?



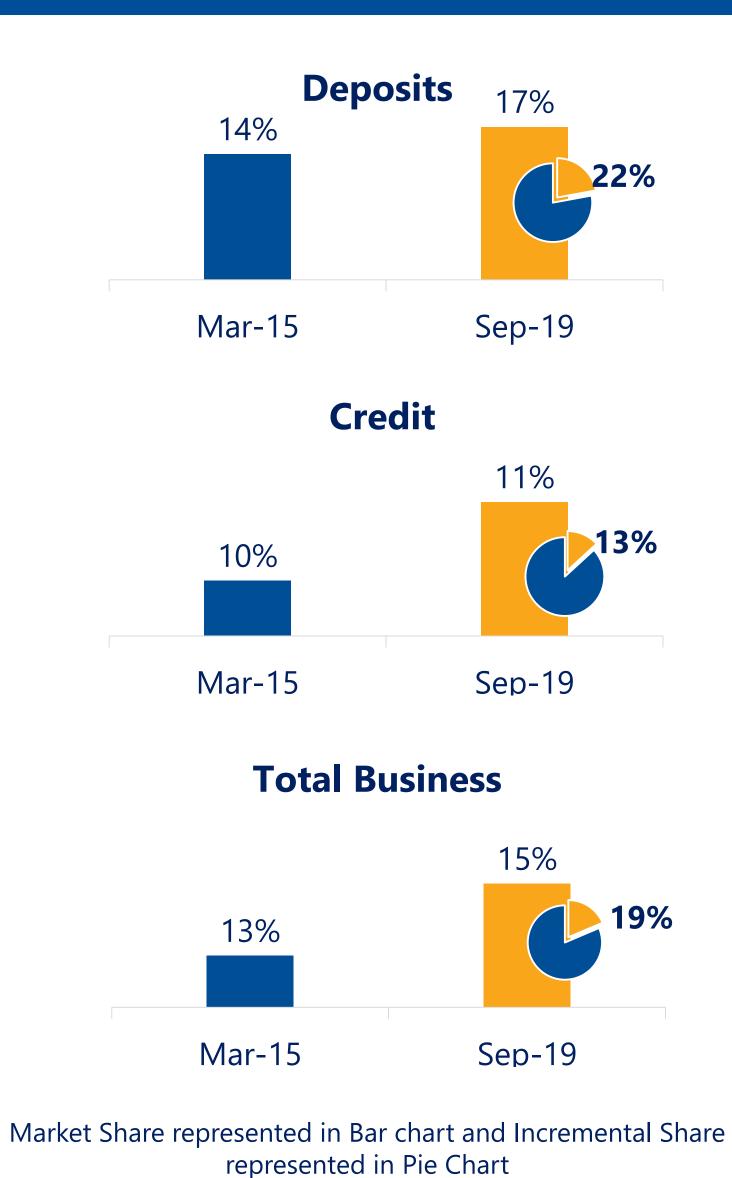


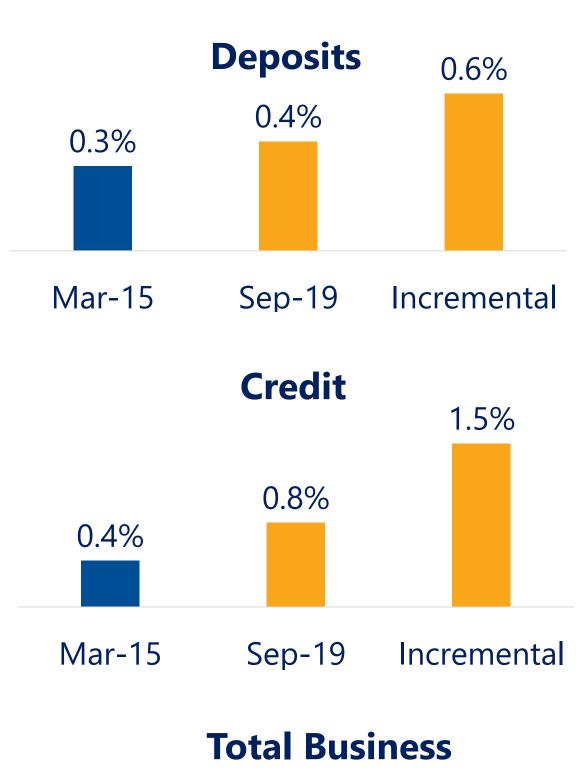


Digital at the Fore & Human at the Core



Prominence to Dominance & Presence to Prominence



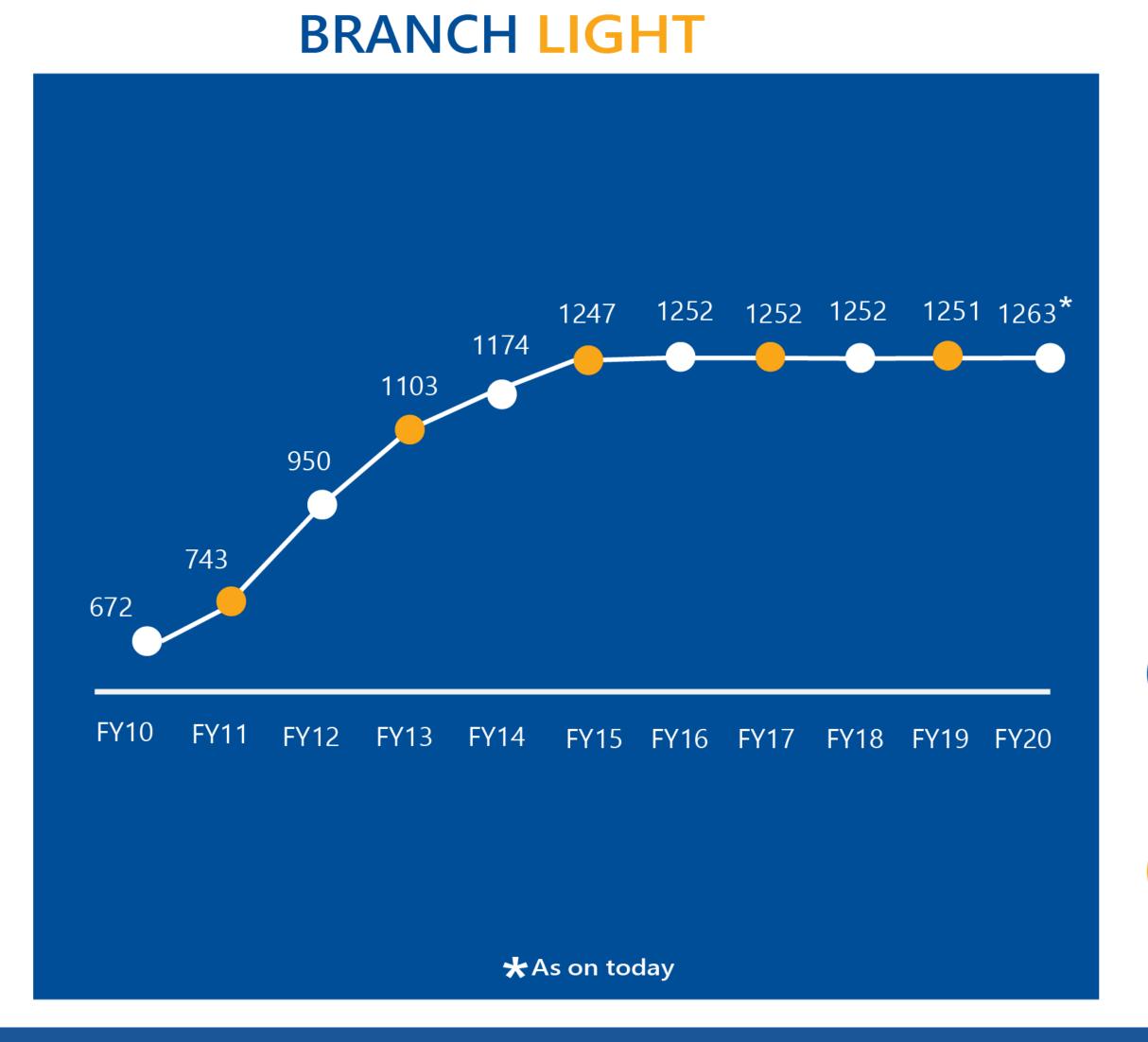


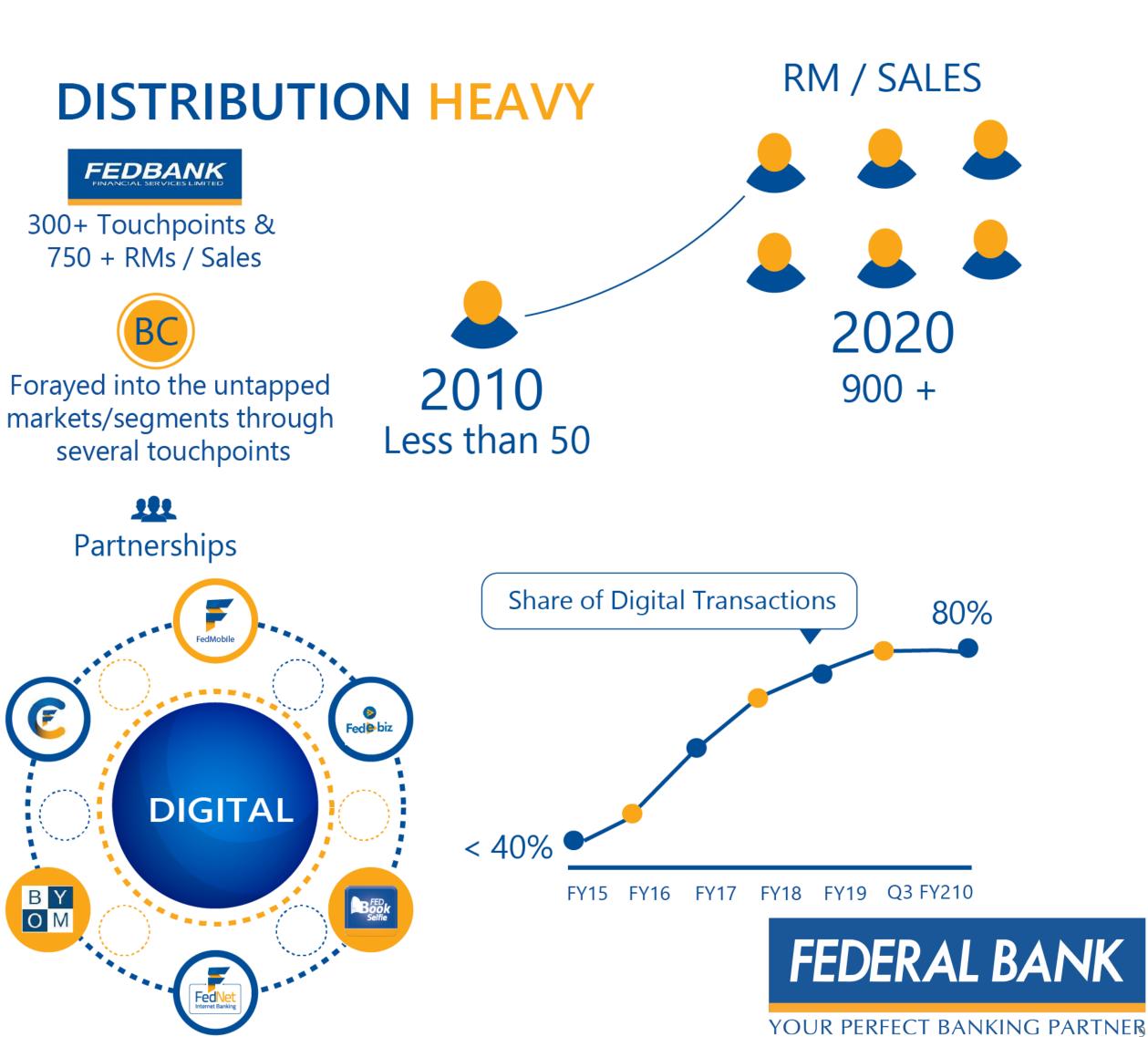


Incremental Share denotes the bank's share in incremental business during the reference period



Branch Light Distribution Heavy





Through the Financial Lens



Strong Franchise

Strong r	Tanchise				
01	Strong liability profile and NR Franchise	91% Retail Deposit Ratio	39% NR Deposit Ratio		Figures as on Dec 2019
02	Balanced Credit Book	49% Retail Book	51% Wholesale Book		
03	Geographical Diversification	599 Kerala	656 Rest of India	1255 Total Branches	
04	Stable Asset Quality	2.99% GNPA%	1.63% NNPA%	0.71% Credit Cost	1.59% Stressed book to Tot.Avg Assets
05	Healthy Capitalization	13.64% Capital Adequacy Ratio	12.62% CET1 Ratio	Excluding accru	ied profit during the current FY

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Quantum leap in Fee Income

Improvement in Profitability

1.04% RoA

> 34% Core Fee

30%

12.50%

RoE

Other Income

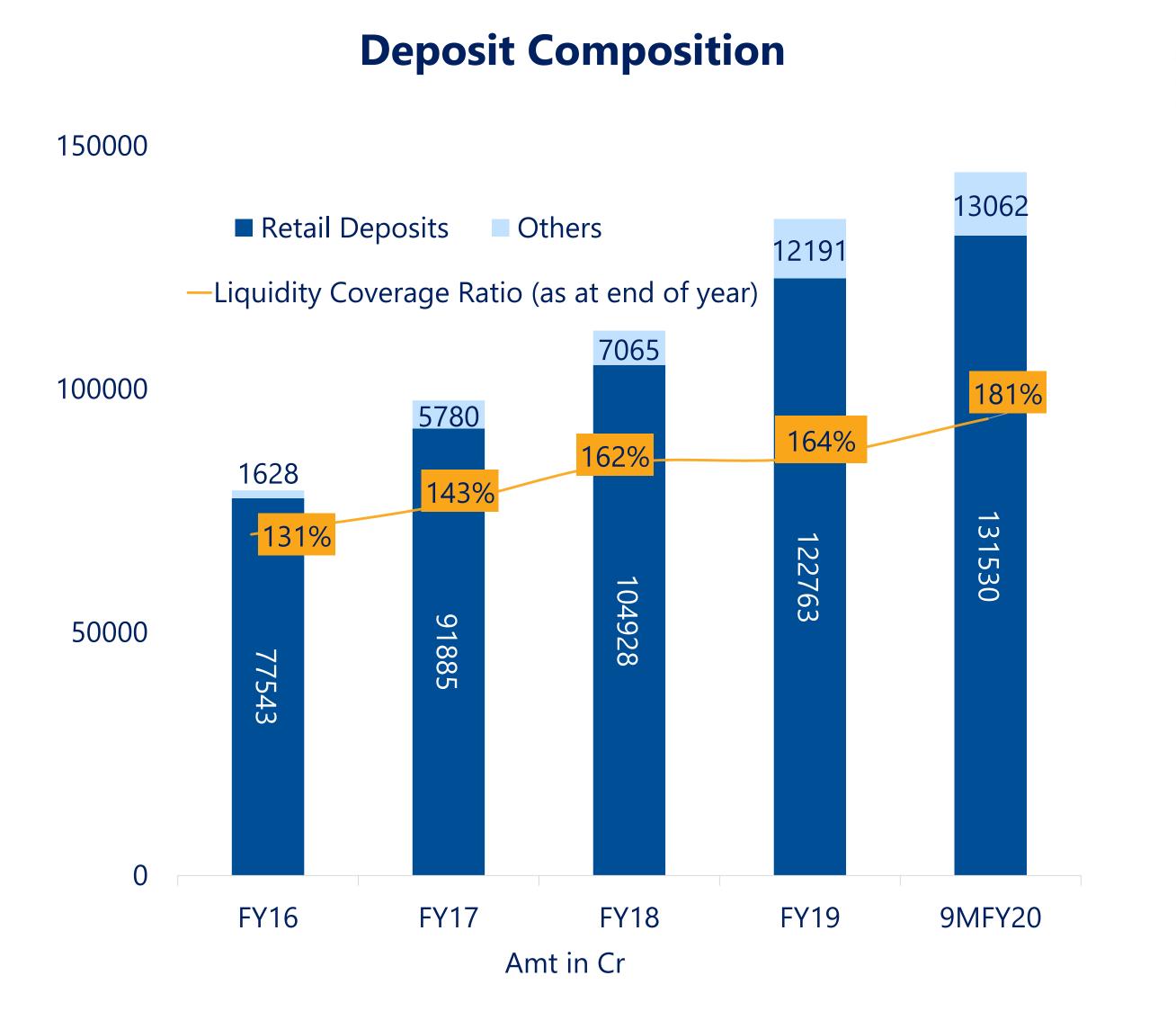
1.92% RoRWA

(Annualized- Q3 FY20)

(9M FY20- Y-o-Y Gr%)



Rich Liability Franchise







(FY16-19)

26%

NR Deposits Share in Network 1 (Sept-19)

