



AAVISHKAAR | 2014
IMPACT REPORT

IN MEMORIAM: MR. P. MUKUNDAN



Mr. P. Mukundan, promoter of Servals Automation, the first company that Aavishkaar invested in, passed away on 31st August 2014.

A 12 year long relationship has ended – one that started with a common passion to reach out to the less fortunate segments of society and a relationship that had gotten stronger. Mr. Mukundan always had an uncanny ability to connect to the people outside at an individual level cutting across all barriers which was true to his nature. His demise has been a personal loss for each of us at Aavishkaar. Commitment, passion and a person with a deep sense of empathy is what we have always associated him with and what we have learnt from him over these years.

Some of us have had the opportunity to work closely with him and interact with him at close quarters, for those of us the loss is greater. As we look back over the years, we can only savour the memories of those days – times we travelled together with burners in our pockets attempting to sell them to pavement eateries that used kerosene stoves, sitting with all the women producer groups and explaining to them how cooking at homes can be less inhibiting, the exhilaration on hearing the burner had been voted as the best and of course, the never ending discussions on planning for the next month.

We will all miss you, Sir.

P. Pradeep, Executive Director &
The Aavishkaar Family

CONTENTS

01

CEO's Message



03

Investing for Impact –
The Aavishkaar Way



05

Impact Highlights



07

Fund Impact



15

Fund Overview



18

Portfolio Impact





Dear Friends,

I am delighted to present Aavishkaar's Annual Impact Report 2014. We started Aavishkaar with the belief that creating ventures in remote geographies would serve the needs of excluded communities and hence significantly impact society. Our faith in this simple thesis has gained strength over time.

Aavishkaar's investment thesis defines impact as Aavishkaar's ability to take the risks of supporting disruptive ideas and building them to scale as businesses. Inherent to our impact thesis is the belief that the role of Impact capital is to educate and attract responsible mainstream capital to the impact enterprises.

Our entrepreneurs build products and services that reduce the vulnerabilities of low income or excluded communities or generate livelihoods as producers, employees and partners. We believe that all credit for making on ground impact belongs to our entrepreneurs and we at best can document and report it without seeking any credit for it.

As you read through our report these two critical aspects of our impact would shine through with stories of courage and grit from the entrepreneurs, and vibrancy of opportunities and their impact on society from our investments.

To support reporting and evaluation of our impact we have backed and supported the evolution of the PRISM tool (Portfolio Risk Impact Sustainability Measurement Tool) achieved through a pioneering partnership between Intelicap, our affiliate, and leading Global Development Finance Institutions such as IFC and GIZ to provide better insights into the linkages between the fund thesis and the impact it makes. Do visit www.prismsforimpact.com to know about the tool and its implication for your fund and enterprises.

I wanted to conclude our discussion on Impact by sharing my experience of working with International Development Working Group of the G7 Task Force. My key take away from the numerous interactions at the working group was that information asymmetry remains a significant issue across top global impact leaders. We need concentrated work to educate the world about the developments taking place in emerging economies around Impact Investing.

My other disconnect has been the relevance of the hype around the size of the Impact Investing pie. A significant part of the US\$ 10 billion or US\$ 46 billion (whichever number you take) is reclassified assets that have been doing good work. The real capital for Impact Investing with high risk appetite to support difficult ventures or innovative capital supporting new instruments that can scale impact remains miniscule.

I shared my concern and confusion with other global leaders, some of which I would like to share with you - Are we supporting a new movement called Impact Investing or Is the objective of our coming together to consolidate and reclassify investments under Impact Investing with the objective to demonstrate scale and success of what has already been done before?

My disconnect with the latter approach is that it continues to delude us about the Impact we are making while reclassifying old actions with new notions.

Better alternative is to look and document capital flows that can make the change we seek and help scale the impact by attracting mainstream capital. We must differentiate and unbundle acts of Charity, Philanthropy and other form of responsible investing if we are serious about Impact Investing as a new product.

My conclusion is that till our research continues to hype the numbers and not the reality, we would continue to not serve humanity through Impact Investing.

We, at Aavishkaar believe that an honest, transparent and forthright assessment of Impact that holds itself accountable is must for the sector to thrive.

Warm Regards,



Vineet Rai

INVESTING FOR IMPACT - THE AAVISHKAAR WAY

Impact has always been at the core of Aavishkaar's investment philosophy and approach. Investing in early-stage enterprises in rural and underserved geographies presents unique challenges and risks. However, along with risk, we also see tremendous opportunity to create long-lasting impact by creating livelihood opportunities for local producers and suppliers, bridging the gap in access to essential products and services, generating new employment opportunities, and most importantly backing ideas and innovations that could transform development in these regions.

Aavishkaar's big innovation is the adoption of the venture capital methodology to serve the low-income market segment by grooming scalable enterprises. Aavishkaar accepts high risks by identifying and investing in enterprises located or operating in underserved geographies that can create long term sustainable impact.

In order to make such investments, we need to adapt the investing thesis to the challenges of serving brick and mortar companies that invest in rural and hinterland geographies with a target clientele that have a tiny wallet while still holding ourselves accountable to the commercial thesis.

AAVISHKAAR BROUGHT IN 3 KEY INNOVATIONS TO VENTURE CAPITAL INVESTING

Moving the investment risk from technology and product innovation to innovation in execution. This allowed us to focus on the needs of the people. It also increased our success ratio at the enterprise-level, despite the perceived high-risk of early-stage investing and geographical dispersion.

Redefining the parameters of huge successes - a return of 5 to 10 times of invested capital, instead of a return of 100 times.

Identifying young and experienced investment managers driven by passion, social recognition and fulfillment in work, remunerating them in an equitable and non-hierarchical manner, thus building a large team with limited fee, and no grant support.

AAVISHKAAR'S IMPACT THESIS

We believe that Impact must be integral to the business and hence we hold the Aavishkaar business model as much accountable for the impact it claims as we do our entrepreneurs and their business models. This also means our manner of reporting impact must clearly identify how Aavishkaar fund and its business model is making impact in addition to reporting what impact and outreach is being performed by its investee companies.

In addition to that, the question we grapple with continually is whether our outreach to people through our enterprises is directed to address real challenges. We use the PRISM tool to assess this with the vulnerability maps. To project impact holistically, we are presenting our Impact under the title 'Fund Impact' and the Impact and outreach made by our Entrepreneurs as 'Portfolio Impact'.