Market leader in Non-Resident deposits in Network 1

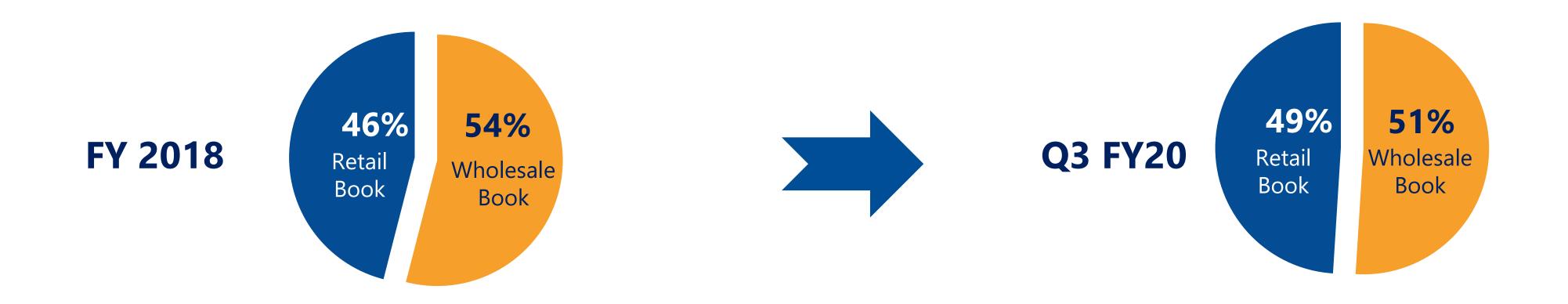


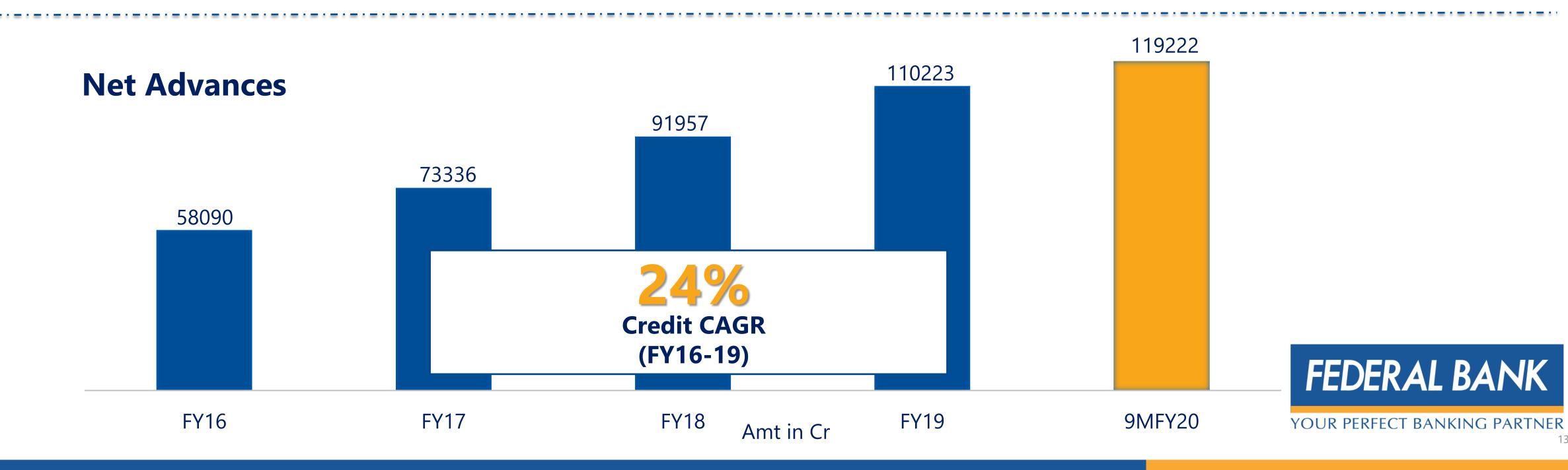
Retail Deposit Ratio

One of the highest among **Scheduled Commercial Banks**

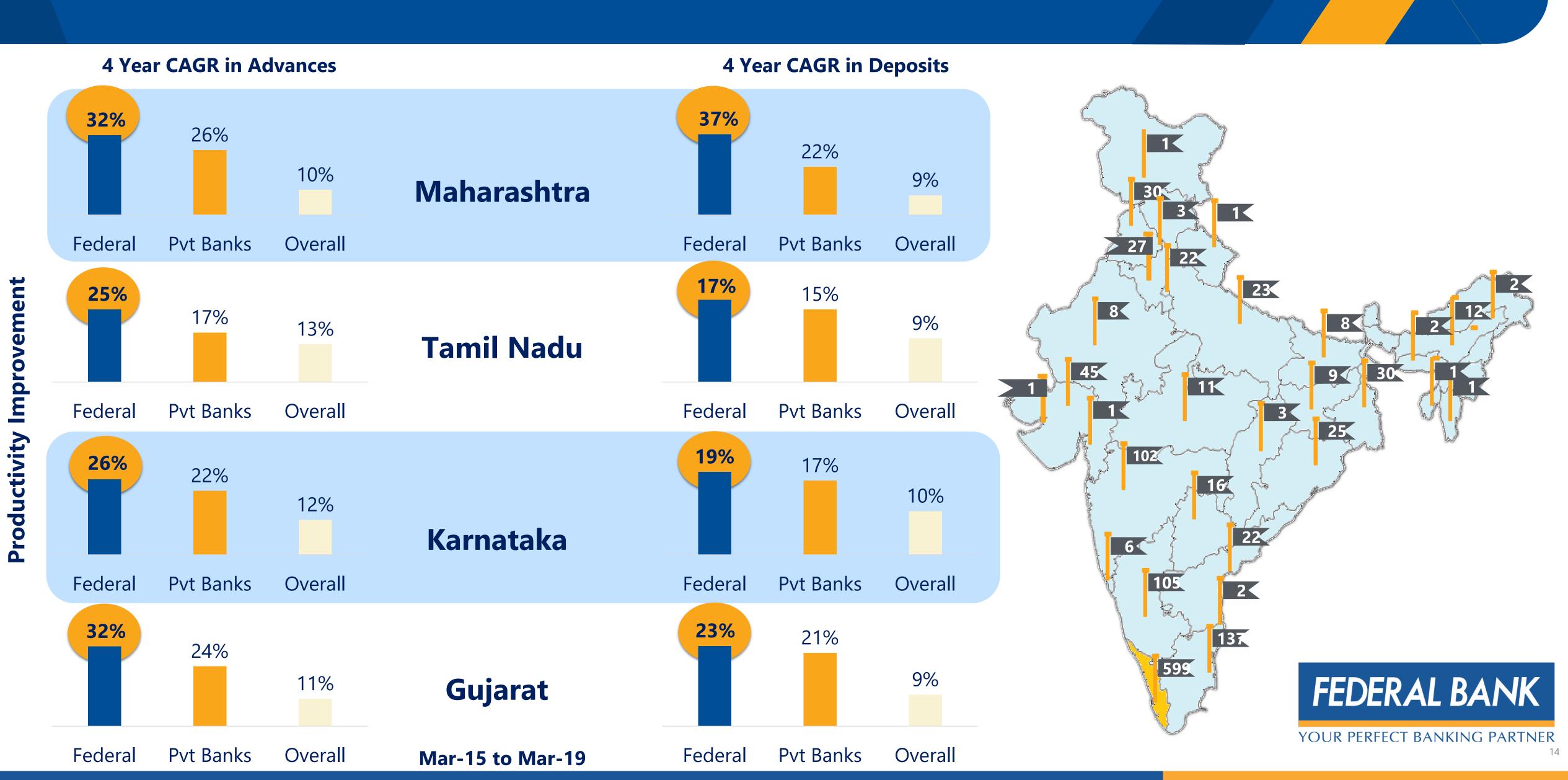


Balanced Loan Mix

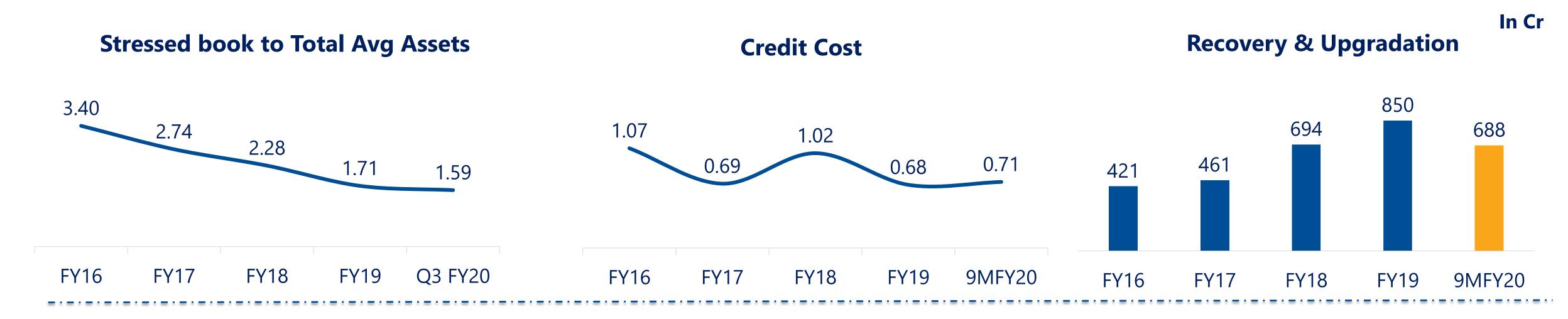


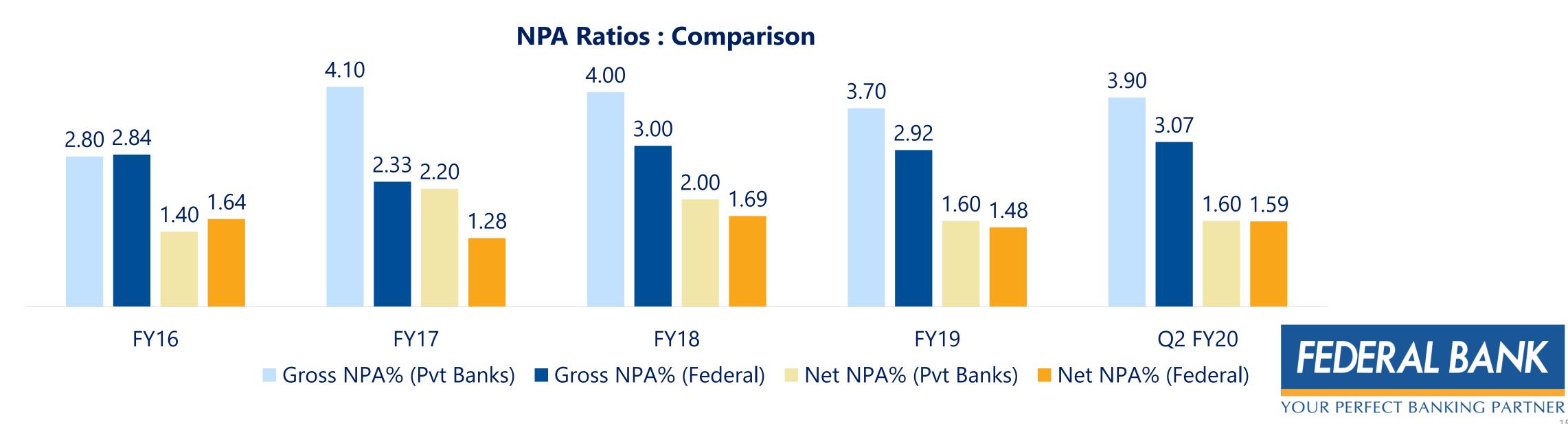


Presence to Prominence



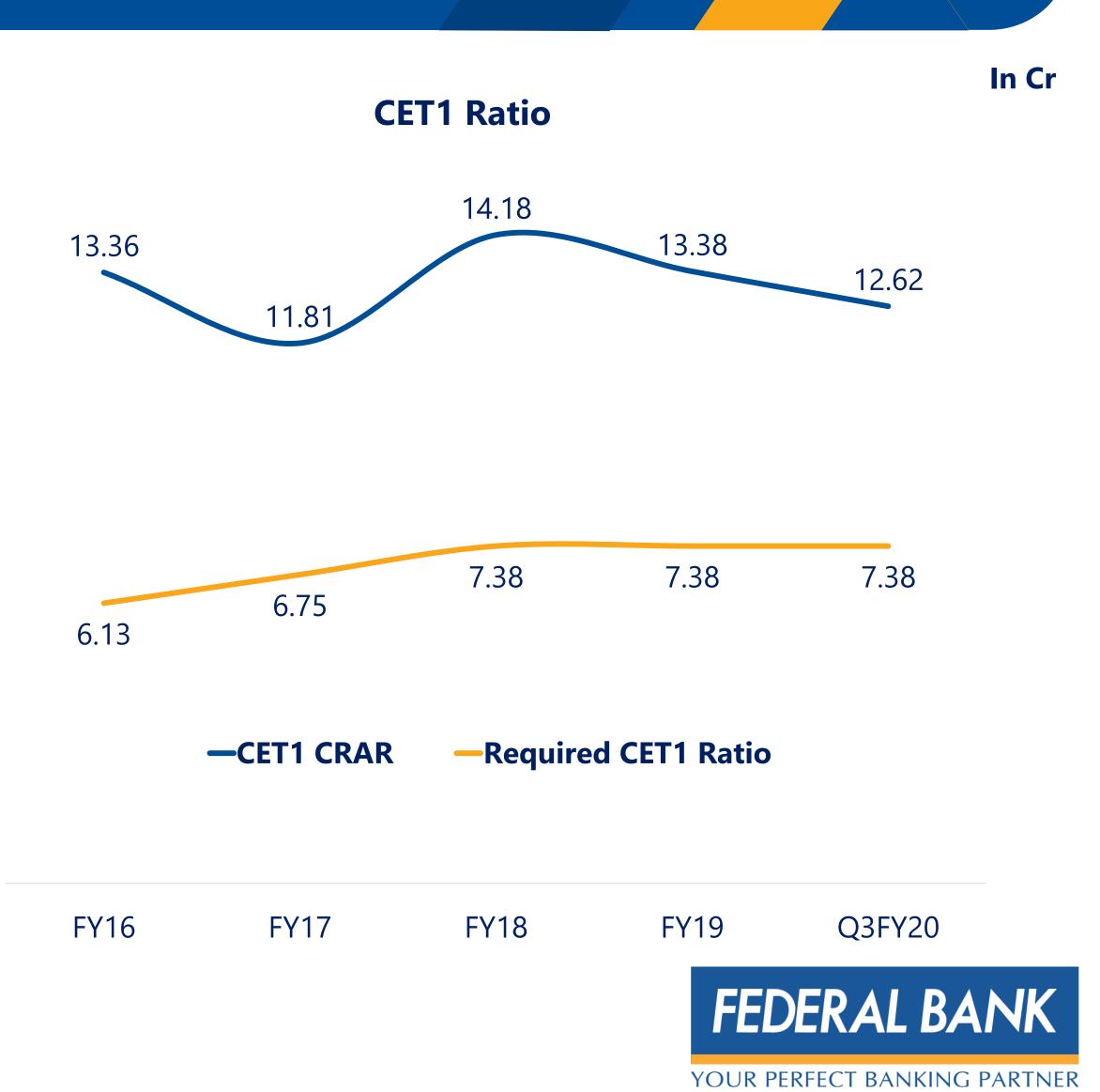
Top Quartile Credit Cost



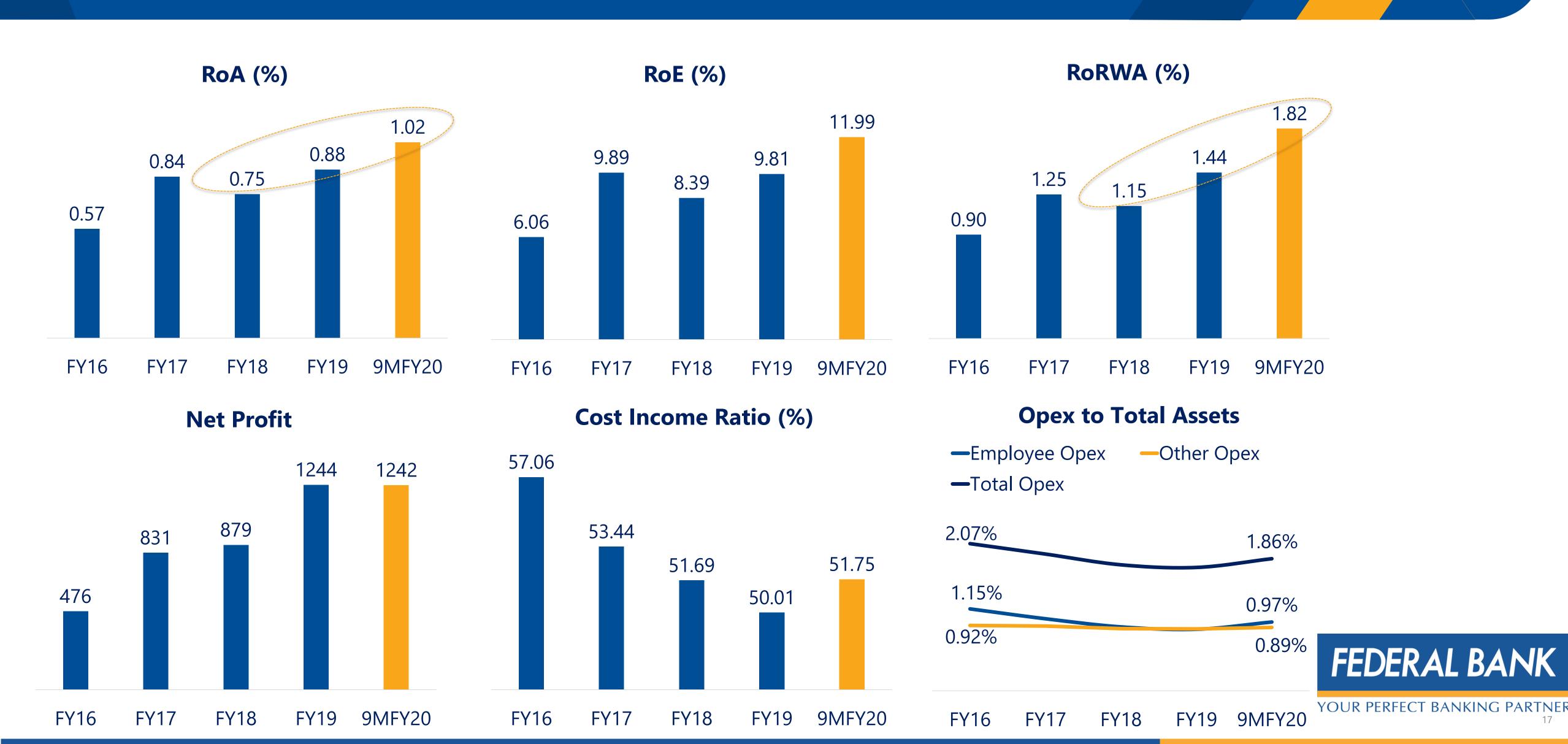


Healthy Capitalization

Dec-19	Sep-19	
88456	85828	
2473	3024	
8715	8715	
99644	97566	
12573	12561	
1016	1081	
13589	13642	
13.64%	13.98%	
12.62%	12.87%	
1.02%	1.11%	
	88456 2473 8715 99644 12573 1016 13589 13.64% 12.62%	

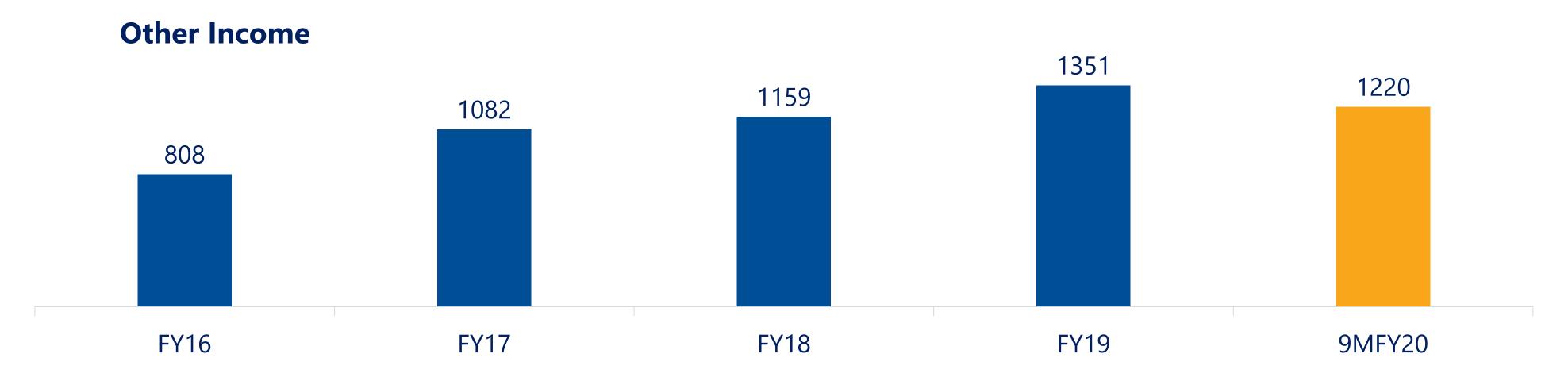


Financial Performance: Tracking Guidance



Robust traction in Other Income





Core Fee Income

Parameters	Mar-18	Mar-19	Y-o-Y%	Dec-18	Dec-19	Y-o-Y%
Income from Commissions , Exchanges and Others Fees	136	188	38%	121	187	55%
Core Fees from Loans and other services	257	330	28%	236	294	25%
Other General Service Charges and Fees	155	193	25%	135	178	32%
Interchange related Fees and Incomes	101	131	30%	93	123	32%
Core Fee Income	650	843	30%	585	783	34%



Operational Excellence and Right to Grow



Robust framework - Designed to propel Growth

<u>Liabilities</u> <u>Granular, Sustainable and Growing</u>

Across both resident & non resident deposits

Multiple channels leveraged

Extensive use of digital technology



"Moat for the Bank"; Fund before you Lend

Operational Excellence Pervasive and Consistent

Centralized operations across functions
Robust technology; best in class
Strong service culture
Digitalization; not just Digital Banking

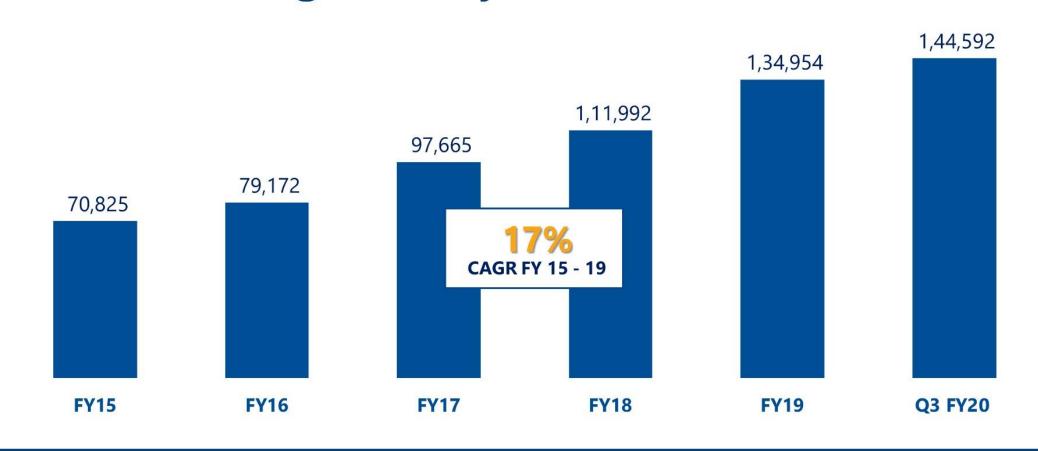


"Confidence to Grow Volumes"



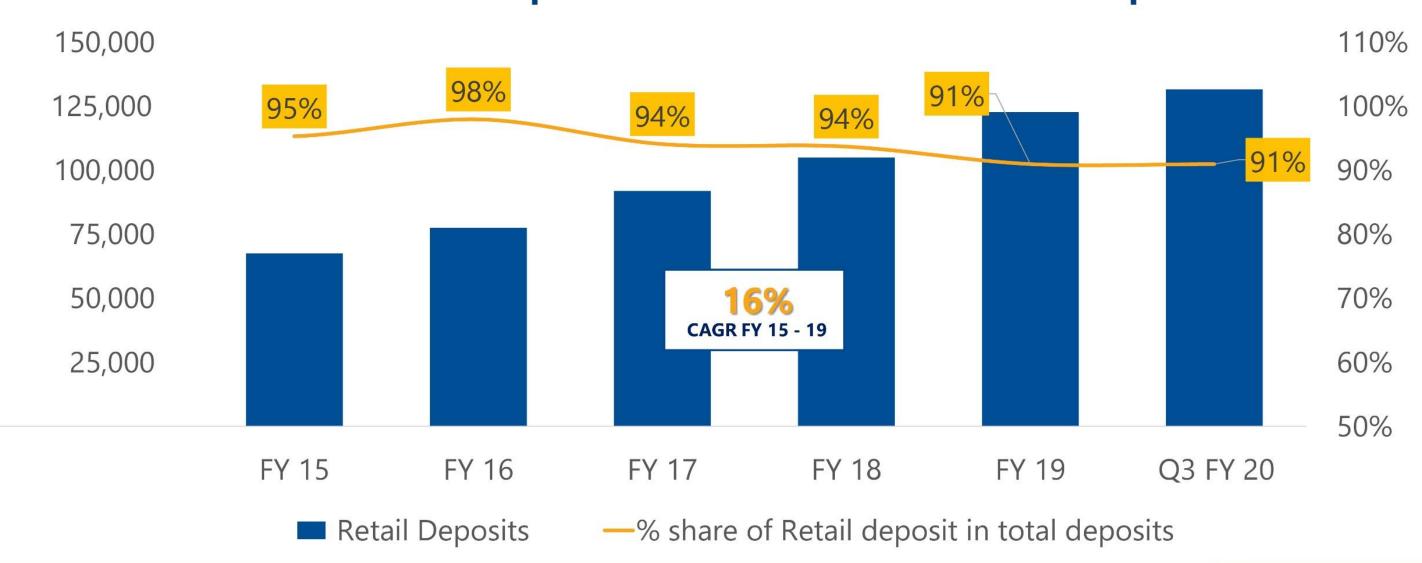
Granular Deposits – Core Strength

Growing Liability Base (Amount in cr)



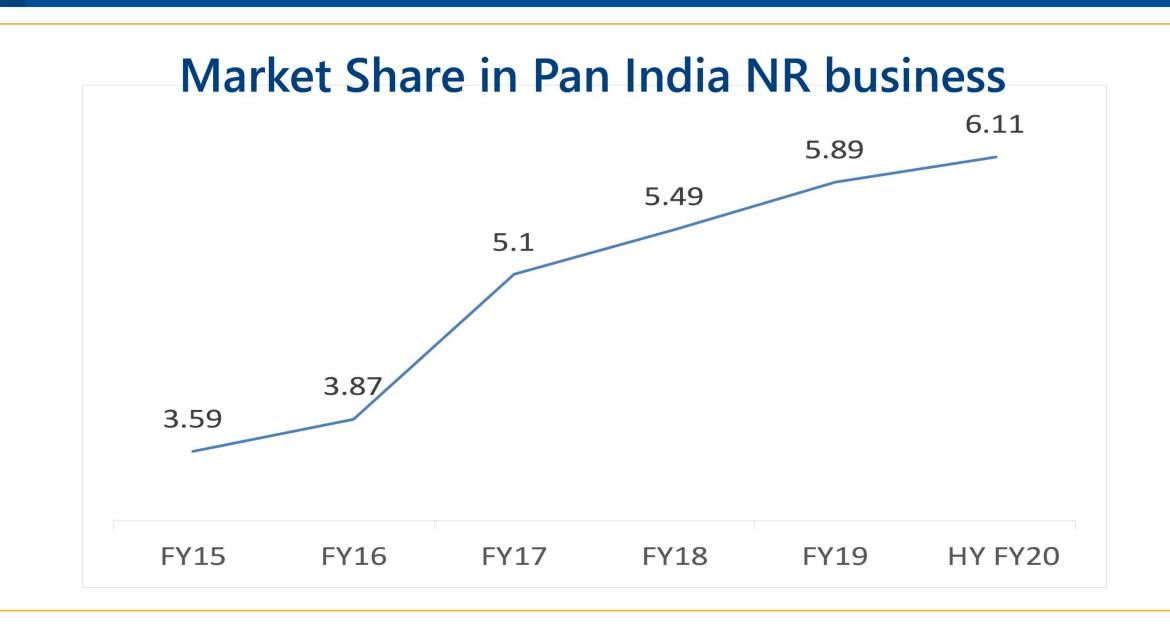
- Consistent growth year on year; in the mid-teens
- Granular in nature; sticky deposits

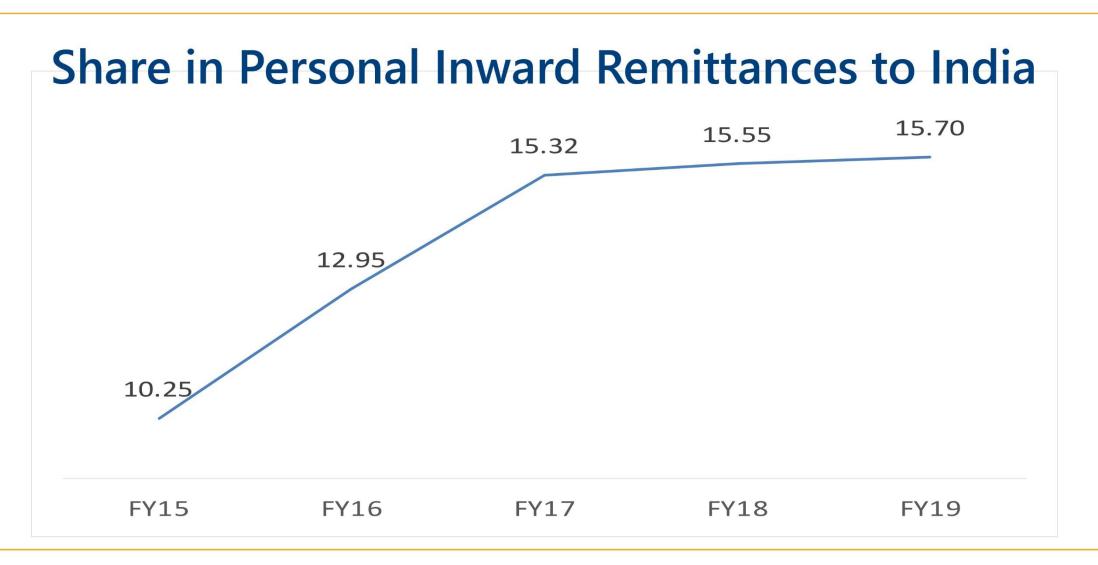
Retail Deposits & % share to Total deposits





Strong NR franchise – Leverage natural advantage

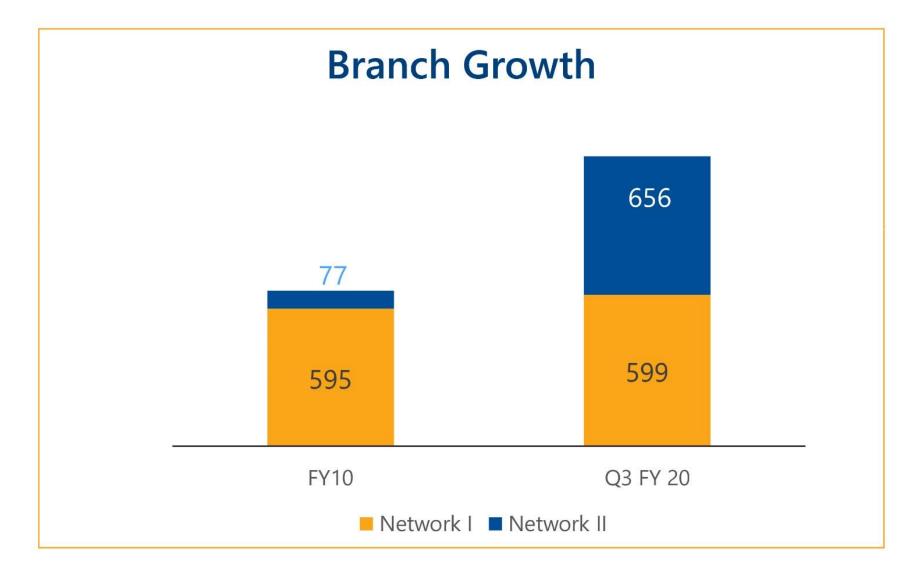


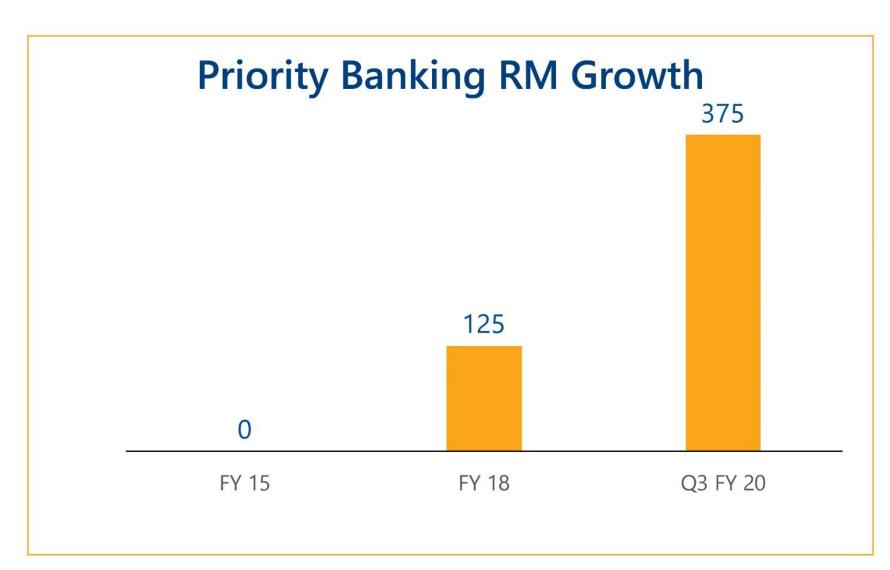


- Strong consistent growth
- Global remittance arrangements; 100+ relationships
- Real time, state of art, customizable remittance systems (Host to host, API and Blockchain)
- First Bank to launch UPI based foreign inward remittances

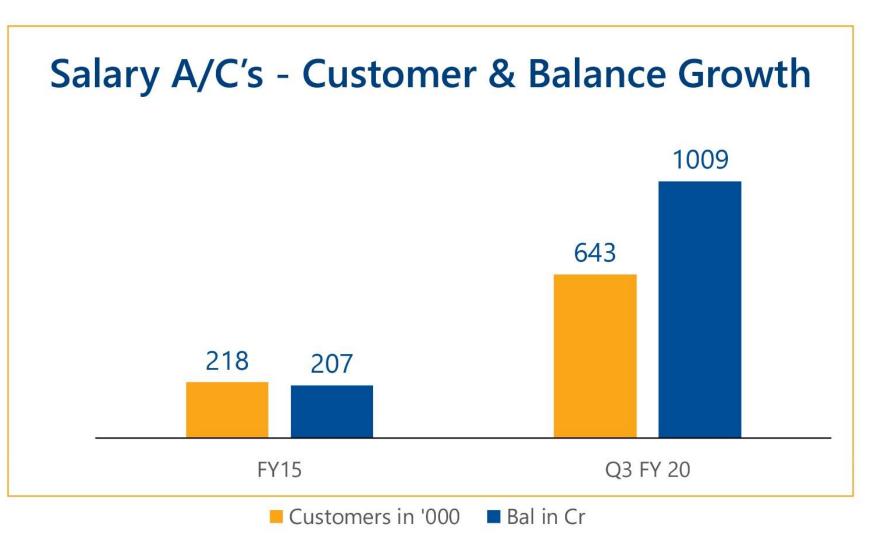


Diversified distribution – Beyond Branches





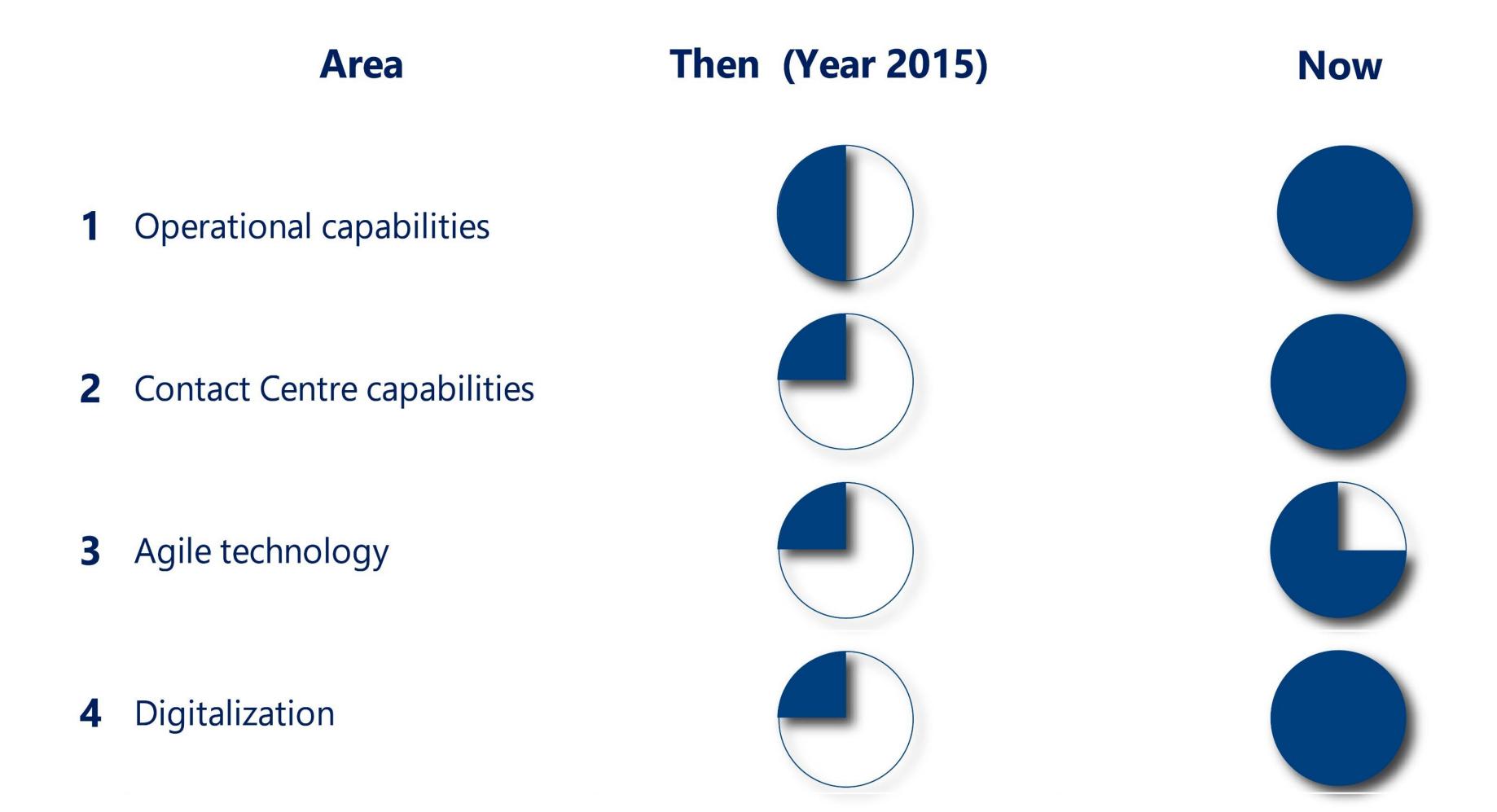




- Significant investment in RM capacity and capabilities; distribution heavy
- Strong partnership with CB & C&IB to acquire salary customers
- Fuel for cross sell and enhanced Products Per Customer



Operational Excellence – Pervasive and Consistent





Operational capabilities – Platform for Growth





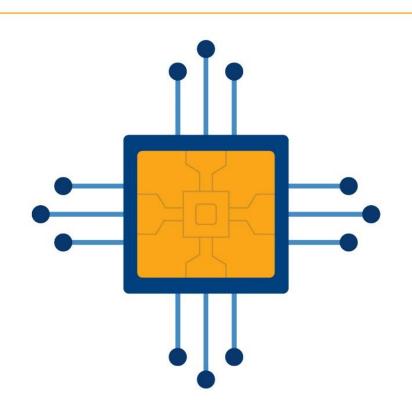
- Unique capability created; captive Operations company
- Dual locations: Visakhapatnam & Kochi
- Transitioned 70+ processes
- Current head count 300; target to reach 900 by 31 March, 2021
- Designed to deliver excellence in service, mitigation of risk and cost efficiencies



- Credit administration independent and centralized
- Extensive use of Robotics Process Automation;
 110+ processes
- Focus on Straight Through Processing across various areas



Technology & Contact Center - Competitive Advantage



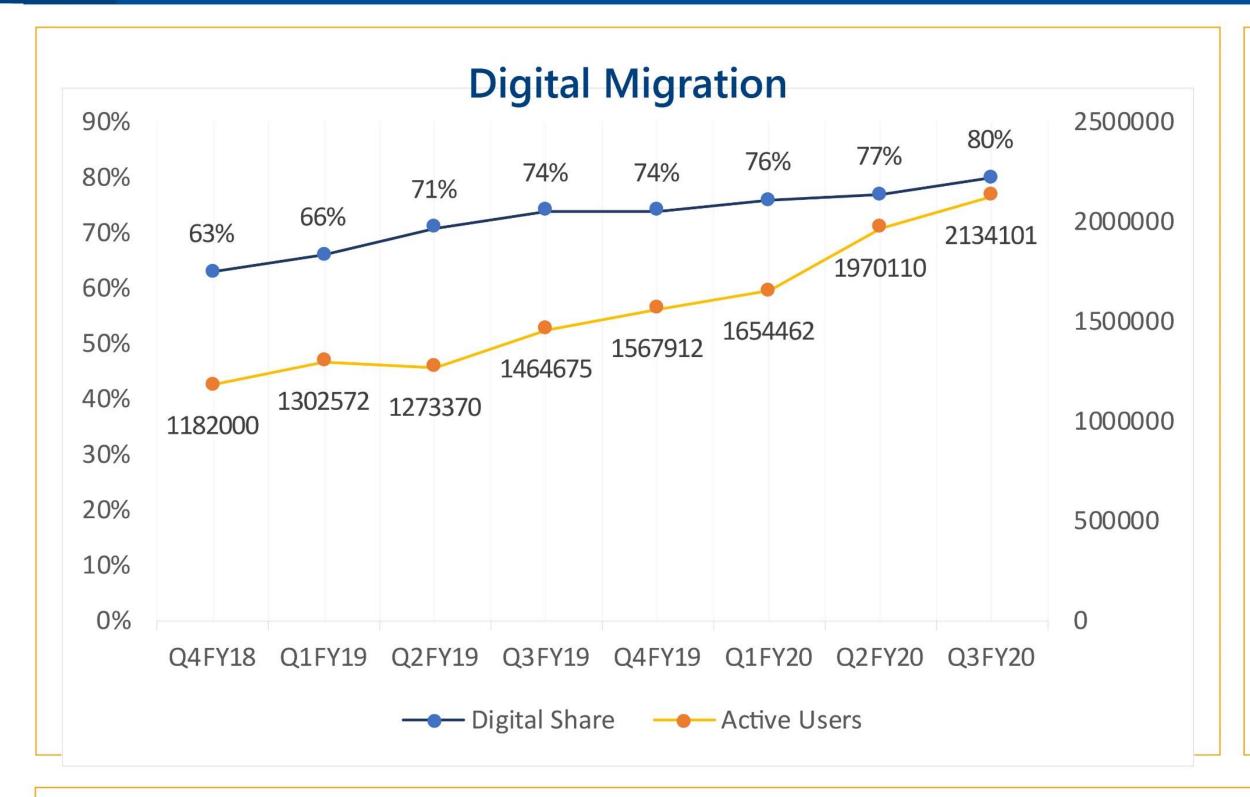
- Finacle 10 Early Adopters
- Finacle Treasury across all modules
- Range of digital technology solutions (FedMobile, FedNet, FedeBiz, FedAlert....); use of middleware for plug & play
- Cyber security investments

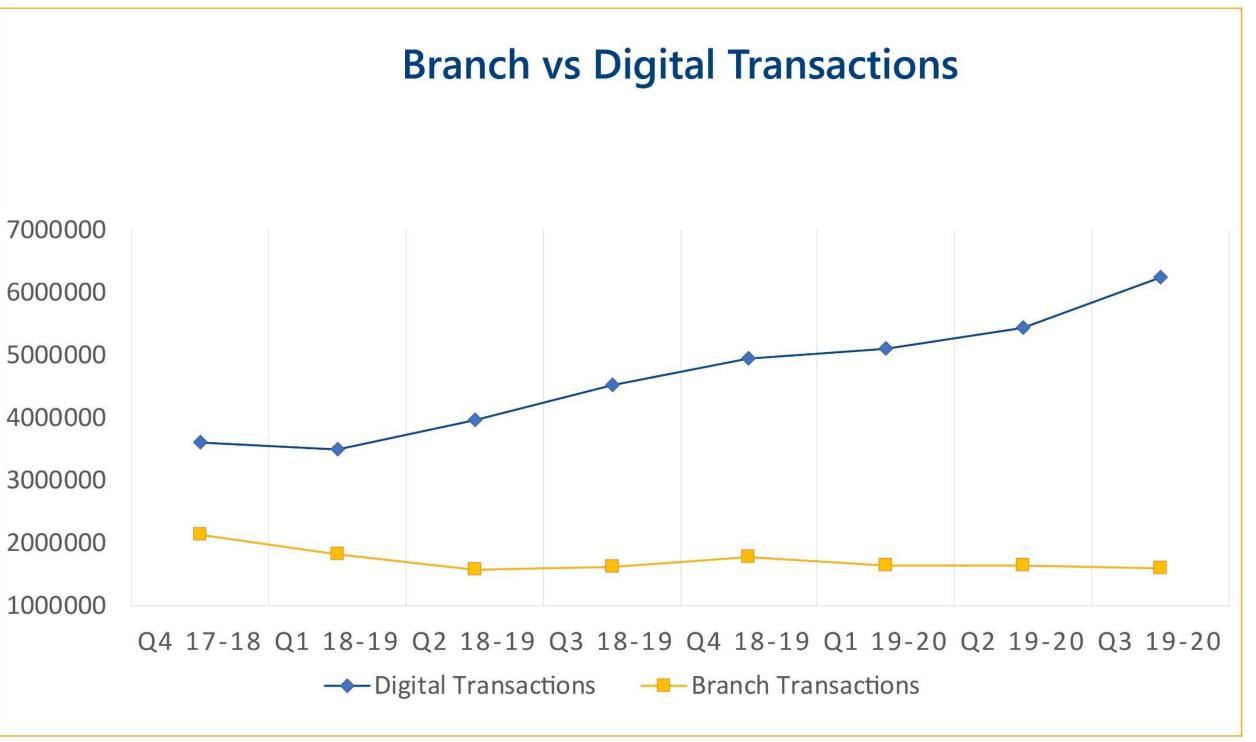


- Dual location strategy
- Strong partnership with specialist company in Bangalore
- Mix of inbound, outbound and collections capability



Digital at The Fore & Human at The Core

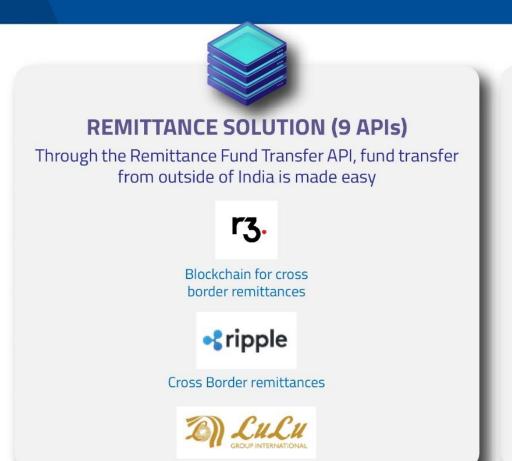




- Digital share has consistently grown over the years; resulting in lower costs and higher revenue
- Digital transactions outgrow transactions through branches by 400%.
- Digital adoption trends higher than industry standards.