FUND IMPACT

With a view to create a lasting impact on the Bottom of the Pyramid (BOP) segment, our Aavishkaar investment thesis has been designed around four key mantras:



Risk taking ability by investing in early stage enterprises operating in high-risk geographies



Nurturing enterprises and entrepreneurs



Focus on scale in a manner that our companies are able to attract mainstream capital



Finding responsible exits

PORTFOLIO IMPACT

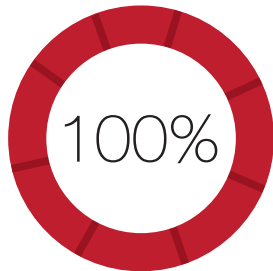
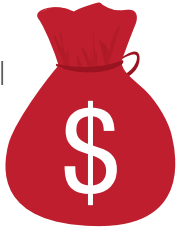
The underserved sections of the society benefit from our portfolio companies' operations in varied capacities - as employees who gain better job opportunities; producers or suppliers who are able to leverage their incomes or save costs; and customers or end-users who can access essential products and services at affordable prices. As a result, our portfolio companies reduce vulnerabilities of the BOP population by contributing in one or more of the following areas:

- ▶ Improving **access and affordability of essential products and services** such as education, healthcare, water, sanitation and financial services.
- ▶ Creating **new and increased employment opportunities** in areas where opportunities are limited.
- ▶ Leveraging **income and savings** for local farmers and producers by bringing **significant efficiencies** in supply and distribution chains and improvements in yields.
- ▶ **Reducing negative environmental impact** through innovations in technology and renewable energy.

IMPACT HIGHLIGHTS

FUND IMPACT SO FAR

First external institutional investor in more than **90%** companies



companies received Equity Investments

US\$ **277** million raised in follow-on funds by our current portfolio companies through external investors



90%

of our companies' have rural and semi-urban markets as their main focus

48



investments across eight sectors

9

companies headquartered in Low Income States

1 0 0 %

companies Aavishkaar invested during seed stage



11 full exits
4 partial exits

8 3 %

companies were started by first time entrepreneurs



13 companies have women promoters

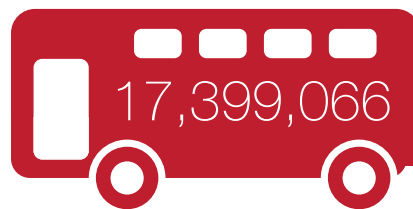
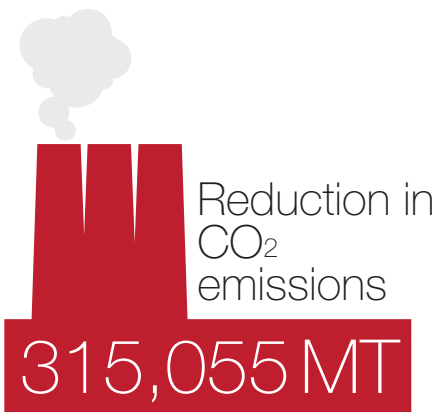