Federal 2.0 – Open banking with API





The Unified Payments Interface (UPI) is an instant, real-time payment system developed by National Payments Corporation of India (NPCI) facilitating inter-bank transactions.



UPI PSP



LOAN SECURITY (1 API)

APIs to create security and to link to an account number for various security types like vehicle, immovable property etc.

Lentra

Loan Origanation System



No tension instant Gold Loans



FEDERAL INSTANT LOAN (9 APIs)

Instant Loan



Digital Lending

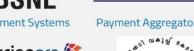


Payments (10 APIs)

The Fund Transfer APIs are strategically driven solutions, that enable an easy money transfer services between Bank accounts in India. It facilitates ease in the transfer process using technology solutions like NEFT, RTGS, IMPS etc.











mByom constitutes Agricultural Aggregation

Payment Systems



ACCOUNT OPENING (8 APIs)

Federal Bank's API for banking correspondence, facilitates account opening on behalf of the Bank.



System





CONSULTANCY SERVICES Microlending TAB Banking



DIGITAL CREDIT (9 APIs)

These APIs are offered to extend loan facility to Customers, through FinTech applications.



Microlending



Lending

Flexmoney Loans on Checkout



E-KYC (4 APIs)

Federal Bank offers eKYc services in two variants-1) SDK version of eKYC 2) Web version of eKYC



Microlending





No tension instant

Gold Loans



INSTANT LOAN @ CheckOut (4 APIs)

When a Customer checks out through a Merchant's Point of Sale (POS) terminal, this API helps the Bank to offer convenient EMI option for the payment to the cusotmer.





EMI on PG Checkout



GOLD LOAN (5 APIs)

Federal Bank helps customers get gold loans in times of a financial need. As gold loans are the quickest mode of availing instant cash, the Bank provides loans with attractive interest rates and flexible repayment options.



No tension instant Gold Loans

FOSTERING INNOVATION THROUGH PARTNERSHIPS

12 API Bundles

82 Open APIs

800 Internal APIs

100 Plus Partners

Million API calls a month



A Bank with many Firsts



QR code for Insurance issuance

Instant Demat Accounts



First bank in India to provide a Blockchain based Cross Border Remittance solution.

FedRecruit – Al Based recruitment solution





FedBook Selfie: The first mobile based account opening APP in the



First Bank to launch highly secured alert application.



Federal Bank won First Prize in 'Best Technology Bank Award' 2019



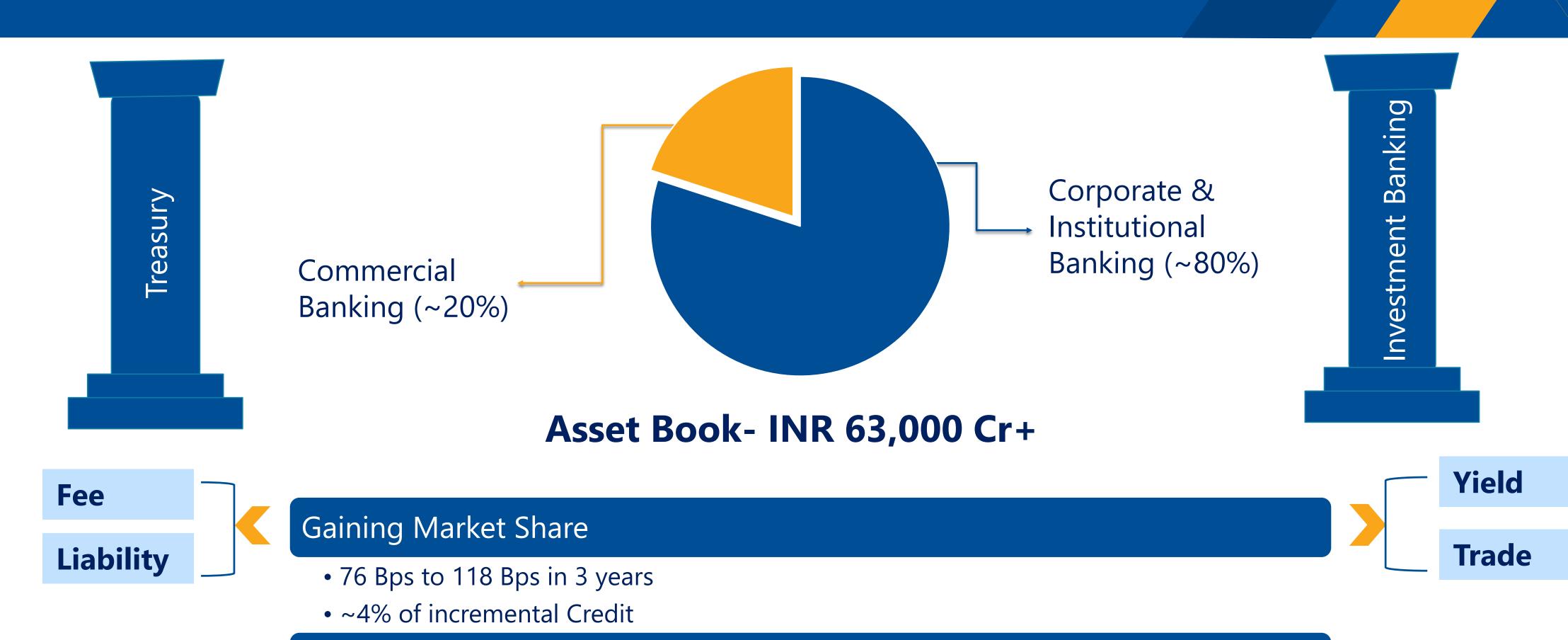
Federal Bank wins 'National Payment Excellence Award'



Wholesale Banking – Full Suite



Wholesale Banking: Full Suite



Highly Rated Corporate Portfolio

• Investment Grade: 96% of the Rated Book (FY 15 - 74%)

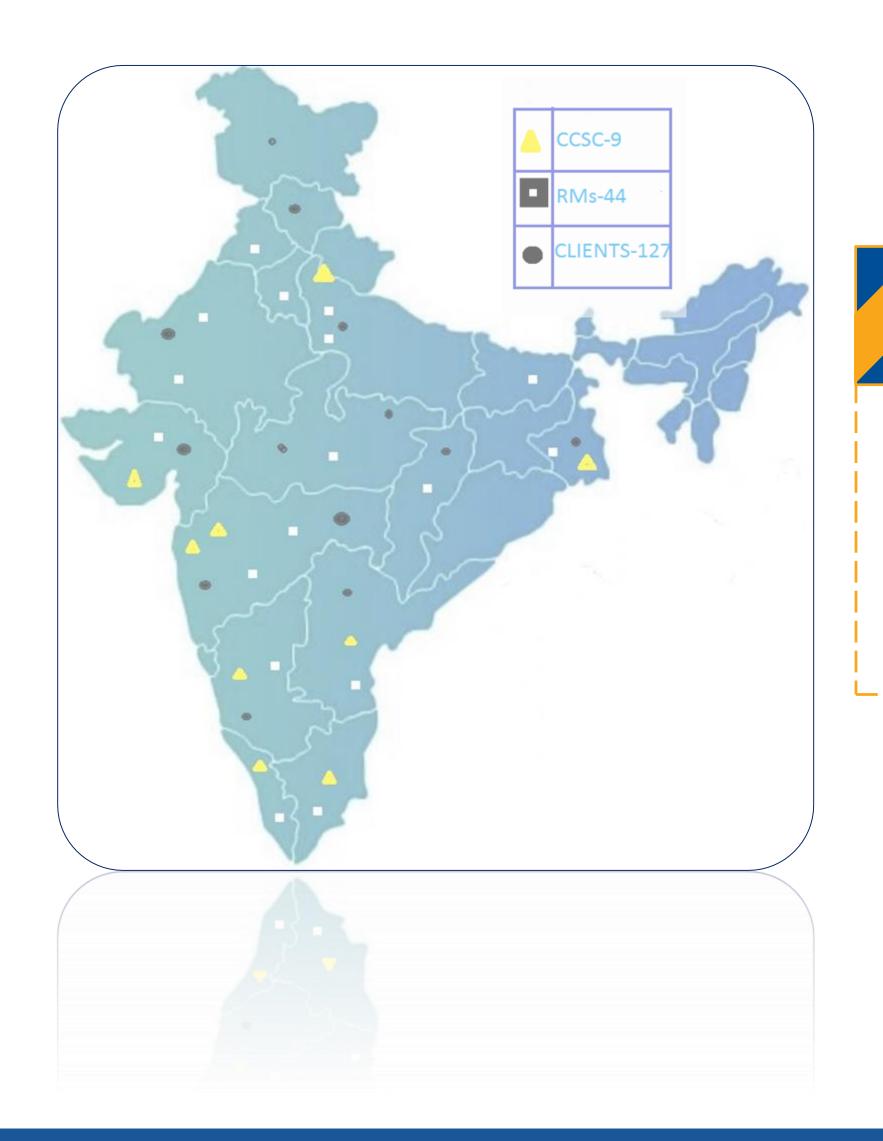
Granularity (Avg Ticket Size)- INR 24 Cr

• CIB : INR 64 Cr

• CB : INR 7 Cr



Growth Enablers



Business Architecture

- **Business Vertical**
- Organogram
- Feet on Street
- Specialist

Process

- Credit
- Policies
- Operations
- Talent

Channel

- CCSC
- FedE Biz
- Digital Team
- Product Team

Product

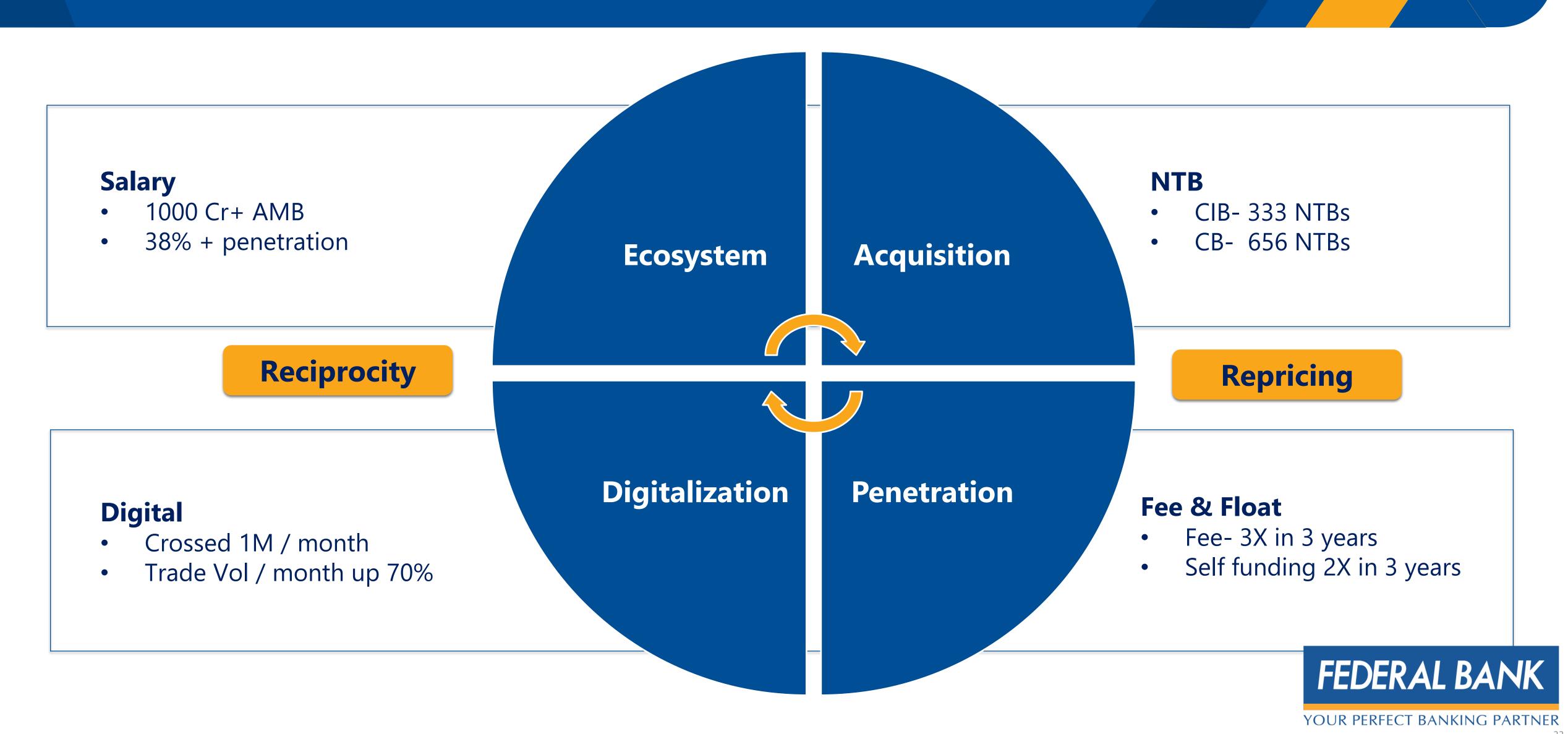
- Standard
- Sticky
- Strategic
 - Supply Chain
 - DA/PTC
 - Factoring
 - Gold Metal Loan

Data

- Data Mining
- CustomerProfitability
- Product Profitability
- Data Analytics



Value Generation through Life Cycle



Wallet Share to Mind Share

Vendor Dealer Advisory & Transaction Trade & Treasury Financing Banking Cross Sell Loans Non Fund Based ECM/DCM/M&A Collections **Credit Substitute** Trade Credit Salary Payments Bespoke Solutions Fx & Derivatives Wealth **Liability Products FCY** Insurance

Group Companies



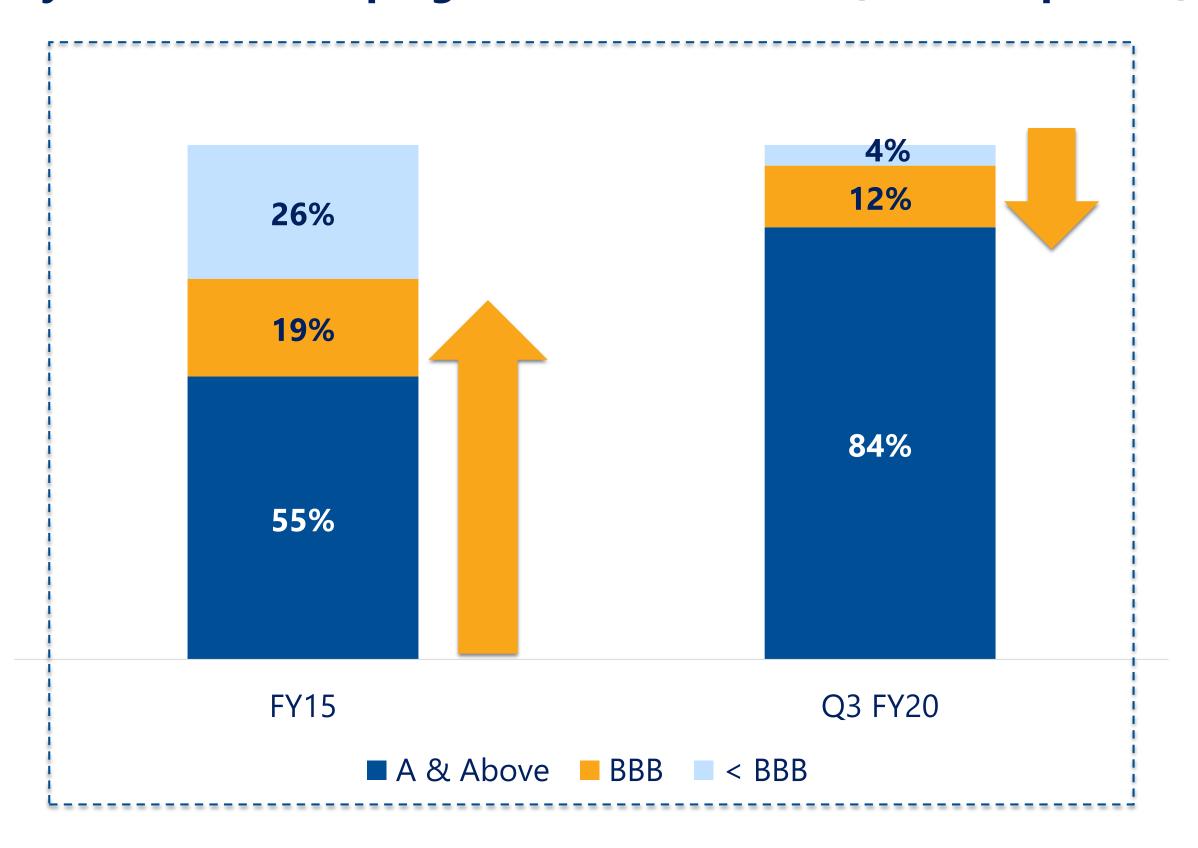
Where do we see growth?



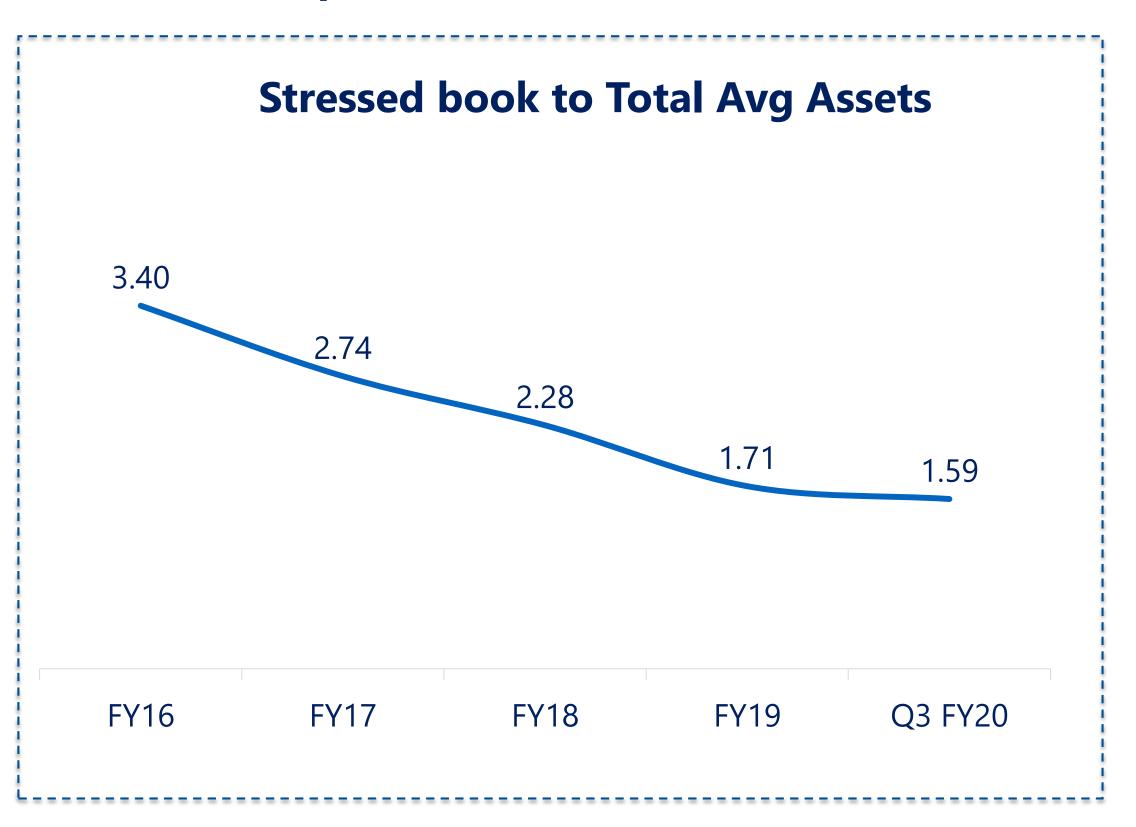


Consistently improving Asset Quality

Systematic re shaping of the Credit Book (Rated Exposure)

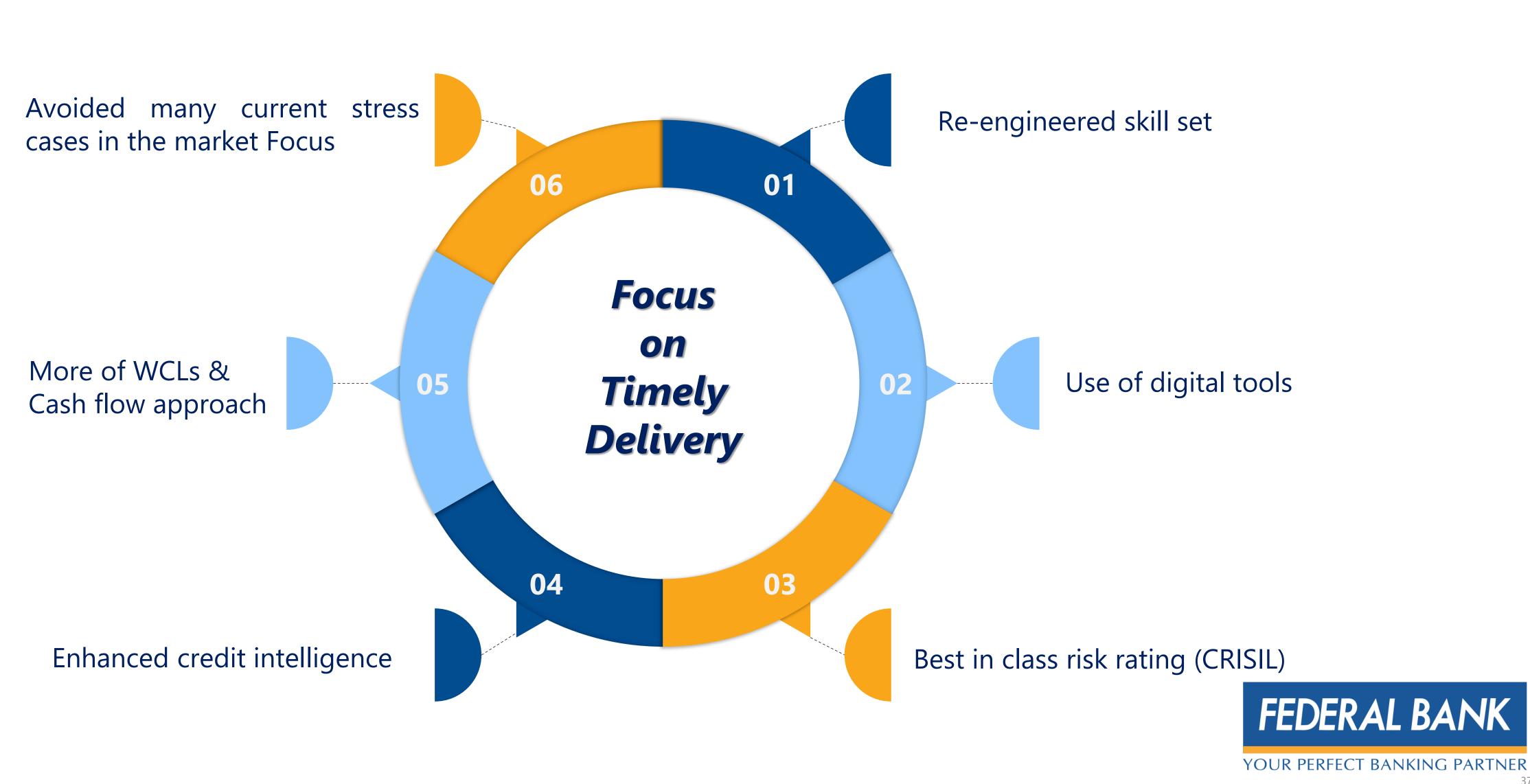


Top Quartile Credit Portfolio





Robust and Contemporary Credit Architecture



Intensive Monitoring and Remedial Management as an Enabler

Rigour in Monitoring

(Proactive and Intensive)

Automated Internal Tools

Loan Management System (LMS) –Auto alerts

Dashboard

Customer 360 D view

External Sources/Platform

Save Risk/ Probe42

Watch out investors

CRISIL Quantix

Media Alerts and other sources

Remedial Management

Early Detection



Debulking/ derisking



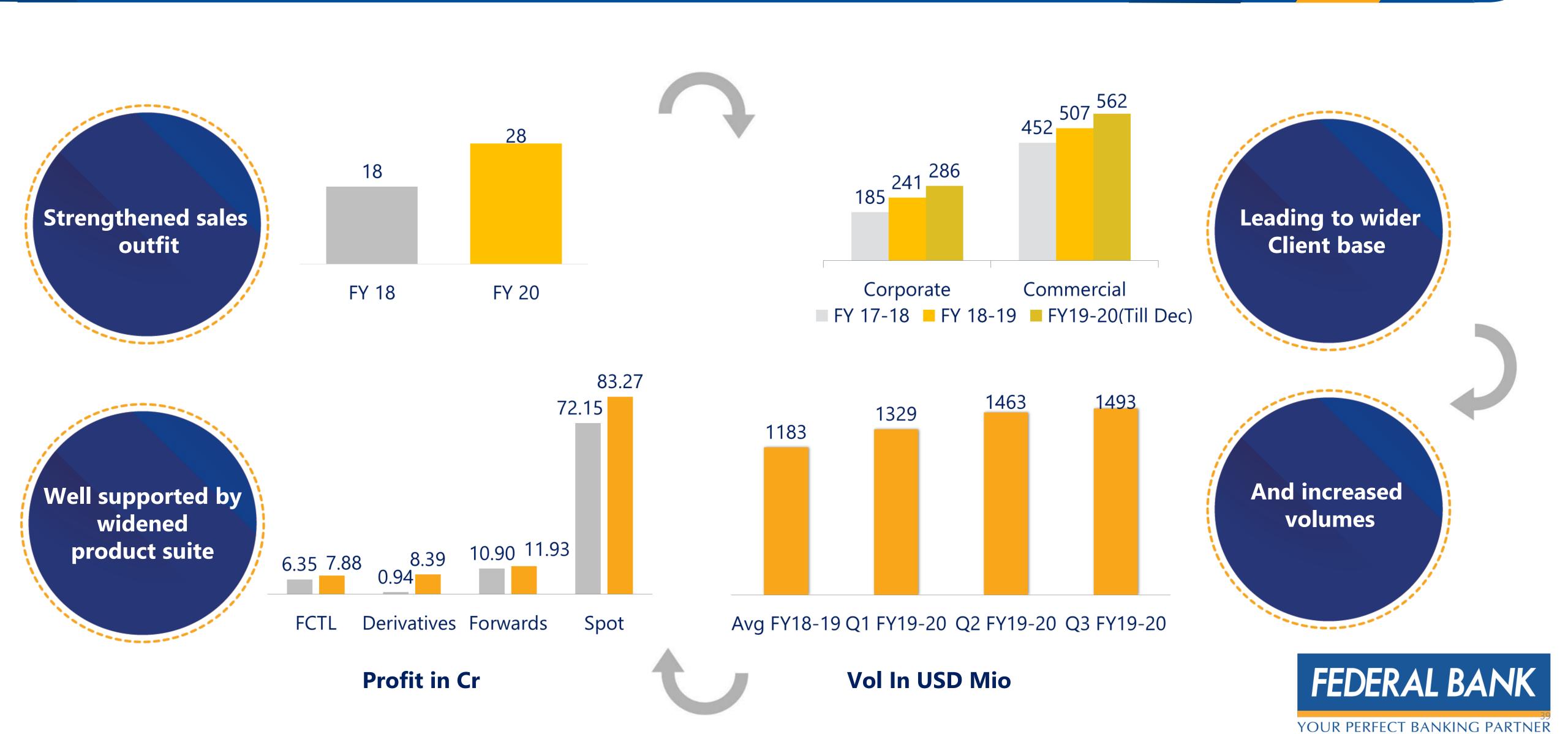
Exit & Reduction in time

Could derisk/exit many potential Bad Loans

Vigorous Follow-up



Treasury: Deriving the franchise value



Vertical Based Approach: leading to higher penetration

Corporate Banking

- Activated large corporates on flows and forwards
- Large swap deals
- Other Derivatives
- Flow monitoring and maximization analytics

FY20 Clients on Long dated forwards

FY18 Nil

5 clients dealing FY20 Swaps/Options

FY18 Nil

Commercial Banking

- Wallet Maximization
- Client Uptiering
- Margin Optimization
- Deeper Geography.
- Foreign Currency Funding
- Client Events/ Other Prospection

FY20 22 Clients – Loan in FCY

FY18 Nil

FY20 27% Clients active on hedging

FY19 20%

Business Banking

- Branch Forex Knowledge
- Product Detailing
- Client Events
- Activate Inactive Clients
- Branch Incentivisation
- Liability RMs

FY20 300+ Branches active

FY19 Less than 100 Branches

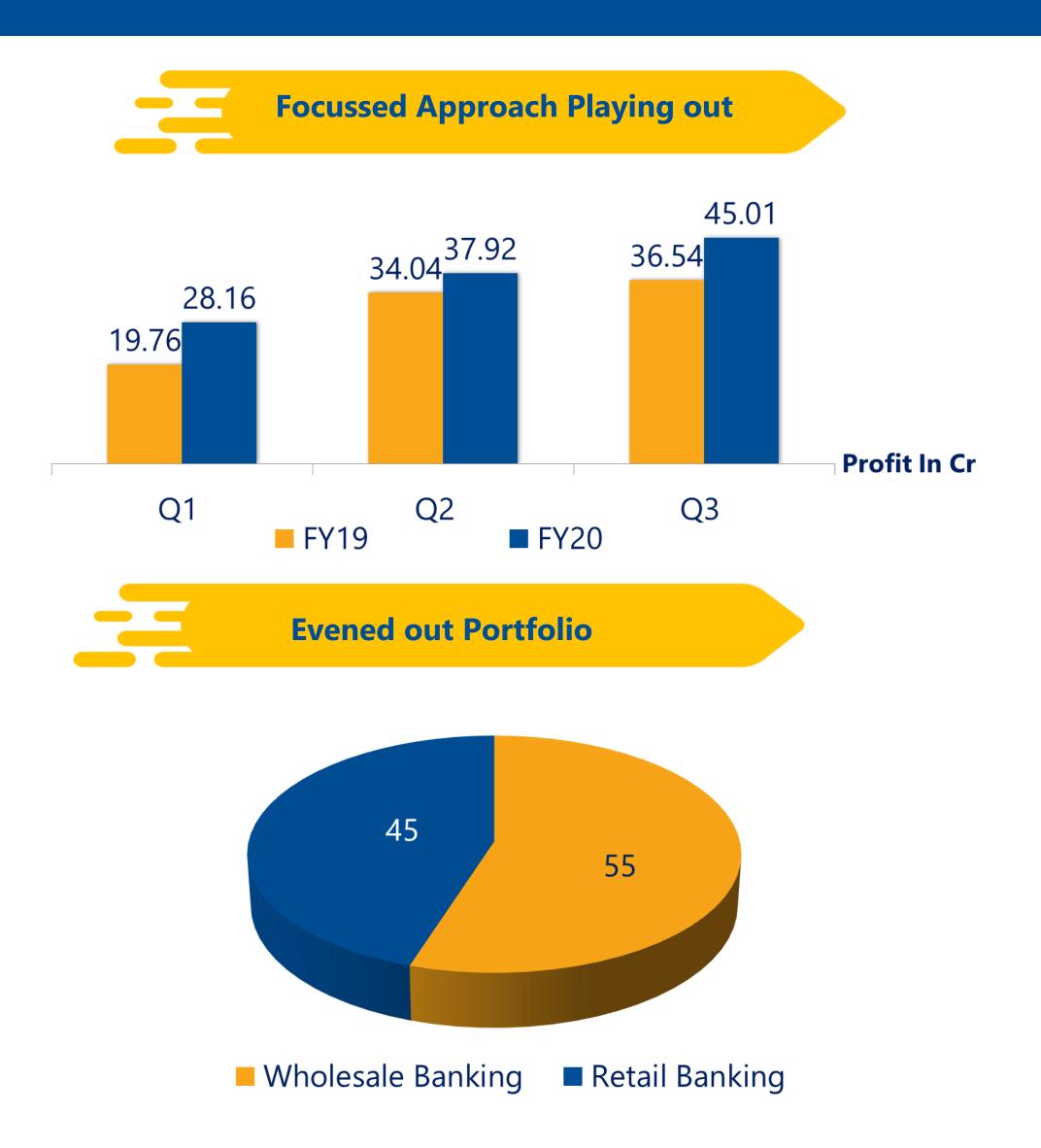
FY20 FCY+INR loans

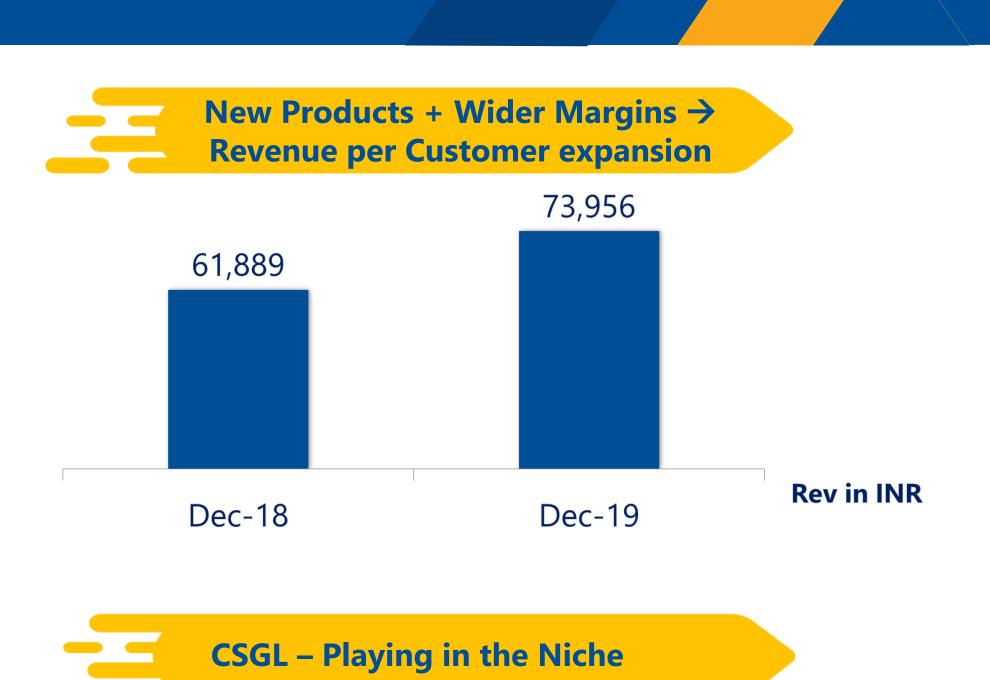
FY19 Only INR loans

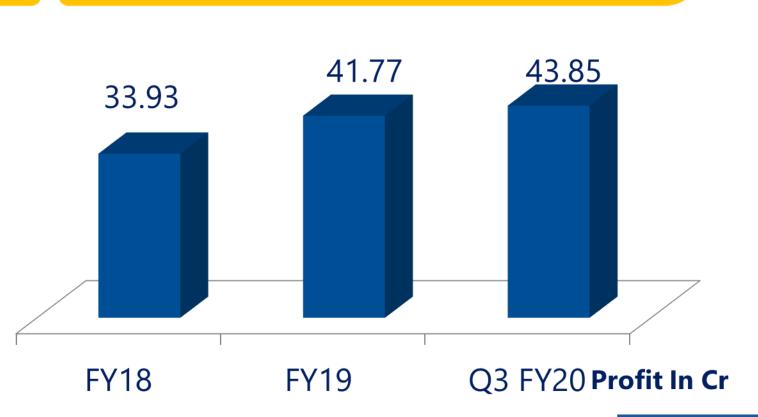


YOUR PERFECT BANKING PARTNER

Core revenue and volume growing at a good pace

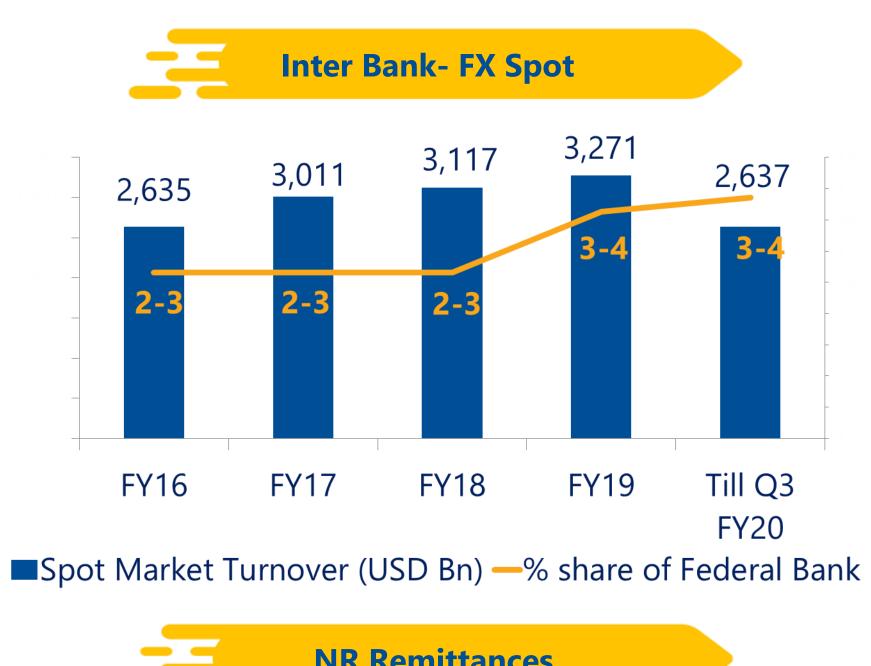


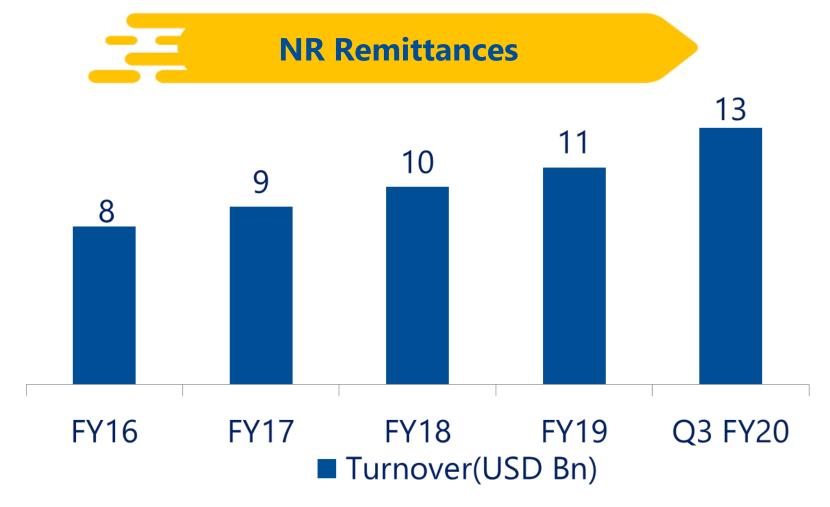


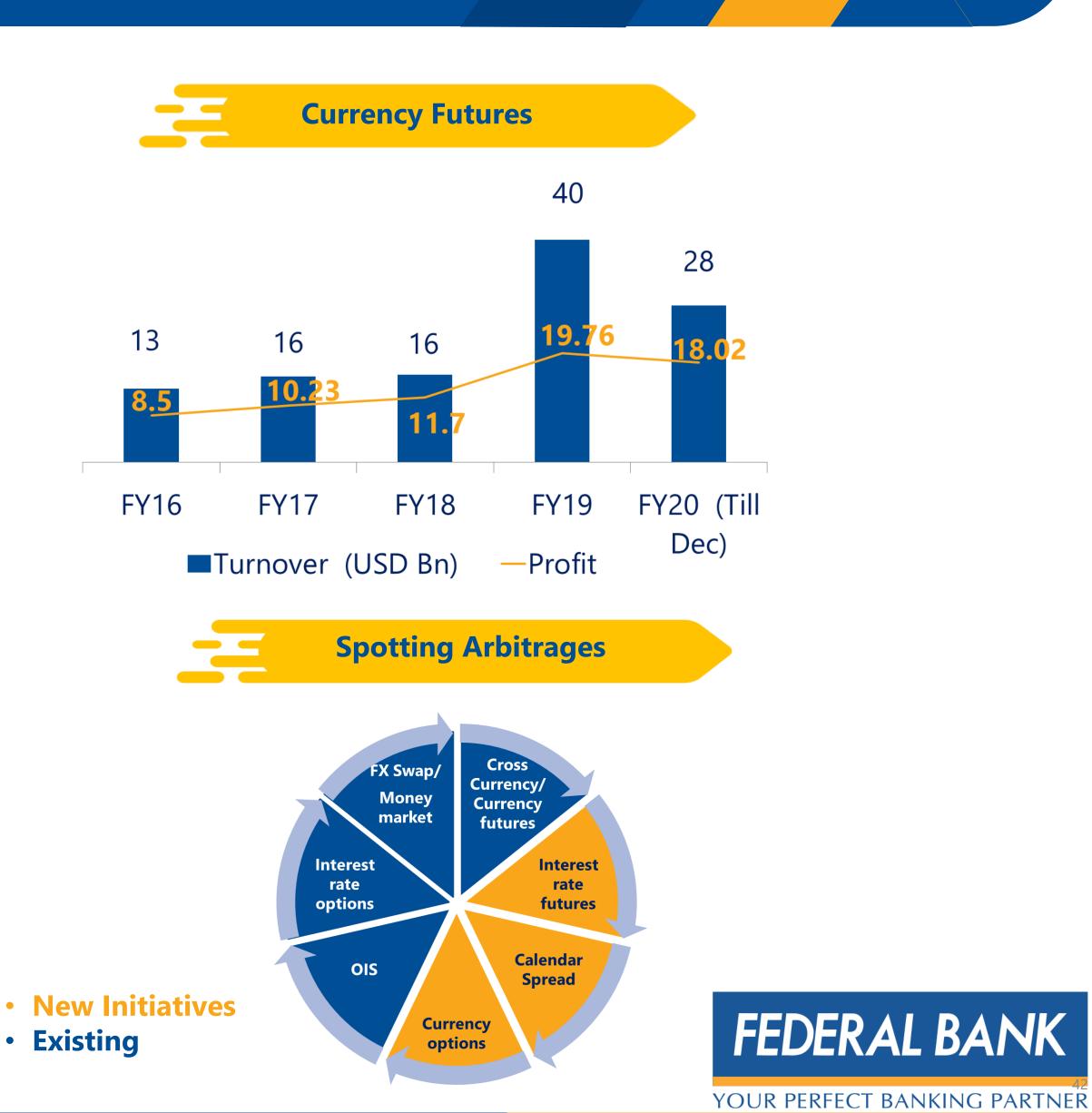




Trading: Playing to our strengths







ROA Enhancers

Bundled Products – Loan/ Trade/ Deposits

Digital FX platform

Derivatives-Capitalising New Hedging Rules Radar on Gift City

Liquidity in Extended Hours

Continuous Process Improvement



Our recognised strengths

NSE Market Achievers award 2019- Best Private Bank as a Trading Member (Currency Derivatives)