More than **75%** companies have significant operations in Low Income States

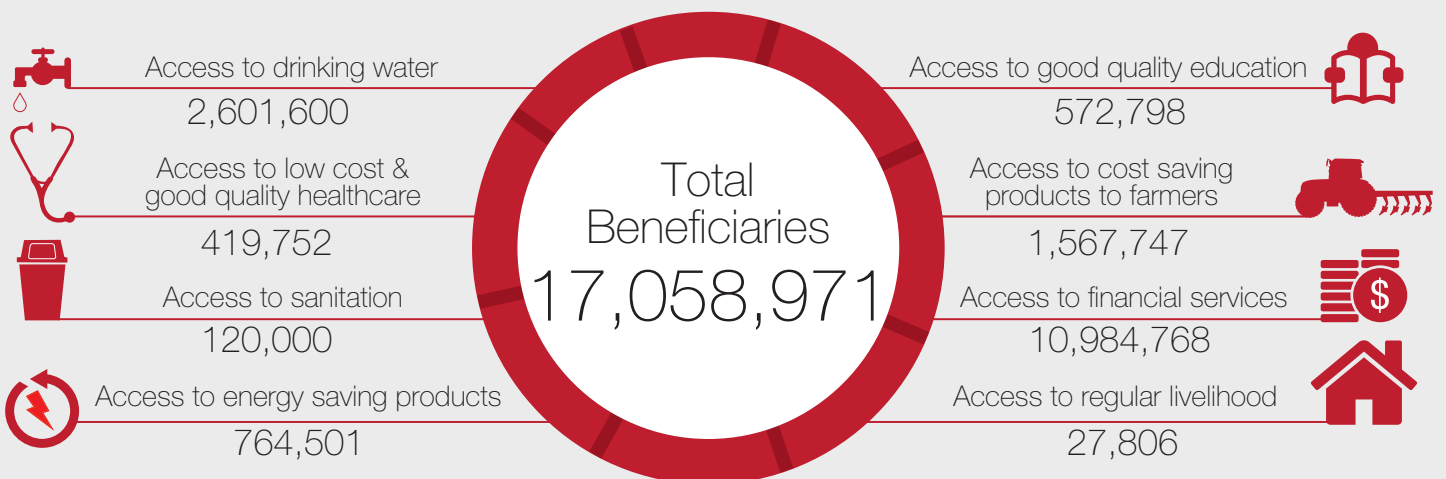


21 companies have women board members

PORTFOLIO IMPACT: FY 2014



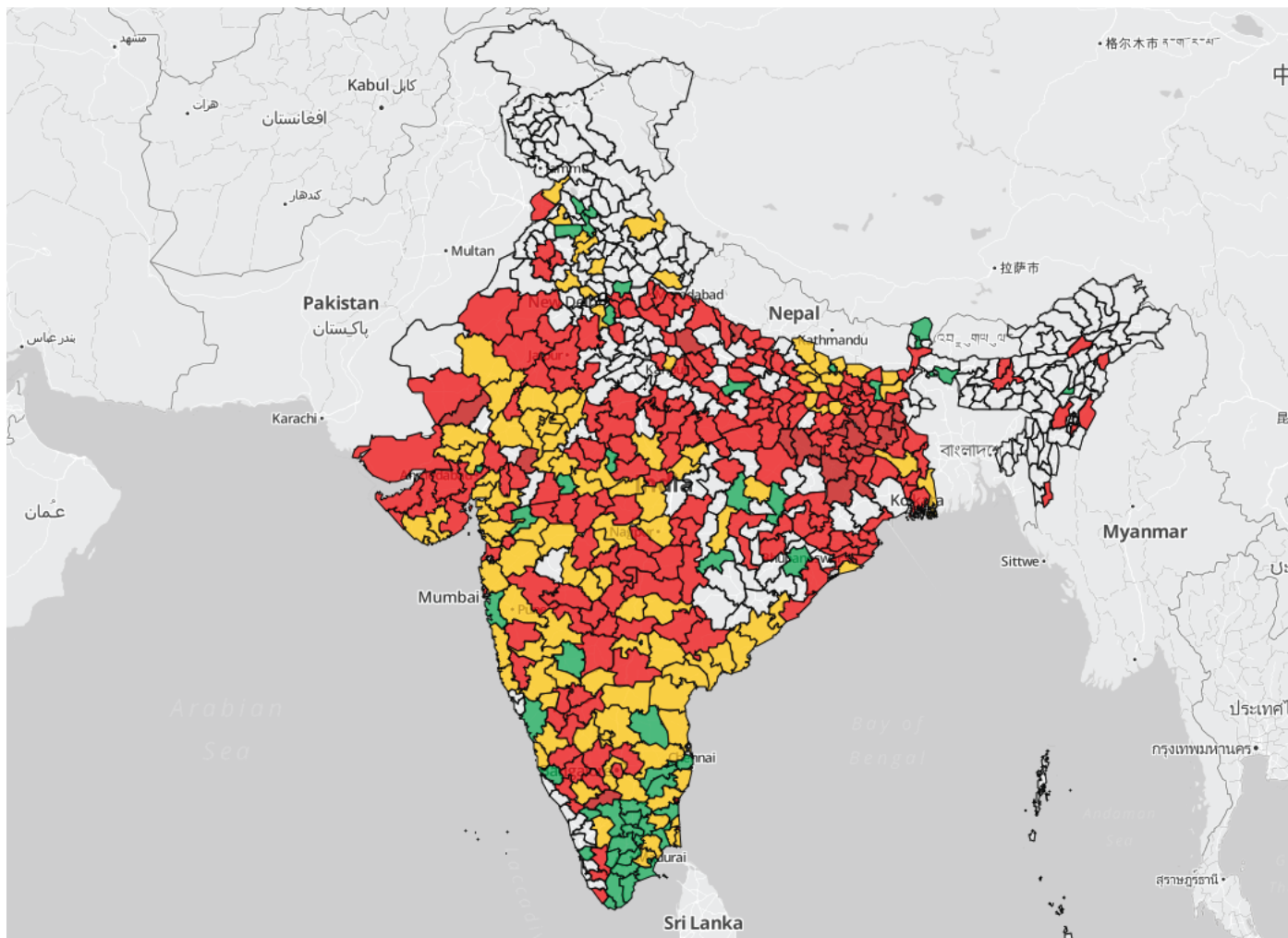
People provided access to affordable products and services



RISK TAKING ABILITY

GEOGRAPHICAL OUTREACH OF OUR PORTFOLIO COMPANIES

The geographical presence of our portfolio companies using the PRISM Geographical Vulnerability Tool indicates a significant portion of operations in high-risk geographies. Impact potential is derived taking into account the socio-economic and human development indicators of the districts. A district with low performance on these indicators is considered very highly vulnerable and has a potential for very high impact.



- ▶ Aavishkaar's **31** current portfolio companies are creating access to livelihoods by reducing overall vulnerability of low-income populations across **400** districts in India.
- ▶ This extensive nation-wide outreach has been facilitated by Aavishkaar's high-risk taking ability in early stage enterprises operating in underserved regions.
- ▶ Portfolio Companies with operations across **26** Indian states including all **7** Low Income States.

RISK TAKING ABILITY



ULINK BIOENERGY: Using Technology and Supply Chain to Impact Farmers

Escalating prices and inferior quality of agricultural inputs pose a serious problem for India's farmers. Ulink Bioenergy is using mobile technology and supply chain re-engineering to reduce the cost of farming input.

Ulink ensures that the inputs are genuine and high quality, thus eliminating the risk of a poor crop resulting from substandard inputs procured through the traditional supply chain. In addition, farmers often lack access to timely and reliable advice on critical issues like usage of nutrients, insecticides, weather pattern etc. Ulink provides advice on optimal usage of products, thereby reducing soil, water and air pollution. Use of more affordable and better quality products helps in increasing farm productivity and thereby farmers household income.

Aavishkaar became the first institutional investor in the company in March, 2013, at a stage when Ulink had completed a pilot project and was yet to commercially roll-out operations. Since its commercial launch in 2013, Ulink has built a loyal base of 7,000 farmers (customers) in Gujarat and the cost of savings on agricultural inputs for these farmers in the last 6 months amounts to about US \$52,000.

Ulink is exemplary of how Aavishkaar's early stage investments have the potential to make significant impact to the lives of the farmers and build commercial value.



EQUITAS: Beyond Microfinance

Vasudevan, the promoter of Equitas had a vision to build a successful Microfinance business institution that serves its clients beyond microfinance through a 5% profit provision for its foundation. Back in 2008, Aavishkaar participated in this vision and made a decision to invest in the company just few weeks after Equitas distributed its first loan.

Today Equitas runs a financial service business that reaches out to a client base of 1.8 million across seven states with 330 branches. Furthermore, its impact transcends microloans, with its health, education, vocational training and food security programmes that are serving millions of people and demonstrating to the world how the power of enterprise can impact lives.

NURTURING ENTERPRISES TO SCALE

MANDALA APPARELS: Empowering through Sustainable Livelihoods

Building a business that has workers as partners is the thought process that Mandala Apparels* is promoting. Nestled in Puducherry and focusing on the textile industry, Mandala Apparels strives to promote environment-friendly and fair trading practices by ethical sourcing from local organic cotton farmers and manufacturing Organic Fairtrade textiles for premium brands in the international market. Mandala's garment manufacturing facility in Puducherry in South India employs over 100 people from surrounding villages, more than 70% of whom are women.

Aavishkaar's investment in Mandala Apparels was designed to professionalise and scale its operations and position it to be a strong global supplier.

*Earlier known as Creative Art of Souls (CAOS)



Apart from the financial support, Aavishkaar has been involved in helping to put systems and processes in place.