BSE-Top performer in Currency Derivatives Segment (Bank)-2016 and 2019

NSE-Top performing member -Bond Futures II and Currency Futures- 2016 and 2017

Pilot Launch On – To bring Exchange House business onto electronic channel

Prominent position in remittance business into the country

One of the few Bank's to have End to End STP solution for ETD

Membership in all exchanges- NSE, BSE and MSE



Transaction Banking: Product Capabilities

State of the art integrated digital transaction banking platform implemented during 2019-20



- 60% of the Wholesale banking clients covered
- 2.20 Mn transactions per month / 85% growth in volume

Creating competitive advantage through

- Cash Management Services
 - Payable Management
- Receivable Management
- Supply Chain Finance
- Trade Finance
- Bankers to the Issues
 - Dividend Payments / IPOs
- Escrow Services
- Host to Host
- API Banking
- Fintech Partnerships

Product Specialists

- Product level experts involved in sales
 - Account planning / wallet sizing
- Cross-selling / Up-selling
- Customer advisory

Specialised Units

- Corporate Client Service Centres
- Specialised and focused customer service
- Operational support



Retail – Version 2.0



Full suite of offerings for customers across segments & consumer lending growing at 25% Y-o-Y



Amt in Cr

Personal Loans



Auto Loans



Advance Against Deposits



Home Loans

Business Loans



Property





Gold Loans



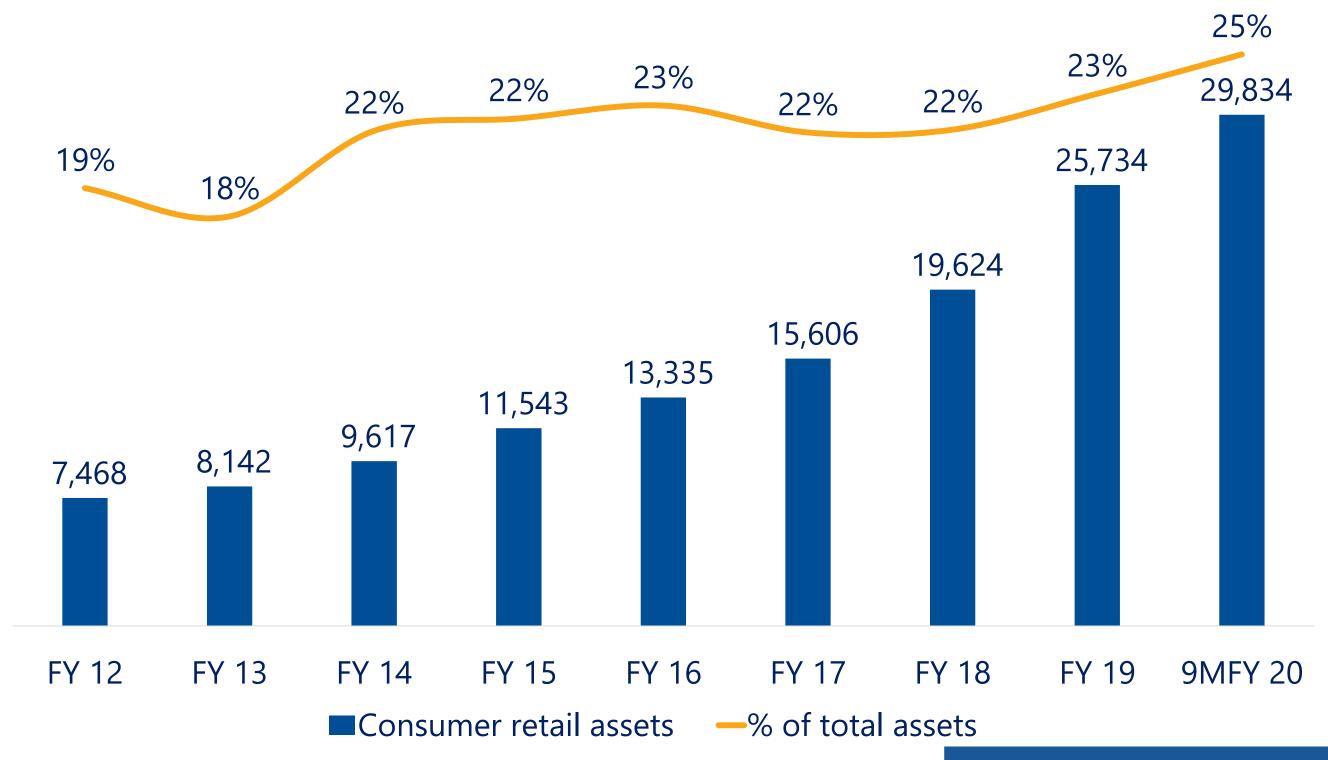
Agri Loans



Micro Finance

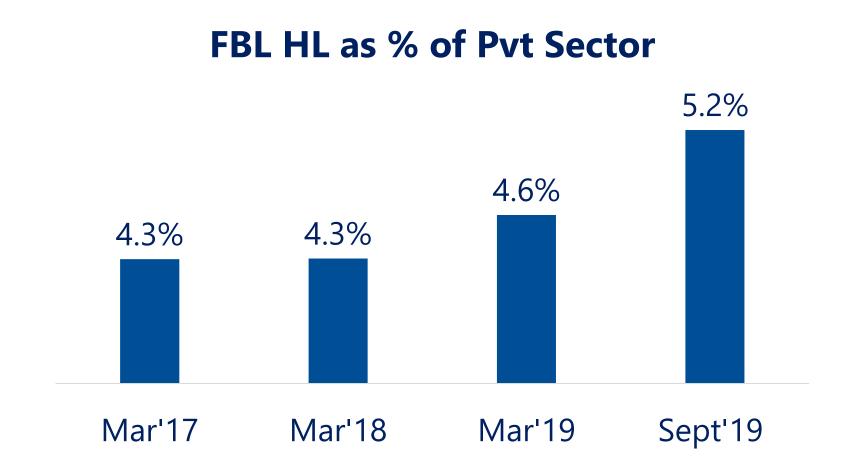


Robust Consumer Retail Growth & Increasing Share of Total Assets





Continuous growth across chosen asset classes, leading to 3%+ market share

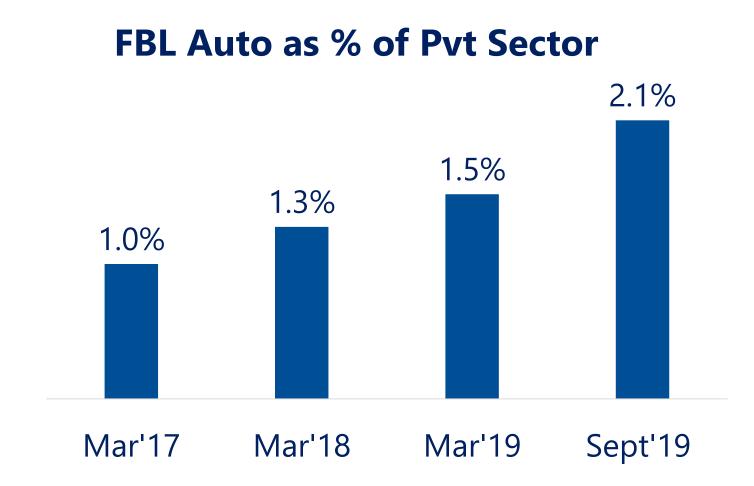


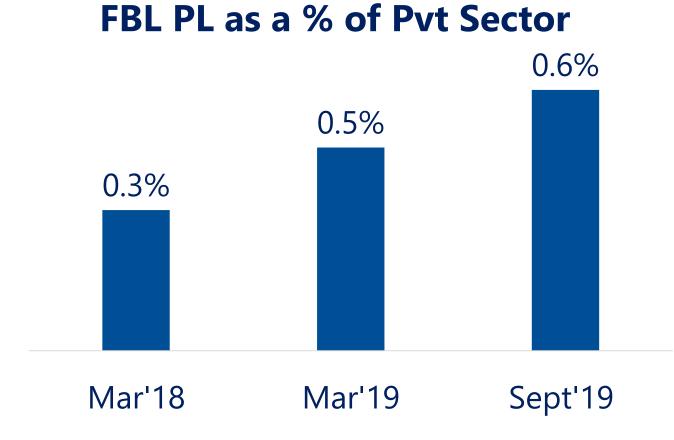
7.0% 5.3% 5.2% 4.5% Mar'17 Mar'18 Mar'19 Sept'19

FBL LAP as % of Pvt Sector





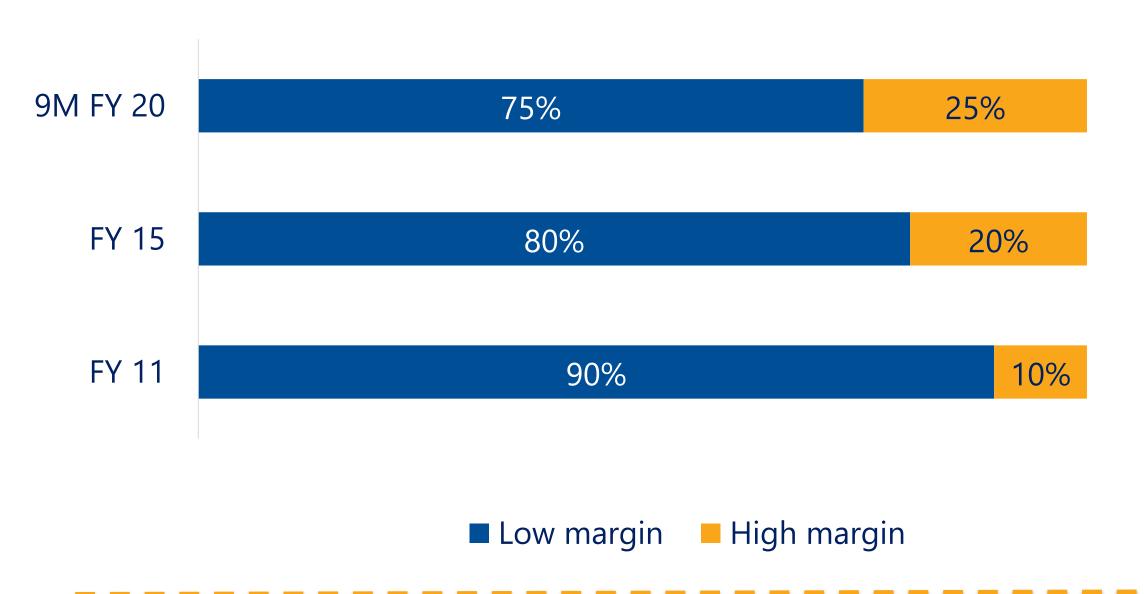




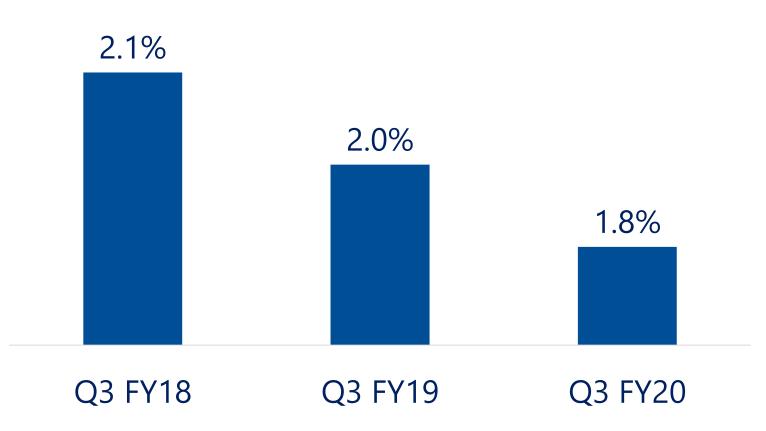


Share on higher margin LAP & PL now 25% within new acquisition, while slippages are contained

Calibrated growth between High-Margin & Low-Margin Products





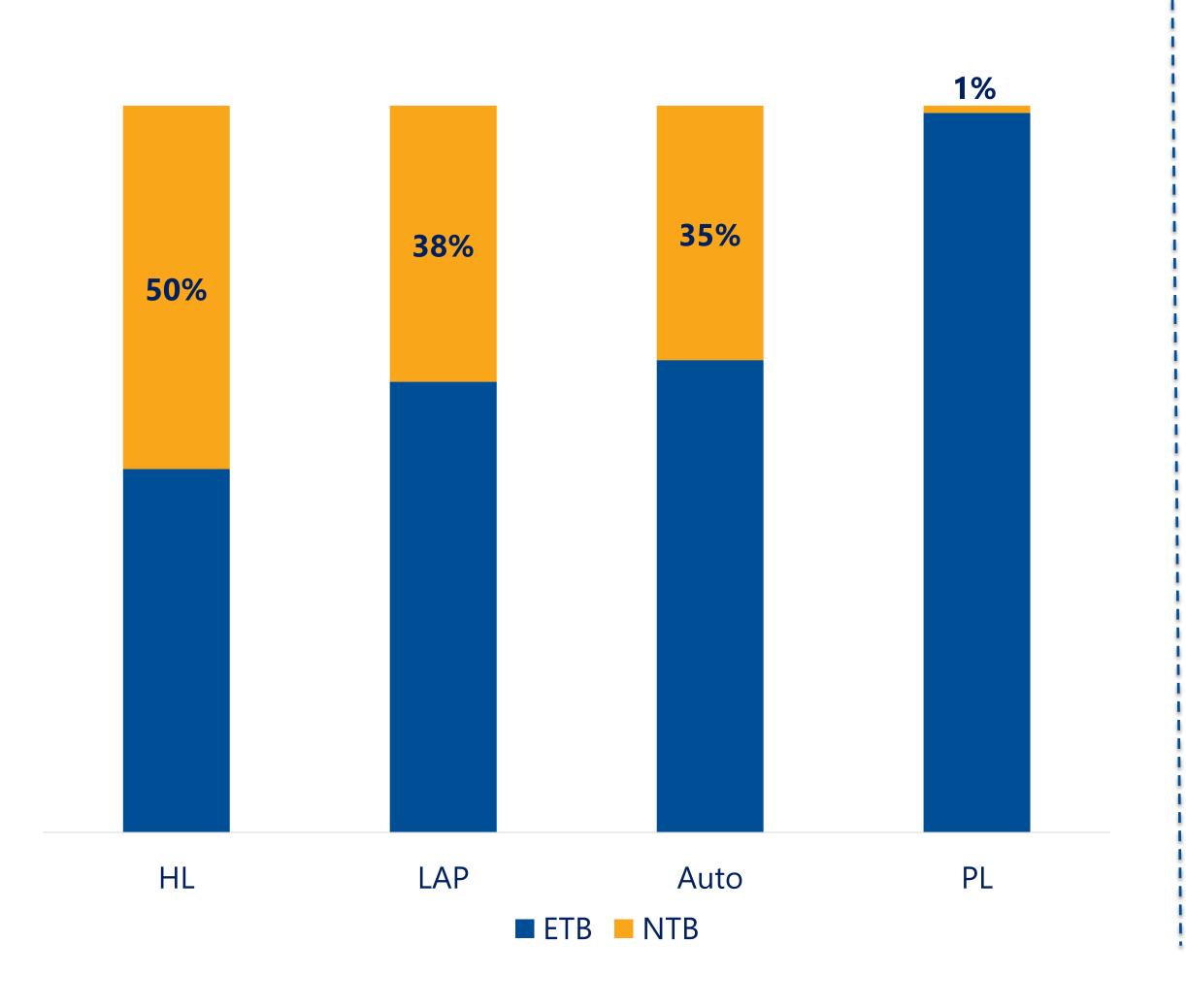


- Share of high-margin secured (LAP) & unsecured growth (PL), improved from 10% in FY11 to 25% in FY20
- 60% + of LAP book & 90% + of PL book, is cross-sell oriented onto the deposit base, helping build a relatively lower risk profile
- With deep analytics and diversification of channels, New to Bank customer acquisition growing in recent times



Distribution in retail assets expanded beyond branches, subsidiary into digital and phy-gital

Ratio of New-to-Bank calibrated with Risk



- ✓ As ETB cross-sell led approach helped build a profitable and diversified asset base, foray into new customer acquisition through multi channel approach, led to next round of growth
- ✓ Digitally native consumer-segment (ie <30 years old, with 24x7 consumer lending needs) are now served through tieups at point of consumption via partnerships
- ✓ Maruti dealerships, e-CD loans, Gpay to name a few
- ✓ Mantra being be present where consumer Consumes or Communicates



Outside-in OR inside-out – Data led approach Alternate-distribution increases NTB, data-led ETB X sell focus continues





6th largest private sector bank with number of customers at one crore plus



65% have an active debit card, which is a core engagement tool



Top two deciles, qualify for various consumer lending opportunities



Two pronged approach for focused relationship deepening:-

- Partnerships to get the distribution capability, like Auto-OEMs, POS-providers, digital platforms
- Consumption led product suite availability like Car loans,
 Consumer durable loans



JAM / BAM and data drivers of growth









- Account opening solution powered by e-KYC.
- Built on 3 pillars JanDhan, Aadhar, Mobile(JAM).
- A relationship created in 8 minutes & 6 accounts opened per minute
- Instant gratification though active Debit card, cheque book, Mobile banking, internet banking and UPI.
- 92% of accounts opened through digital channels.

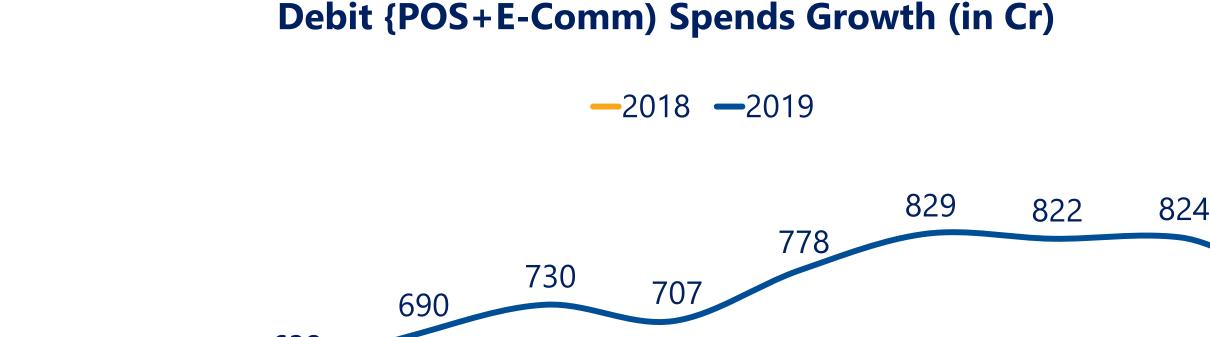
- 99% of PL is fully digital & <10 seconds on-boarding
- Digital leads to customer-ease, leading to higher margins & lower costs
- 1000 crores plus book built in 3 years on back of above & now ready to scale further



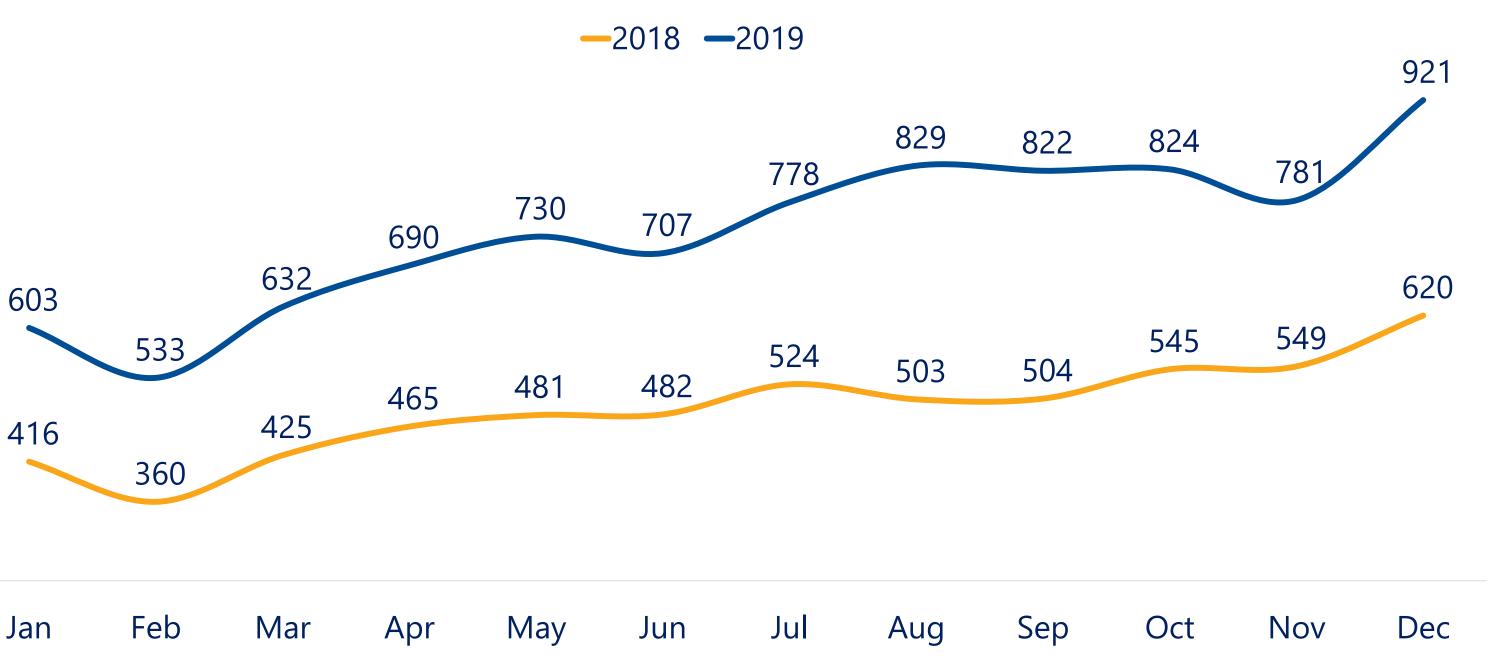


Data led sticky spends helps understand customers better to optimise future X-sell opportunities





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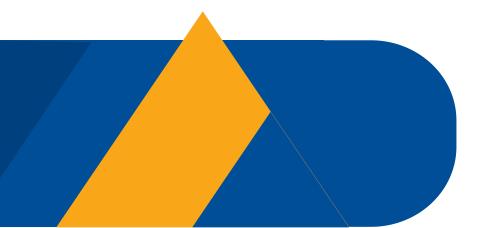


RBI Ranking in December, 2019; **Sticky Spends**

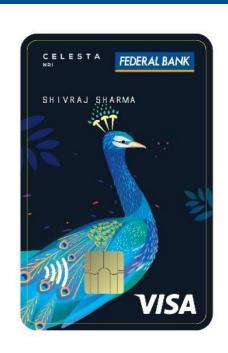
Growth in spends meant 28 Cr of income in FY17-18 growing to 42 Cr in FY19-20 (upto Dec'19)



Engagement via Debit card, the core strategy for sticky deposits as well as deep analytics for X-sell

















Tap-N-Pay







Make my trip-Hotels

Amazon Pantry

Movie – BMS

Swiggy - Food

Tuesday Monday

Wednesday

Thursday

Goibibo Flights

Friday

Saturday

Sunday

Flipkart- Electronics*

More Visibility



Higher in spends



Increase in revenues

Swiggy – Food



YOUR PERFECT BANKING PARTNER

Credit Delivery: Benchmarked to the best



- 6 centres across India with credit heads having appropriate delegations
- Markets include Maharashtra, Karnataka, Tamilnadu, Gujarat, and North
- Contemporary Retail product programs and refined processes



Credit Underwriting

- Extensive use of Analytics Internal & External
- Touch & Feel (Personal discussion) approach in mortgage loans
- Structuring aimed at Customized solutions
- Digitised loan processing for Personal and Auto Loans
- Credit decisioning predicated on cash flow & repayment capacity



Result

- Consistent growth with excellent customer base
- Granular Mortgage Loan book with high quality underlying assets
- Lower slippages
- Improved Turn Around Time



Risk Management Framework

Risk Measurement

✓ Regular Risk measurement across Products, Geographies, Segments, Ticket size, and Appetite

Risk Strategy

✓ Risk strategy covering Market understanding, Pricing, Risk Visibility, and Product Applicability

Credit Monitoring & Collections

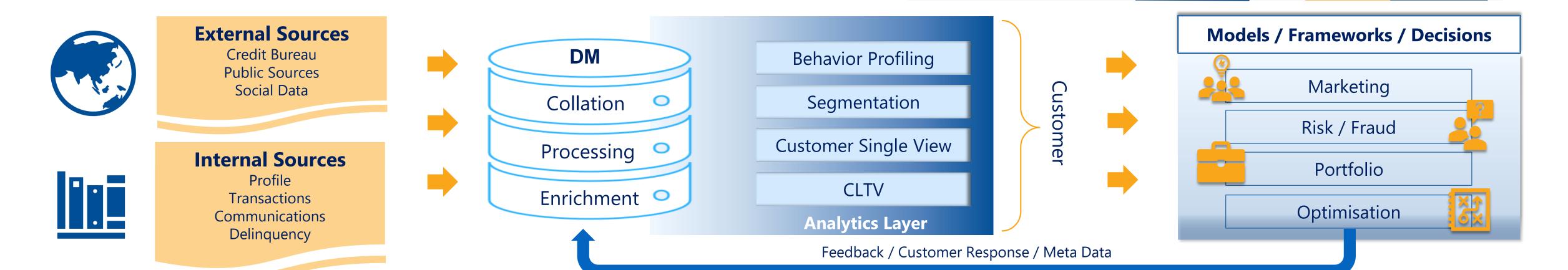
- ✓ Comparison of actual behaviour of the customer visa-a-vis envisaged earlier
- ✓ Automated Early Warning Signal (EWS) reports
- ✓ Dedicated monitoring team for quick corrective measures
- ✓ Product-wise, Bucket-wise collection

Outcome

✓ Improved quality of the Book over the years



Leveraging Data



In Banks's ecosystem analytics is transitioning from 'Rear View support' to 'GPS orientation'



Predictive / Diagnostic Analytics

Lead Scoring

Customer Profiling

Segmentation

Spend Analytics

Next Best Action (Cross / Up Sell)

Default Likelihood

Churn Behavior

Campaign Analytics

Building in-house capabilities



- Advanced ML based Models/Algorithms
- Mining of deeper customer insights
- Leveraging Social Analytics and Unstructured data
- Data Lake adoption gearing to be Big Data ready
- Upgrading workforce skills & Tools
- Leveraging open source tools
- New CRM adoption



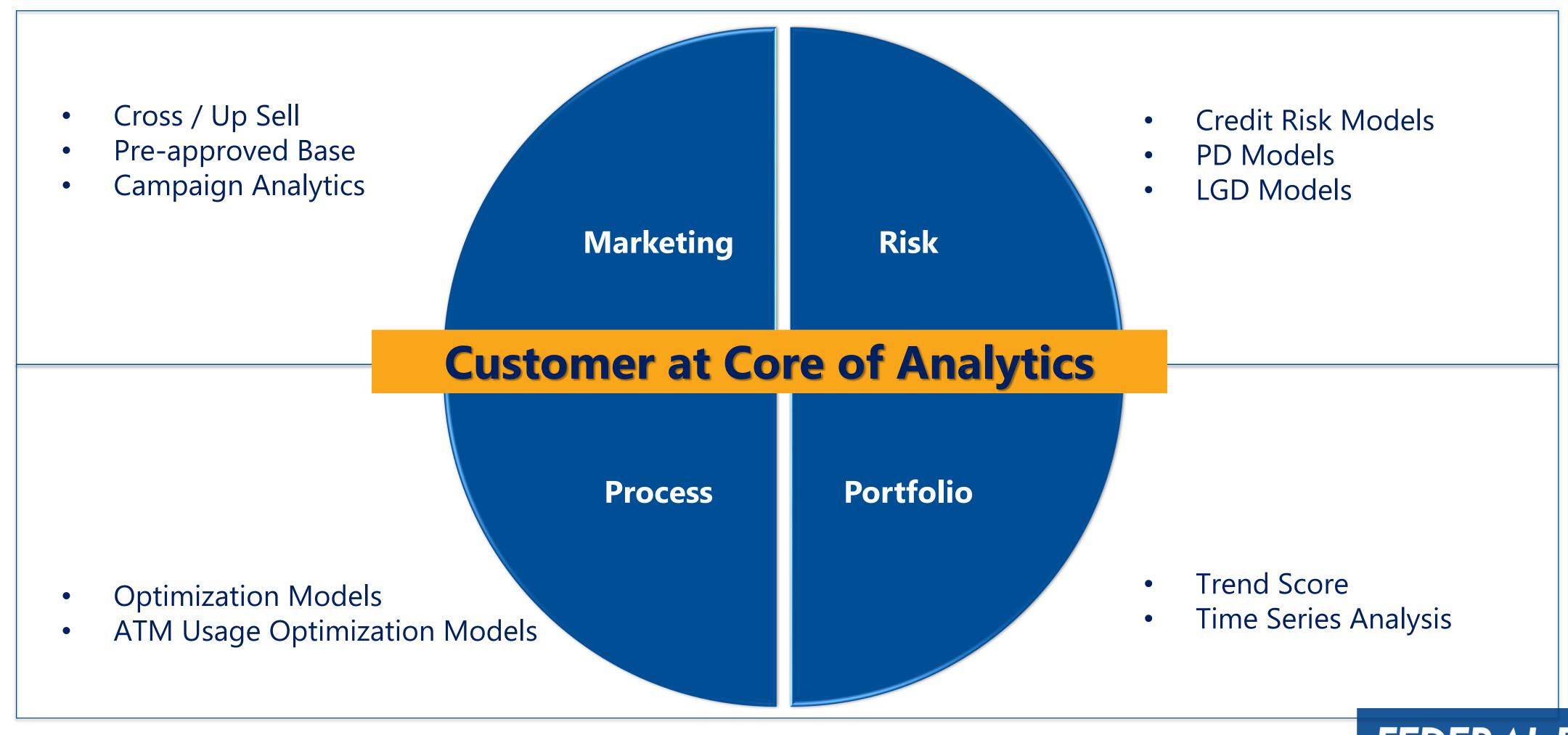




Advanced Analytics (ML + Al)

Lead Optimisation
Enriched Customer 360°
Micro-Segmentation
Advanced Spend Analytics
Next Aspired Action
Financial Footprint Prediction
Right Attrition Classification
Optimal Social Leverage
Chatbots