One instance I recall was at the beginning of our relationship, when we had decided to launch an in-house organic fair trade lifestyle brand. Following long discussions and proper research, Aavishkaar helped us take a decision to postpone the launch and concentrate instead on stabilising the manufacturing unit, and building a strong brand before launching into retail. This was very focused and well calculated planning.

ANJALI SCHIAVINA
MANAGING DIRECTOR



NURTURING ENTERPRISES TO SCALE

AROHAN FINANCIAL SERVICES: From Microfinance to Financial Inclusion

Arohan is a for-profit Non-Banking Financial Company (NBFC) which began operations in 2006 and has since become one of the leading and most transparent Micro Finance Institutions (MFIs) in India. Arohan is primarily focused on meeting the needs of socio-economically disadvantaged clients in the Eastern Indian States of West Bengal, Assam and Bihar.



Intellectcash merged with Arohan to create a sustainable and profitable Microfinance Institution. Over the last 18 months, the merger has helped Arohan scale its outreach to more than 200,000 customers. More importantly, Arohan has been able to rework its business model from just a credit provider to a full Financial Inclusion Services player with the addition of insurance, pension and banking services.

Aavishkaar's forward looking impact thesis and its ability to take risk allowed the merger to go through and has helped us achieve scale and impact.

- MANOJ NAMBIAR
CEO



ATTRACTING FOLLOW-ON INVESTMENT

- ▶ **20** of our current portfolio companies received follow on investment from external investors.
- ▶ **US\$ 277 million** raised in follow-on funding by our portfolio companies through external investors.
- ▶ **34** external investors provided follow on investments to our current portfolio companies.

ELECTRONIC PAYMENT SERVICES: Democratising ATM usage for Financial Inclusion

Mani Mallamam had envisioned building a company that democratises the ATM business in India. He reached out to Aavishkaar with the idea of Electronic Payment Systems Pvt. Ltd. (EPS) in September 2012. Aavishkaar became a partner with Mani in this crusade and has over last two years invested in multiple rounds to scale the business.

EPS since then has become the preferred partner of public sectors banks (PSB) in the state of Maharashtra and is pushing the agenda of financial inclusion in remote and underserved regions of the country. EPS ATMs have the potential to strengthen the Government of India's initiative on Direct Cash Transfer (DCT) and payment of NREGA* and other social security benefits directly to the end customer.

FMO, the Dutch Development Bank and a Limited Partner at Aavishkaar joined Mani to achieve his vision to democratise ATM access.

The National Rural Employment Guarantee Act 2005, also known as the 'Mahatma Gandhi National Rural Employment Guarantee Act' (MGNREGA), is an Indian labour law and social security measure that aims to guarantee the 'right to work' and ensure livelihood security in rural areas by providing at least 100 days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work.

Key Metrics	Series A AICL,AG#: Sep '12	Series B AICL,AG,FMO: July - Nov'13
No. of ATMs	0	2489
Districts	0	34
Employees	4	117
No of Users	0	4,206,897

*Aavishkaar Goodwell is the first microfinance & financial inclusion fund.

MAKING RESPONSIBLE EXITS

- ▶ 11 Full exits
- ▶ 4 Partial exits
- ▶ Exits realised across sectors such as Dairy, Microfinance, Rural Businesses, Handicrafts, Renewable Energy, Technology for Development companies.



MILK MANTRA: A Business that promotes Ethical Milk Sourcing Commercially

Srikumar Misra's vision was to build a world-class ethical supply chain for milk sourcing and building a high quality dairy in milk parched Eastern State of Odisha. Milk Mantra's idea was to build an organised dairy business in the State that would eventually create sustainable livelihood opportunities for thousands of local people.

Aavishkaar joined as an investor to realise Srikumar Misra's dream and has since made multiple rounds of investments in scaling the company. Today, the company sources milk from a network of over 15,000 dairy farmers in Odisha as part of its Ethical Milk Sourcing programme.

Today, the company has not only attracted mainstream investors such as Fidelity, but has also successfully managed to provide Aavishkaar's first fund an exit as well. Milk Mantra's scale, mainstreaming and ability to provide exit augurs well for Aavishkaar's thesis of mainstreaming and making responsible exits.

Key Metrics	Series A	Series B	Series C
Investors	AIMVCF*: Feb'11	AICL#: Dec'12	AICL, Fidelity: June'14
Milk sourced daily (lpcd)	0	17,465	36,609
Employees	0	210	285
No of farmers	0	9,000	15,800

*Aavishkaar India Micro Venture Capital Fund (AIMVCF) is the first fund.
 *Aavishkaar India Company Limited (AICL) is the second fund of Aavishkaar.

MAKING RESPONSIBLE EXITS



GRAMEEN FINANCIAL SERVICES (GFS): Exiting Sustainably

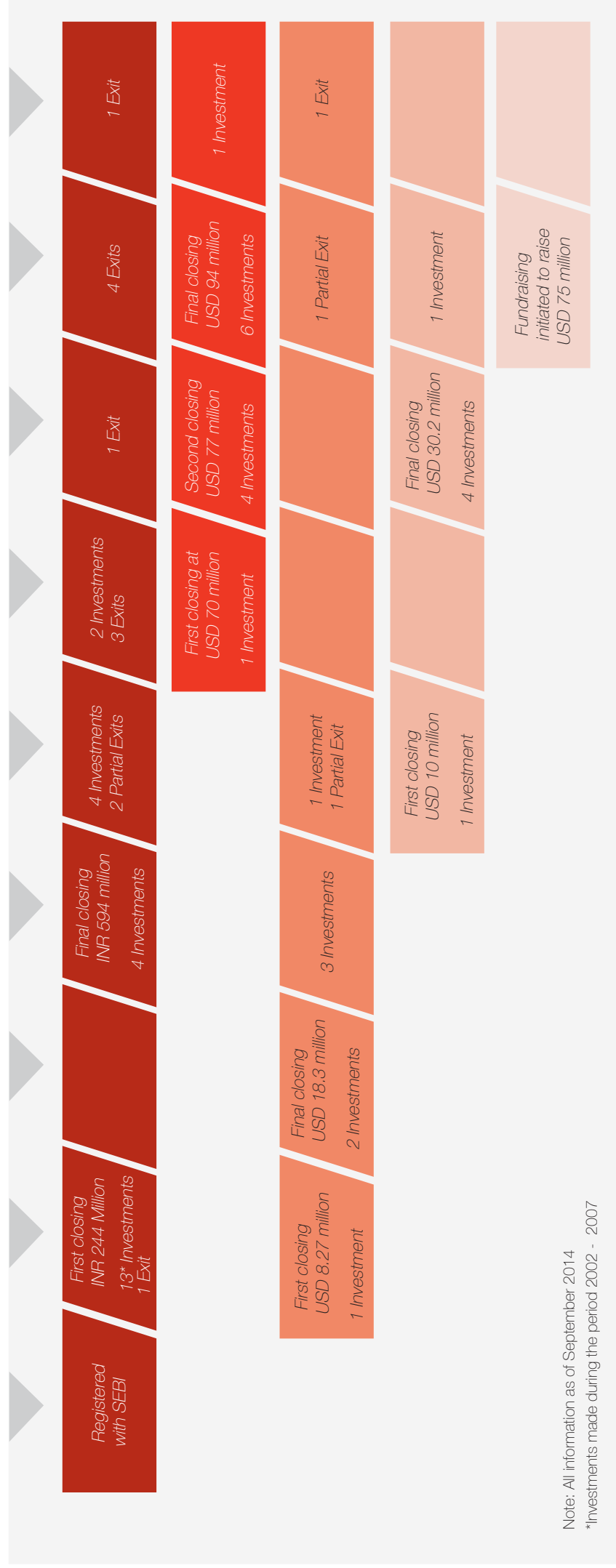
The founders of GFS transitioned into a for profit structure with an investment by Aavishkaar Goodwell (AG) in 2008. Grameen Koota as a not-for-profit had been working with the marginalised sections of society and post transition, GFS continued with this unflinching focus. Aavishkaar worked with the GFS team to raise its next round of capital without an investment banker and brought in investors aligned with the company's focus on impact in order to bring in the capital to scale.

Today, GFS has not only become one of the key players in the country in the space of Microfinance but has also provided AG an exit. The exit was accepted by AG after staying in the company for over six years and working with the investors who are now supporting the company and have a deep belief in the impact thesis of GFS.

FUND OVERVIEW

AAVISHKAAR'S JOURNEY SO FAR

2002 2007 2008 2009 2010 2011 2012 2013 2014



Note: All information as of September 2014

*Investments made during the period 2002 - 2007

■ Aavishkaar I (Micro-equity fund)

■ Aavishkaar II (Early & growth stage fund)

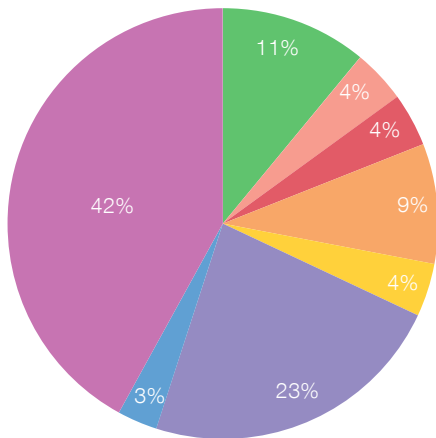
■ Aavishkaar Goodwell I (Microfinance fund)

■ Aavishkaar Goodwell II (Financial Inclusion fund)

■ Aavishkaar Frontier Fund (Frontier markets fund)

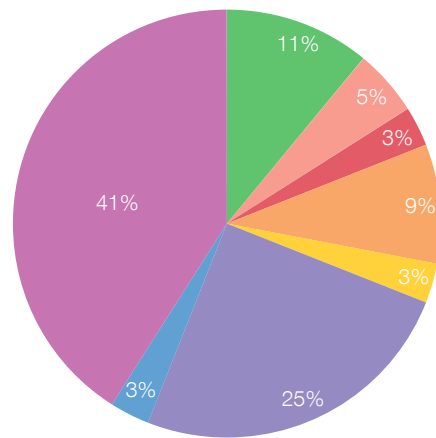
FUND SUMMARY

Total Investments by Sector



Total invested capital - US\$ 73.05 million

Current Investments by Sector



Total invested capital - US\$ 67.28 million

Number Of Companies Invested In Across Sectors

SECTORS	NUMBER OF COMPANIES
Agriculture	7
Education	3
Energy	2
Healthcare	4
Livelihoods	7
Technology for Development	6
Water, Sanitation & Waste Management	3
Microfinance & Financial Inclusion	10

- Agriculture
- Education
- Healthcare
- Energy
- Livelihoods
- Technology for Development
- Water, Sanitation & Waste Management
- Microfinance & Financial Inclusion

Fundraising Timeline (US\$ million)



SOUTH AND SOUTHEAST ASIA: A VAST UNTAPPED OPPORTUNITY

US\$ 75 mn AAVISHKAAR FRONTIER FUND (AFF) - AAVISHKAAR'S FIRST FUND TO INVEST OUTSIDE INDIA

For more than a decade, Aavishkaar has pioneered the approach of investing in early-stage enterprises with a focus on low income populations in underserved geographies in India. With a view to extend this model to similar geographies outside India, the Aavishkaar Frontier Fund (AFF) has identified neighbouring South and South-East Asia. Within this, it further focused on four countries, namely Bangladesh, Pakistan, Sri Lanka and Indonesia (the 'Frontier Countries'). Besides being part of the Indian sub-continent, and having strong linkages with India, these countries have large populations with a significant portion in the low-income category, and an emerging entrepreneurial ecosystem for small and medium enterprises, thus offering the socio-cultural context in which Aavishkaar's model can be successfully applied.



THE APPROACH AND STRATEGY- BUILDING ON SUCCESSES FROM INDIA

We believe that in these countries, investments in inclusive businesses would play a key role in the development and growth of local economies in Sri Lanka, Bangladesh and Pakistan which are undergoing a transformation. In Indonesia there is a large low-income population with social and demographic factors similar to India despite higher per capita GDP. In these countries there is very little capital to support early-stage industries, more so for entrepreneurs focused on inclusive businesses. We believe that AFF can be an important element in the development of early-stage investments in these countries.

AFF expects to maintain a mix of livelihood-oriented enterprises and service-oriented enterprises, both of which target to reduce vulnerabilities for the underserved segments of society. AFF will aim to directly benefit over 5 million people over its fund life.



Total Investment
US\$ **8.48** million
in seven* companies

Geographical Coverage
11 Indian States
& Nepal

Beneficiaries
1,583,638

Employment
817

Economic Benefit#
US\$ **19.2** million

* Avishkaar has exited from Naveengram Agrotechnologies and Zameen Organics.
Economic benefit does not include salaries paid to direct and indirect employees.