Analytics at play



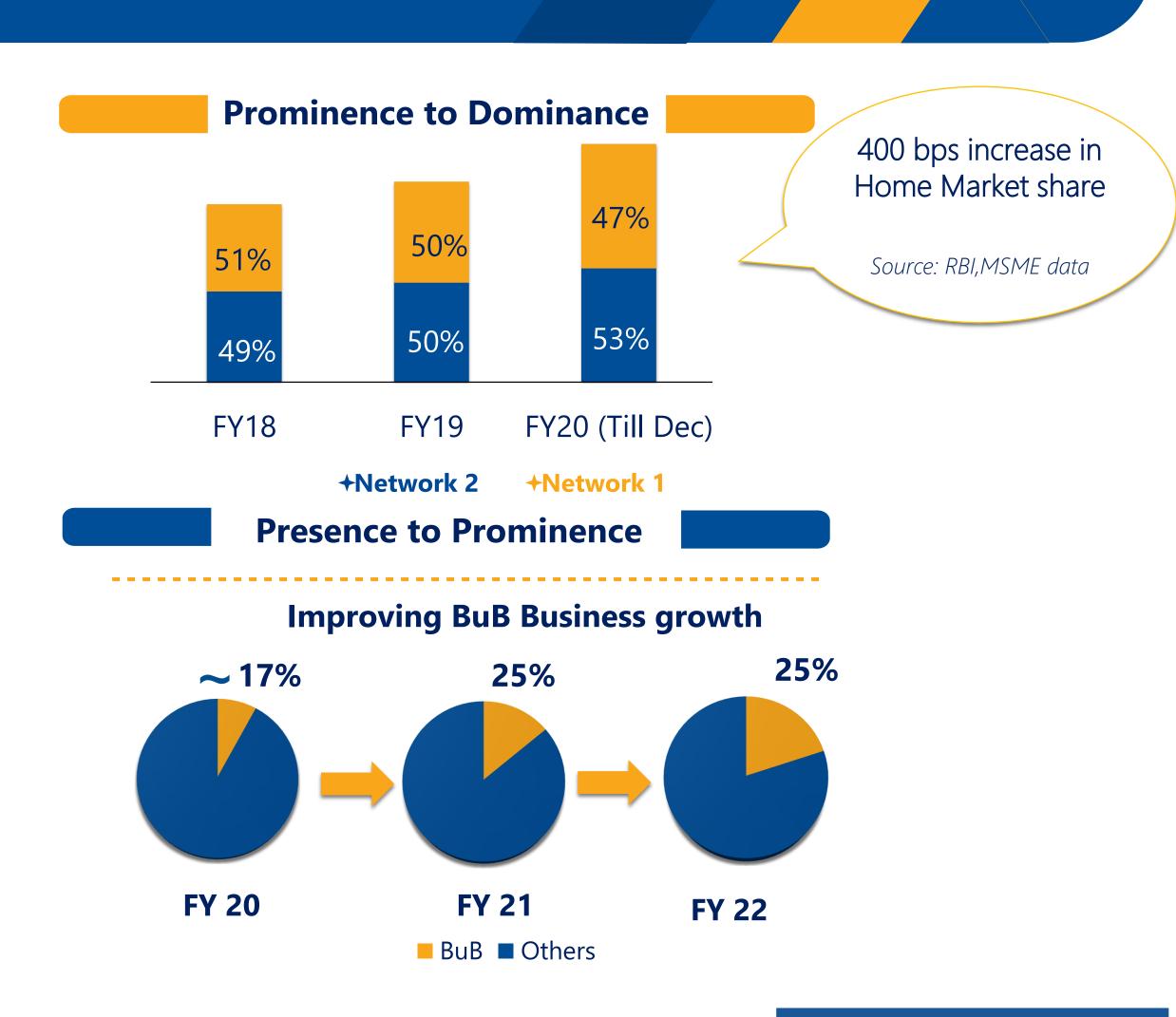


Margin Enhancers



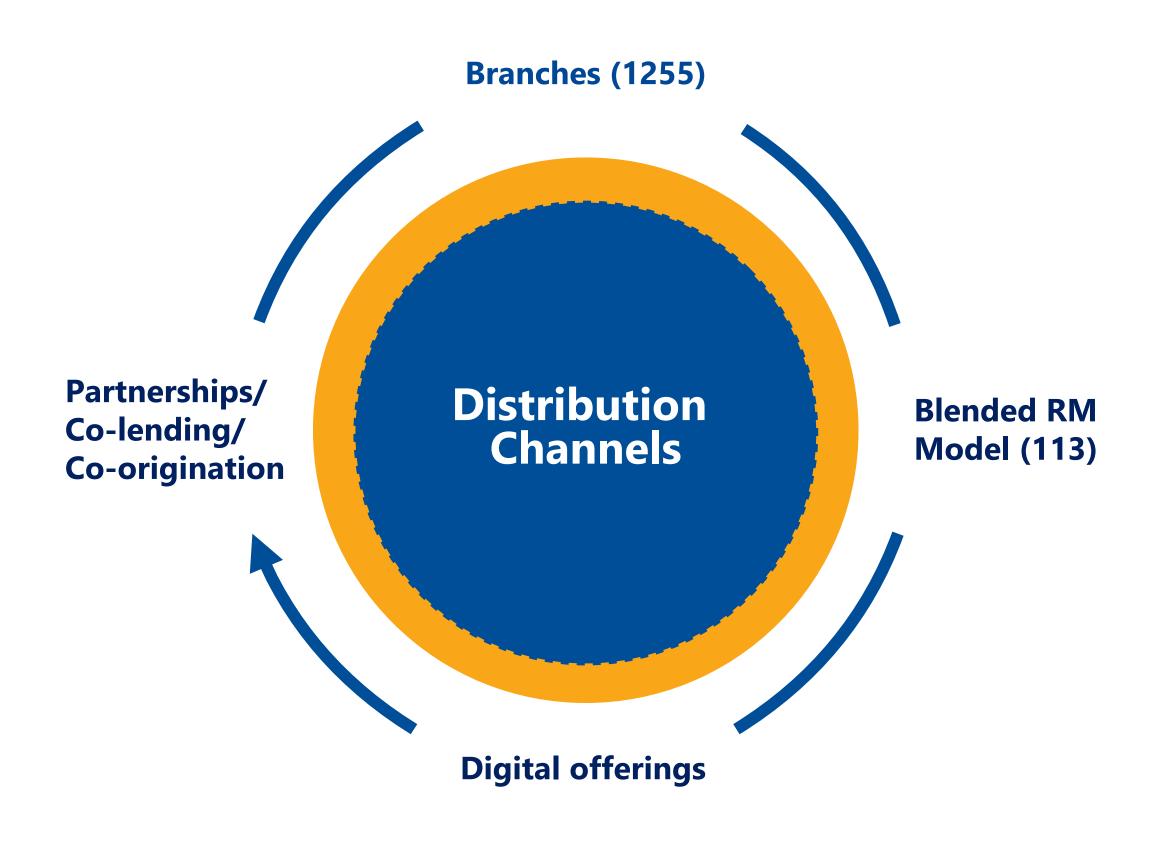
Business Banking Landscape



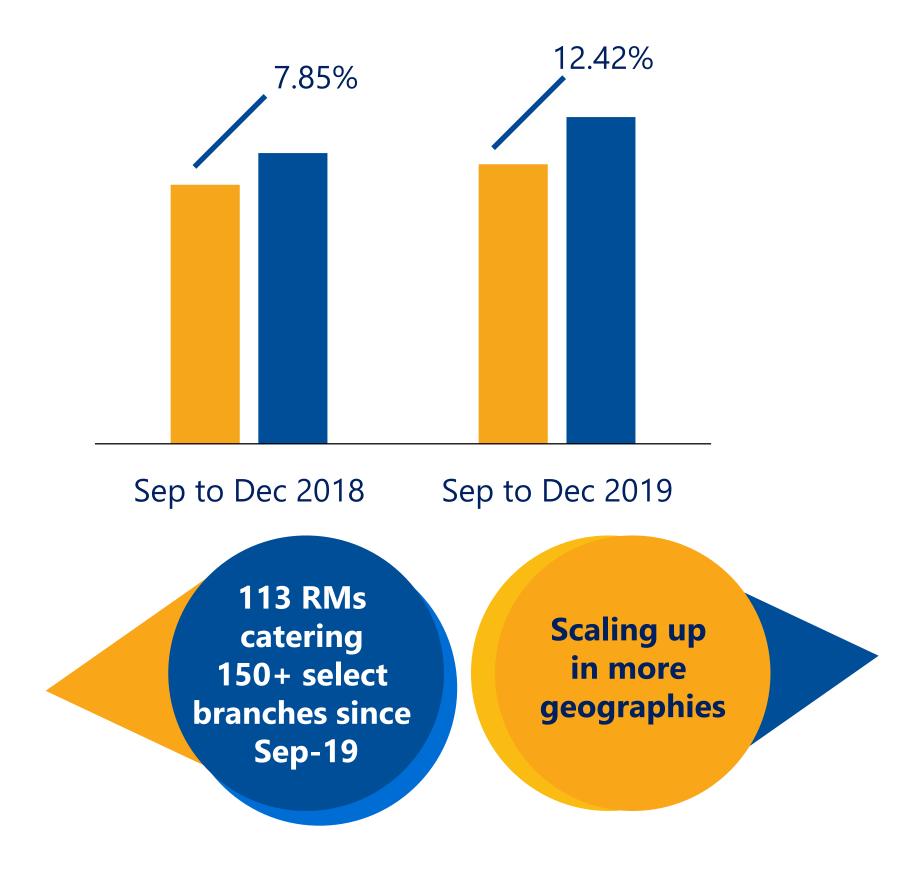




Enhanced Distribution Channels

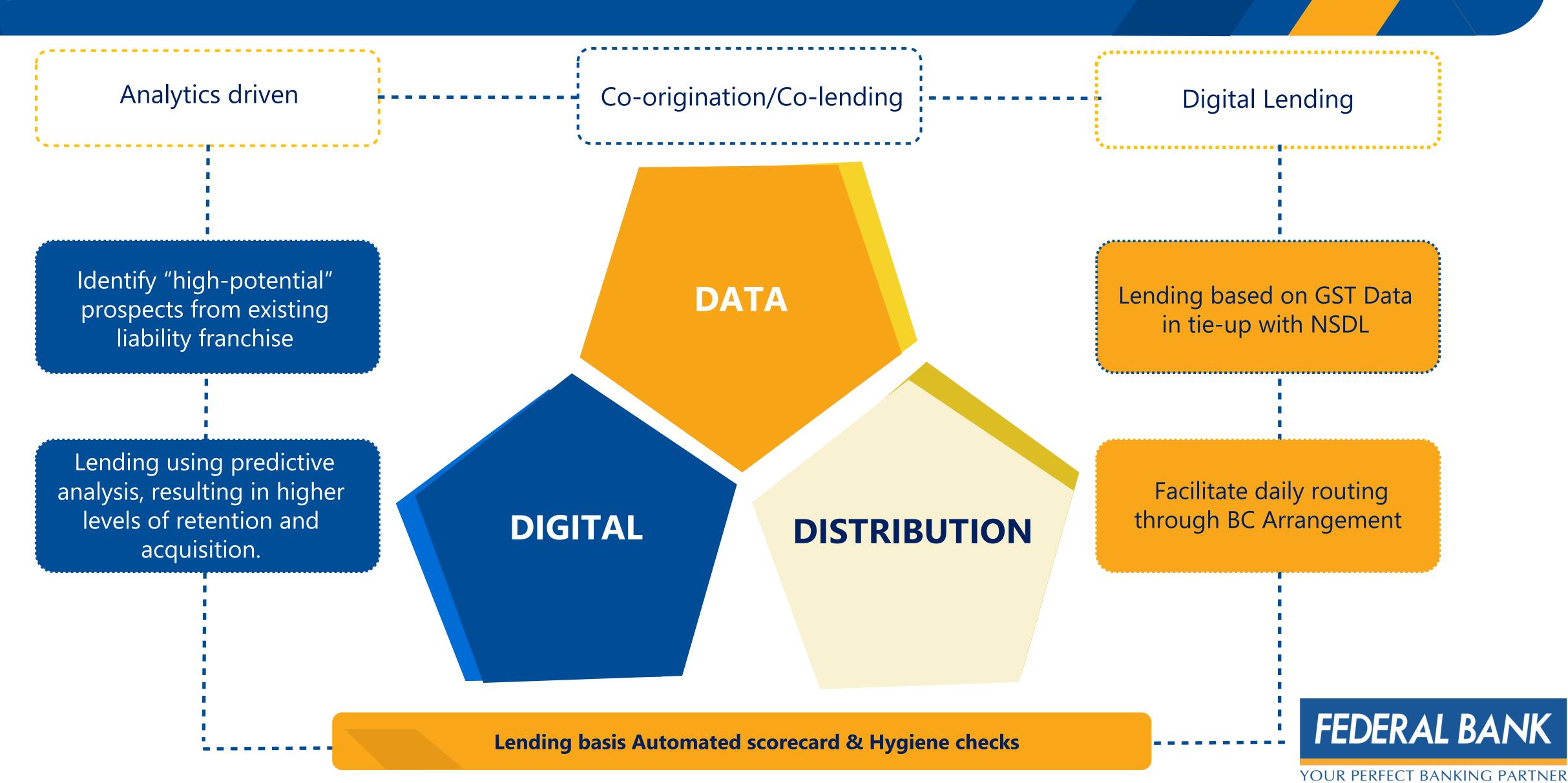


Leverage Blended RM Model





Digital as Multiplier



Strategic Presence: across India

Top States

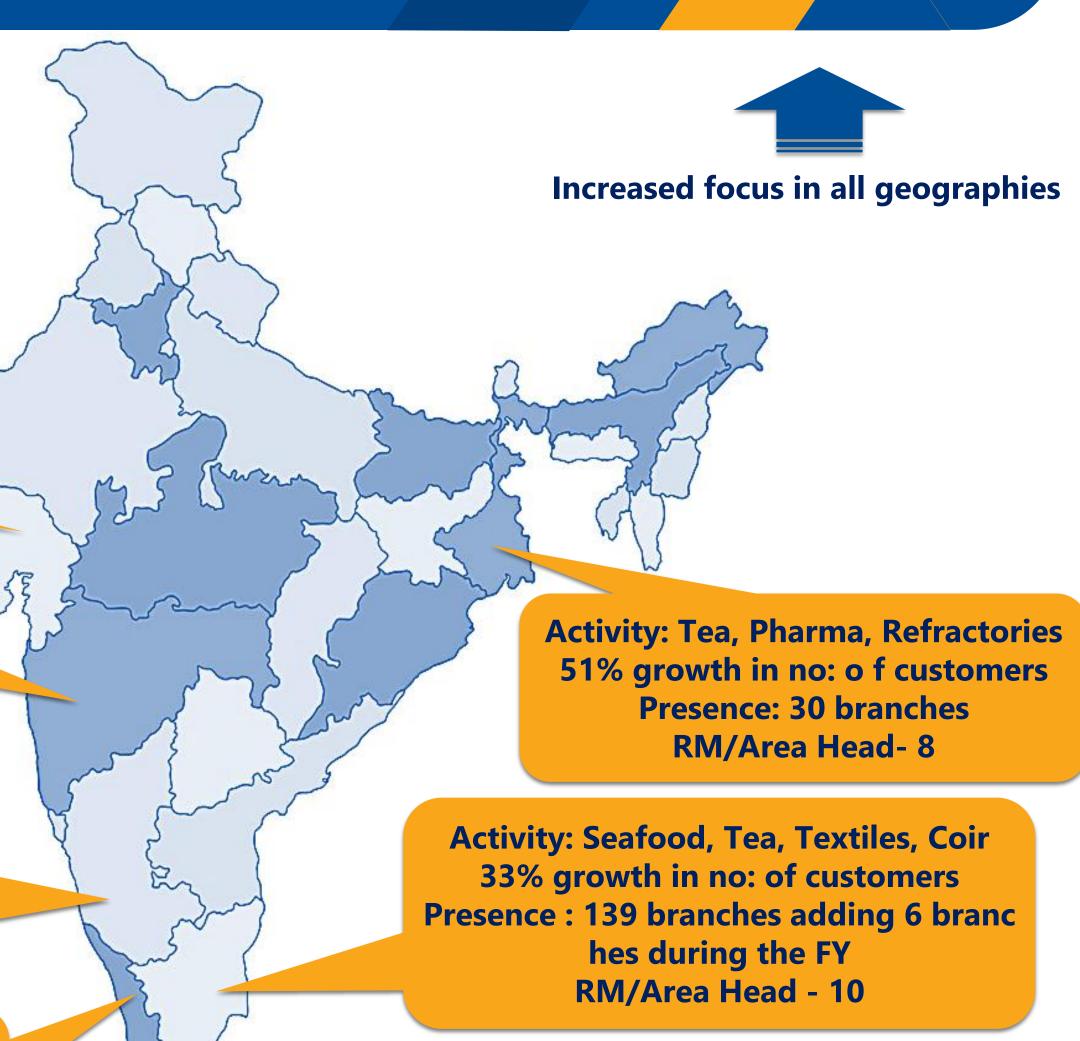
Rank	State	No of SME (In L)
1	Uttar Pradesh	92
2	West Bengal	88
3	Tamil Nadu	49
4	Maharashtra	47
5	Karnataka	38
6	Bihar	34
7	Andra Pradesh	34
8	Gujarat	33
9	Rajasthan	27
10	Madhya Pradesh	27

Activity: Ceramic Tiles, Dyes & Pig ments, Sea Food 63% growth in no: of customers **Presence: 45 branches** RM/Area Head - 2 **Activity: Textiles** 48% growth in accounts **Presence: 101 branches** RM/Area Head - 2 **Activity: Construction of Roads & Bri** dges, Pharma 47 % growth in no: of customers **Presence: 101 branches** RM/Area Head 14 RMs **Home Market**

Total MSME lending increased to 11.6

% with an incremental business share o

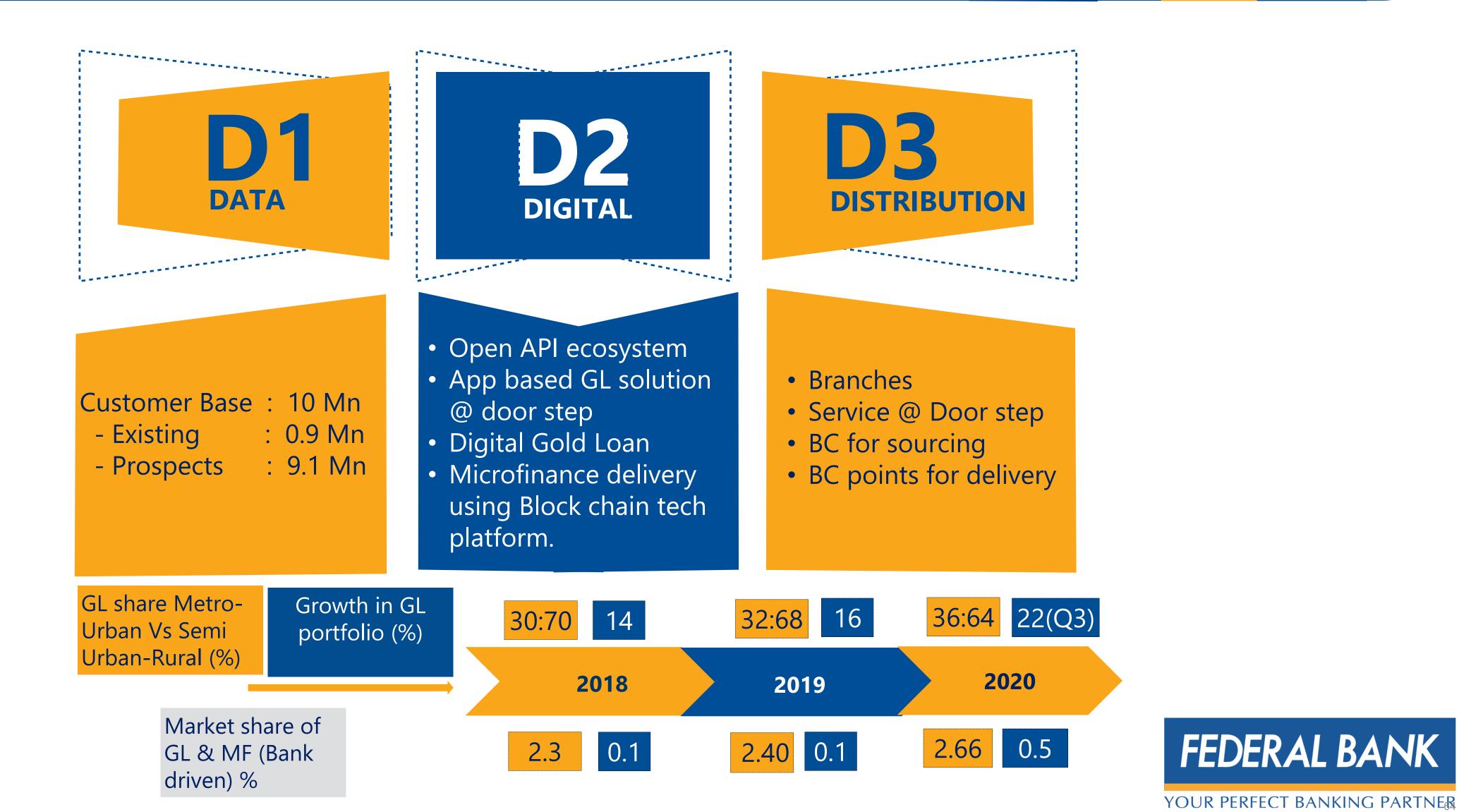
f 22.2%



FEDERAL BANK

YOUR PERFECT BANKING PARTNER

Gold & Micro loans ecosystem: 3D approach



Digital driven door step Gold Loans

Benefits

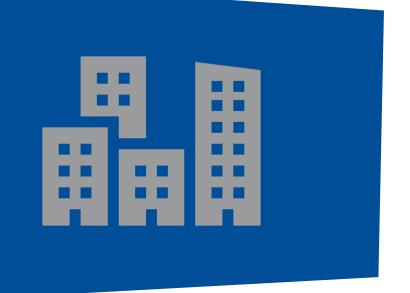
For Customer

- Convenience
- Privacy
- Digital Experience

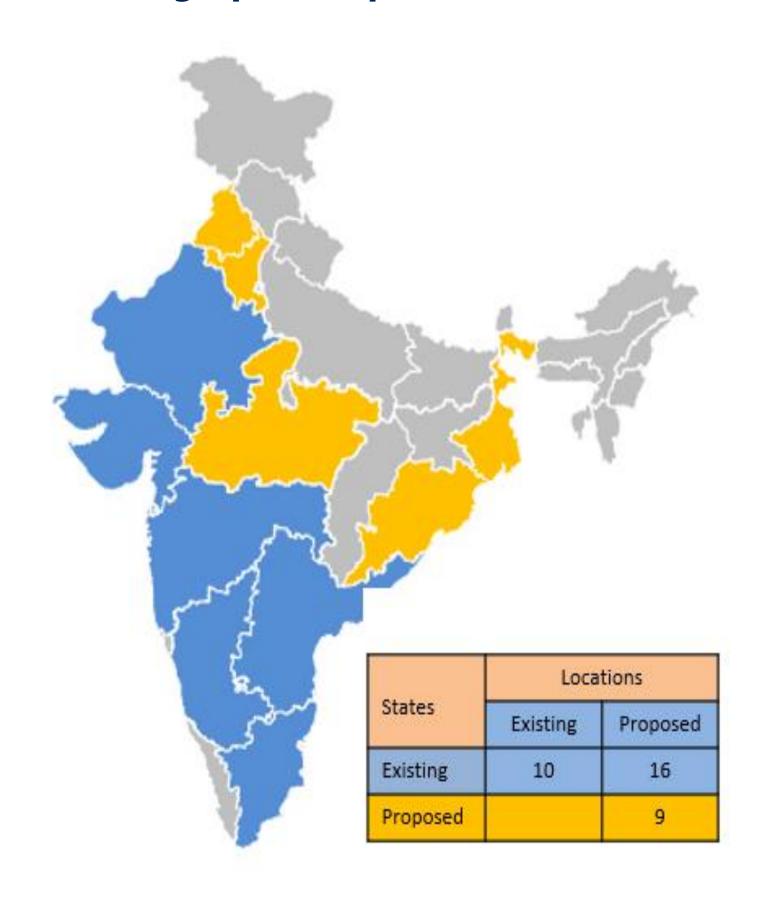


For Bank

- High Yield
- 100 % NTB customer
- New distribution channel without impact on existing



Geographical Spread



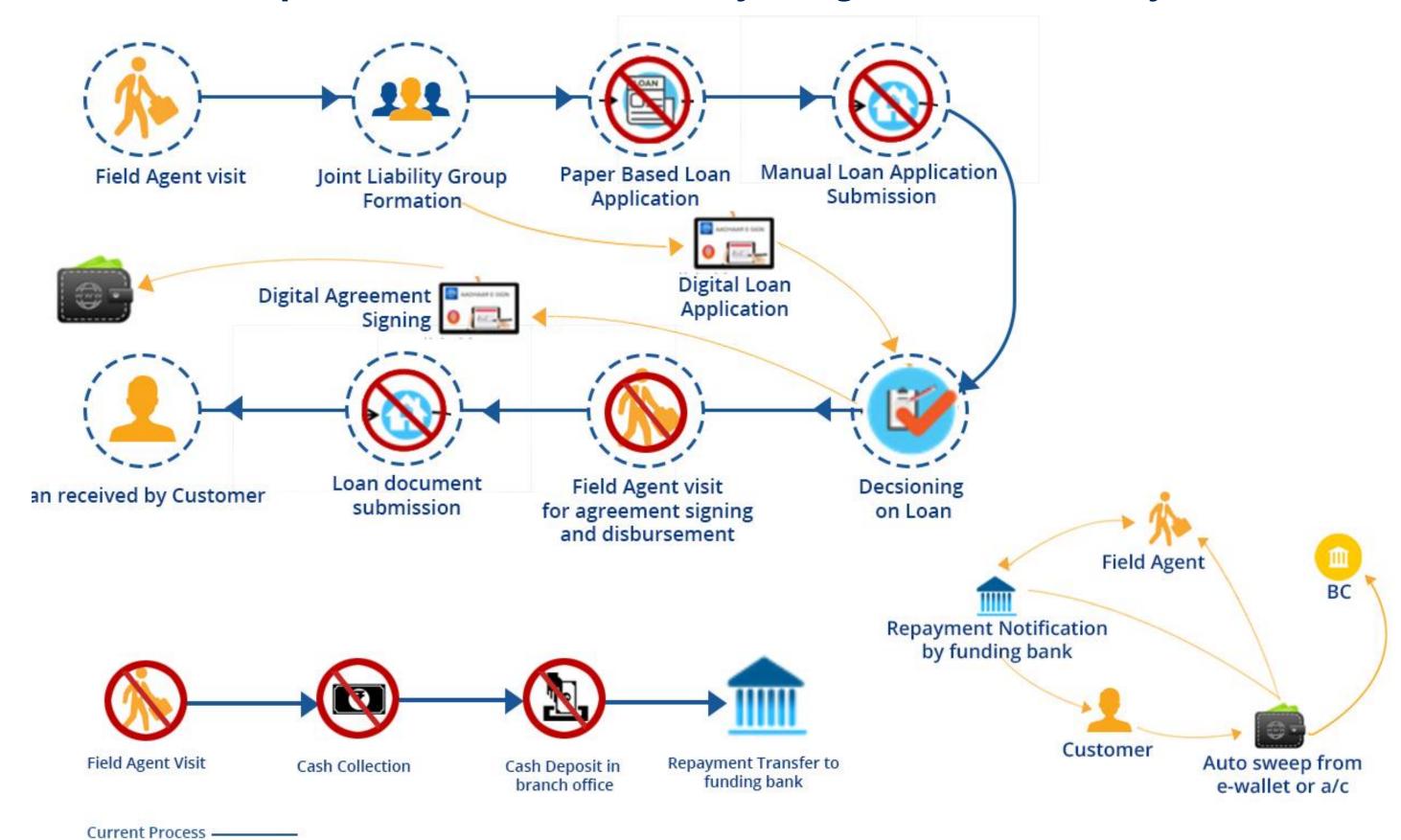


Micro loans delivery in a unique way

Advantages

- Flexibility to accommodate changing product & compliance norms
- Highly scalable for expanding business through multiple BCs
- Risk mitigation through cherry picking geographies and partners
- Enables to connect with strong regional players and seasoned customer base
- Capital efficient compared to MFI acquisition route
- Higher ROA by leveraging operational efficiency

Scalable & capital efficient credit delivery using Block Chain Ecosystem



Blockchain Process ———



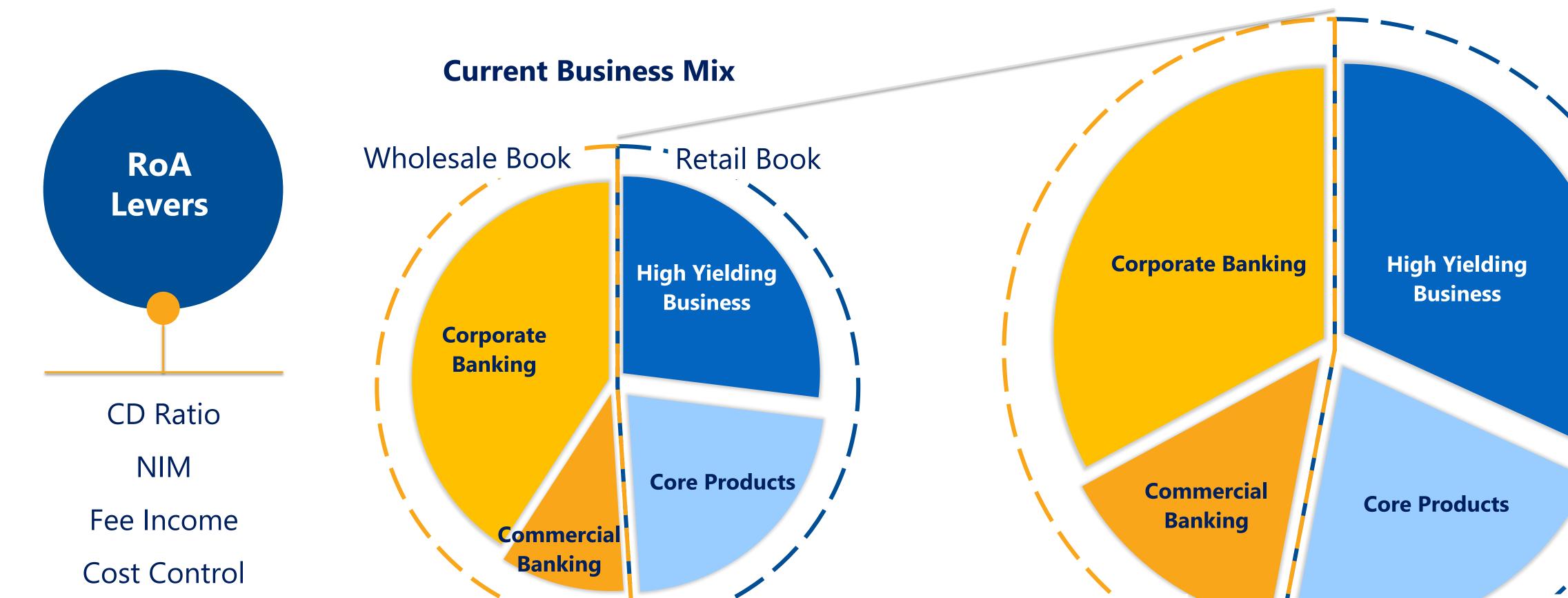
Tapping the opportunities in CV/ CE Business

- Forayed into CV/CE Business in late FY19
- Selected 2 Geographies with high Potential & Growth (Tamil Nadu & Maharashtra). Scaling up in other geographies.
- Created a strong 25 member team with experience in the same profile for Business Origination, Credit Underwriting & Collection
- of New Vehicles with plans to enter into other segments in the coming year



How does it all Stack Up?

Credit Cost



Wholesale Book

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Retail Book

Safe Harbor

Except for the historical information contained herein, statements in this presentation which contain words or phrases such as "will", "aim", "will likely result", "would", "believe", "may", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "contemplate", "seek to", "future", "objective", "goal", "strategy", "philosophy", "project", "should", "will pursue" and similar expressions or variations of such expressions may constitute "forward-looking statements". These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, future levels of non-performing loans, our growth and expansion, the adequacy of our allowance for credit losses, our provisioning policies, technological changes, volatility in investment income, future impact of new accounting standards, cash flow projections, our exposure to market risks as well as other risks. Federal Bank undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.



Thank You