AGRICULTURE AND DAIRY

AGRICULTURE AND DAIRY

MILK MANTRA

AAVISHKAAR'S INVESTMENT YEAR
2011

BRIEF DESCRIPTION

Creating a quality retail milk and milk product brand by building an organised dairy supply chain in Odisha and other nascent markets in eastern India.

GEOGRAPHICAL REACH

Odisha

15,800 farmers supplied milk to Milk Mantra during FY14.

4,962 farmers supply **36,309** litres of milk daily to Milk Mantra as on March 2014.

Farmer earnings for FY14 amounted to **US\$ 5.45 million**.

HR FOODS

30 farmers engaged through HR Foods' dairy supply network as on March 2014.

Being a recent addition to the Aavishkaar portfolio, HR Foods is in its nascent stages of establishment, and is expected to ramp up its supplier base considerably in Bihar in the coming year. The dairy processing plant in Ranchi is currently under construction and is expected to be commissioned by March 2015.

AAVISHKAAR'S INVESTMENT YEAR
2013

BRIEF DESCRIPTION

HR Foods is a green field dairy processing company based in Ranchi, Jharkhand. The company intends to establish a credible private dairy brand in the underpenetrated market of Jharkhand, handling end-to-end dairy operations - right from sourcing of milk from dairy farmers, to processing, packaging and selling it to retail outlets and end consumers.

GEOGRAPHICAL REACH

Jharkhand, Bihar (for procurement of milk)

ULINK BIOENERGY PVT. LTD.

AAVISHKAAR'S INVESTMENT YEAR
2013

BRIEF DESCRIPTION

Enabling retail of agricultural inputs such as crop protection products, nutrients, seeds at discounts to market prices to farmers through a mobile-based platform.

GEOGRAPHICAL REACH

Gujarat

7,147 farmers purchased high quality agricultural inputs during FY14.

Farmers secured agricultural inputs at **21%** lower cost compared to market prices during FY14.

INI FARMS

AAVISHKAAR'S INVESTMENT YEAR
2011

BRIEF DESCRIPTION

INI Farms is developing high yield horticultural plantations for export through organised farming and supply chain management, starting with pomegranate cultivation in rural Madhya Pradesh and Maharashtra.

GEOGRAPHICAL REACH

Maharashtra, Madhya Pradesh, Gujarat

700 acres of land under sustainable cultivation as on March 2014.

300 additional acres engaged in contract farming using INI's cultivation method to enhance productivity.

SHREE KAMDHENU ELECTRONICS PVT. LTD. (SKEPL)

AAVISHKAAR'S INVESTMENT YEAR
2003

BRIEF DESCRIPTION

Shree Kamdhenu Electronics Private Limited (SKEPL) pioneered the automation of the previously predominant manual milk collection process in milk cooperative societies. SKEPL's Automated Milk Collection System (AMCS) helps eliminate inefficiencies in milk collection, thus bringing increased efficiencies and returns to cooperatives and dairy farmers.

GEOGRAPHICAL REACH

Gujarat, Maharashtra, Jharkhand, Bihar, Rajasthan, UP, Punjab, West Bengal, Tamil Nadu, Sikkim

1,560,600 dairy farmers benefiting from 5,202 active AMCS installed by SKEPL as on March 2014.

US\$ **13.7** million increase in income for farmers as a result of system efficiencies in FY14.



Total Investment
US\$ **3.19** million
in three companies

Geographical Coverage
11 Indian States

Student Beneficiaries
572,798

Employment
187

Teachers Improved Skills
through Training
8,891

EDUCATION

EDUCATION

NALANDA LEARNING SYSTEMS

AAVISHKAAR'S INVESTMENT YEAR
2013

BRIEF DESCRIPTION

Headquartered in Kolkata, Nalanda Learning Systems Private Limited runs a chain of affordable play schools in Eastern India under the brand name 'Little Laureates'.

Currently it has a footprint of 21 schools (including four franchisees) across semi-urban areas.

GEOGRAPHICAL REACH

West Bengal, Tripura, Bihar

395 children residing in semi urban areas gained access to early schooling in **21** digitally enabled play schools during FY14.

KARADI PATH (KP) EDUCATION COMPANY

50,503 students across **271** schools benefited from exposure to Karadi Path's training curriculum in FY14.

Around **50%** of the schools are government schools.

900 teachers received training in KP's English teaching methodology during FY14.

AAVISHKAAR'S INVESTMENT YEAR
2012

BRIEF DESCRIPTION

Karadi Path Education company provides low-cost and innovative English education to children as well as adults. It has developed a non-linear English teaching methodology that innovatively combines stories with actions and music to teach the English language in the same manner that one learns the mother tongue.

GEOGRAPHICAL REACH

Tamil Nadu, Andhra Pradesh, Karnataka, Maharashtra, Goa

BUTTERFLY FIELDS

AAVISHKAAR'S INVESTMENT YEAR
2010

BRIEF DESCRIPTION

Butterfly Fields is committed to enhancing learning outcomes in Science and Mathematics for primary and secondary school children. The company designs and markets a range of innovative and low-cost hands-on learning products, that can transform the way Science and Mathematics are taught in schools.

GEOGRAPHICAL REACH

Andhra Pradesh, Chattisgarh, Himachal Pradesh, Karnataka, Maharashtra, Tamil Nadu, Uttar Pradesh

521,900 students in **4,070** schools have been taught Mathematics and Science using Butterfly Fields learning material since investment.

7,940 teachers have been trained in innovative methods of teaching.



Total Investment
US\$ **6.03** million
in two companies

Geographical Coverage
Pan India

Beneficiaries
764,501

Employment
180

Economic benefit*
US\$ **32.10** million

CO₂ Reduction
289,657 MT

*Economic benefit does not include salaries paid to direct and indirect employees.

ENERGY

SERVALS AUTOMATION

AAVISHKAAR'S INVESTMENT YEAR
2002

BRIEF DESCRIPTION

Servals Automation offers affordable and energy-efficient cooking solutions for the masses. Its flagship product is an energy efficient stove burner that saves up to 30% kerosene as compared to a conventional burner. The other key products include various types of clean and energy efficient stoves including biomass stoves and wood stoves.

GEOGRAPHICAL REACH

Pan India

764,501 households used Servals fuel efficient burners in FY14.

Cost savings of **US\$ 32.10 million** accrued to end-users in FY14 through fuel savings.

Burners resulted in **121,097** metric tonnes of CO₂ emission reductions in FY14.

VANA VIDYUT PVT. LTD.

430 acres of land brought under feedstock cultivation and converted to forestland.

Forests account for reduction in **168,560** metric tonnes of CO₂ emission as on March 2014.

AAVISHKAAR'S INVESTMENT YEAR
2012

BRIEF DESCRIPTION

Vana Vidyut Private Limited (VVPL) has established India's first grid-connected biomass power plant with biomass feedstock from regenerative forest plantations.

GEOGRAPHICAL REACH

Tamil Nadu, Maharashtra



Total Investment
US\$ **2.72** million
in four* companies

Geographical Coverage
3 Indian States

Total Beneficiaries
419,752

Employment
1,146

* Avishkaar has exited Swas Healthcare.

HEALTHCARE

HEALTHCARE

VAATSALYA

AAVISHKAAR'S INVESTMENT YEAR
2006

BRIEF DESCRIPTION

Vaatsalya offers good quality and affordable healthcare services to underserved populations through a chain of semi-urban and rural hospitals in the southern states of Andhra Pradesh and Karnataka.

GEOGRAPHICAL REACH

Karnataka, Andhra Pradesh

348,172 people benefited from affordable, good quality healthcare in FY14.

GV MEDITECH

53,885 people across **8** remote districts of Uttar Pradesh benefited from affordable good quality healthcare during FY14.

AAVISHKAAR'S INVESTMENT YEAR
2010

BRIEF DESCRIPTION

GV Meditech is a Varanasi-based healthcare company that runs a chain of high quality primary, secondary and tertiary healthcare services (though a hub-spoke model) in underserved and rural areas.

GEOGRAPHICAL REACH

Uttar Pradesh

mHealth

AAVISHKAAR'S INVESTMENT YEAR
2011

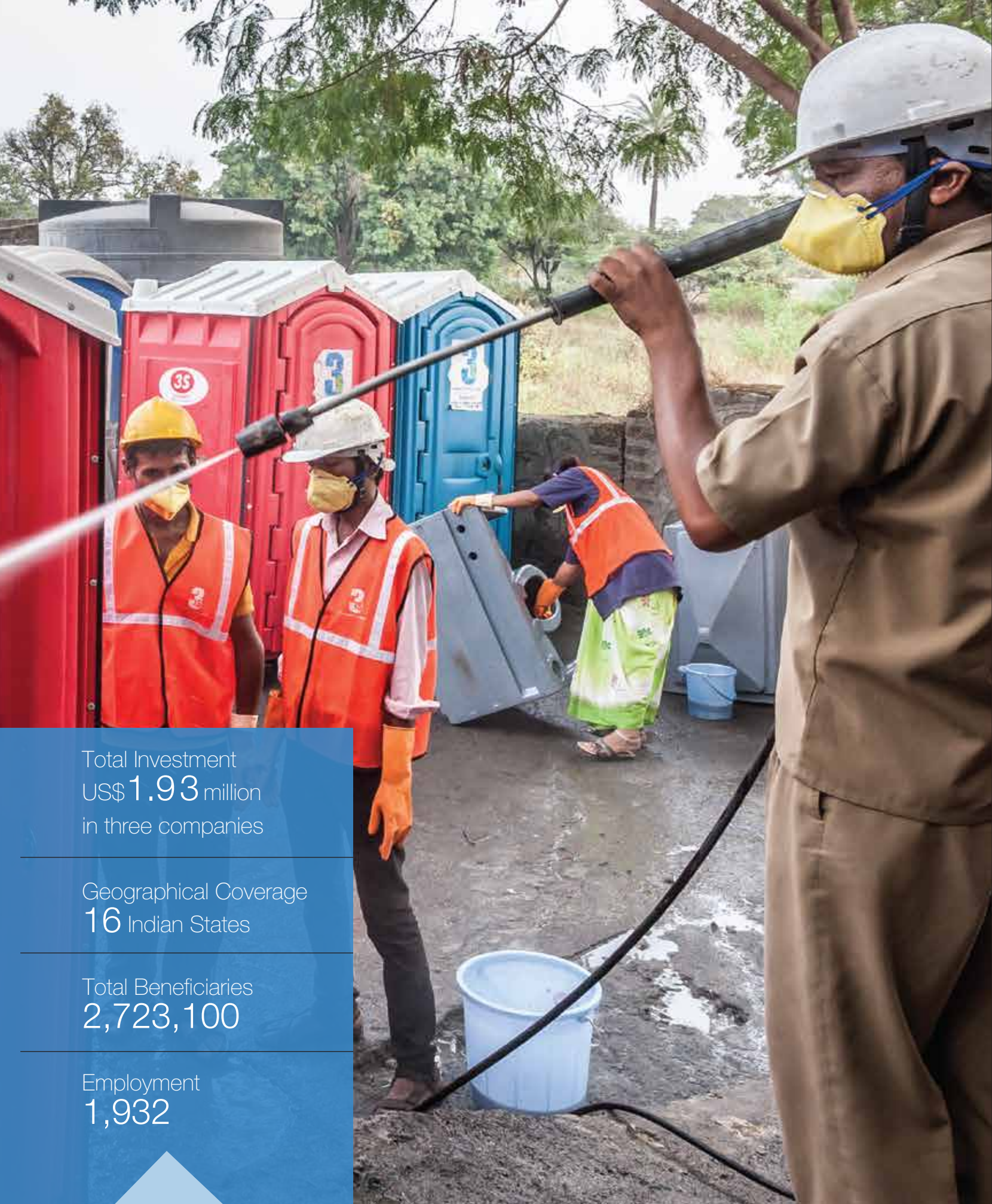
BRIEF DESCRIPTION

mHealth offers primary healthcare advice at affordable prices over the telephone, through licensed doctors. It also offers various health packages including single usage products, family plans, mind and body wellness products which combine doctor on phone facility with discounts at diagnostic chains, medical stores and other product specific features.

GEOGRAPHICAL REACH

Uttar Pradesh

17,695 people covered through Mera Doctor subscriptions sold during FY14.



Total Investment
US\$ **1.93** million
in three companies

Geographical Coverage
16 Indian States

Total Beneficiaries
2,723,100

Employment
1,932

WATER, SANITATION & WASTE MANAGEMENT

WATER, SANITATION AND WASTE MANAGEMENT

NEPRA RESOURCE MANAGEMENT

AAVISHKAAR'S INVESTMENT YEAR
2013

BRIEF DESCRIPTION

Nepra is an Ahmedabad-based waste management company that aims to build an organised and reliable dry waste supply chain in India by effectively connecting generators of waste and waste collectors (informal waste pickers) to recyclers, while also offering fair and transparent prices and a steady supply of segregated waste to recyclers.

GEOGRAPHICAL REACH

Gujarat

950 waste pickers in Nepra's supply network as on March 2014.

Since investment, waste pickers have earned a total of US\$ **300,000**

SARAPLAST

An estimated **120,000** people accessed clean sanitation during FY14 through the company's **4,013** portable toilet installations.

75% of the Saraplast's portable toilets were installed at construction sites as on March 2014.

AAVISHKAAR'S INVESTMENT YEAR
2009

BRIEF DESCRIPTION

Saraplast is the fastest growing portable toilet leasing company in the country. It tackles one of India's biggest challenges – access to hygienic sanitation. The company provides portable sanitation facilities along with cleaning, evacuation and disposal services for the waste.

GEOGRAPHICAL REACH

Maharashtra, Tamil Nadu, Karnataka, Delhi, Andhra Pradesh

WATERLIFE

AAVISHKAAR'S INVESTMENT YEAR
2009

BRIEF DESCRIPTION

Waterlife provides rural and underserved communities with potable drinking water solutions. It sets up village-level water purification plants suited to local needs.

GEOGRAPHICAL REACH

West Bengal, Uttar Pradesh, Maharashtra, Puducherry, Bihar, Jharkhand, Karnataka, Andhra Pradesh, Odisha, Telangana, Kerala, Rajasthan, Madhya Pradesh

2,601,600 people accessed clean drinking water during FY14 through

3,126 active water purification systems installed by Waterlife since investment.



Investment
US\$ **6.87** million
in six* companies

Geographical Coverage
17 Indian States

Beneficiaries
5,692,931

Employment
542

*Aavishkaar has exited CK Technologies and Tides Technocrats

TECHNOLOGY FOR DEVELOPMENT

TECHNOLOGY FOR DEVELOPMENT

NET SYSTEMS

AAVISHKAAR'S INVESTMENT YEAR
2005

BRIEF DESCRIPTION

Net Systems is a leading accessibility consulting and knowledge management firm based in Mumbai. It offers hardware, web and technology solutions to enable computer accessibility for people with disabilities.

GEOGRAPHICAL REACH

Maharashtra

55 people employed by Net Systems as on March 2014 out of which **24** people are differently abled.

367,900 differently abled customers benefitted from assistive technology products and accessibility services provided by Net Systems.

B2R TECHNOLOGIES

222 employees across six BPO centres set up in rural areas of Uttarakhand as on March 2014.

Over **50%** of youth employed are women.

AAVISHKAAR'S INVESTMENT YEAR
2010

BRIEF DESCRIPTION

B2R (Business to Rural) is a rural BPO business, based in the northern state of Uttarakhand. The company has set up rural BPO service delivery centers in a hub-and-spoke arrangement to provide business support services to clients.

GEOGRAPHICAL REACH

Uttarakhand

ELECTRONIC PAYMENT & SERVICES

AAVISHKAAR'S INVESTMENT YEAR
2012

BRIEF DESCRIPTION

Electronic Payment & Services (EPS) was established in 2011 to offer outsourced ATM services and related retail channel services to banks and financial institutions. EPS is promoted by industry veterans having combined experience of over three decades in the payment services domain. The company aims to become a leading independent ATM deployed in the country by garnering tenders from banks and financial institutions for the deployment of modular ATMs.

GEOGRAPHICAL REACH

Maharashtra

4,905,828* people availed access to
3795# ATMs deployed during FY14.

55% of the ATMs deployed during FY14 are in rural and semi urban regions of Maharashtra.

VORTEX ENGINEERING

1,009,970 people availed access to financial services in FY14 through 1,253 Vortex ATMs placed in rural and semi-urban areas across 15 states in India.

23% of Vortex's installed ATMs are fully solar powered.

25,398 metric tonnes of CO₂ emissions reduced in FY14 through Vortex's solar-powered and energy efficient ATMs.

AAVISHKAAR'S INVESTMENT YEAR
2006

BRIEF DESCRIPTION

Vortex Engineering developed the world's only low-cost, low-power and solar powered ATMs that are ideal for rugged, remote and rural conditions.

GEOGRAPHICAL REACH

Pan India

*Number of users include 590,767 users of 457 ATMs manufactured by Vortex Engineering.

#Number of ATMs include 457 ATMs manufactured by Vortex Engineering.



Investment
US\$ **2.66** million
in seven* companies

Geographical Coverage
10 Indian States

Beneficiaries
10,965

Employment
11,151

*Aavishkaar has exited DAH Delhi, DAH Jaipur, DAH Bhuj, Craftsbridge and Rangutra

LIVELIHOODS

MANDALA APPARELS

AAVISHKAAR'S INVESTMENT YEAR
2013

BRIEF DESCRIPTION

Mandala Apparels earlier known as Creative Art of Souls (CAOS), is a manufacturer of Fairtrade, certified organic cotton garments and other related products catering primarily to the export market.

GEOGRAPHICAL REACH

Tamil Nadu

169 people employed to manufacture high quality organic cotton garments.

MELA

10,965 artisans were provided sustainable market access and fair prices through Mela in FY14.

Income of **US\$ 486,723** has been generated for the artisans since 2012.

100% of Mela's products are sourced from rural artisans across **10** states of which **7** are low income states.

AAVISHKAAR'S INVESTMENT YEAR
2014

BRIEF DESCRIPTION

Mela designs and sources handcrafted home accessories and jewellery exclusively from artisans in India. Mela retails its products in the United States through various channels such as discount stores, specialty retailers, boutiques, and through e-commerce portals.

GEOGRAPHICAL REACH

Uttar Pradesh, Rajasthan, Uttarakhand, J&K, Bihar, New Delhi, Tamil Nadu, Gujarat, Maharashtra, Andhra Pradesh



Investment
US\$ **31.13** million
in ten* companies

Geographical Coverage
13 Indian States

Active Clients
5,659,737

Employment
13,606

Percentage of Women
Beneficiaries
90%

*Electronic Payment Systems Pvt Ltd is included under Technology for Development & Aavishkaar has exited from Grameen Koota in March 2014.

MICROFINANCE & FINANCIAL INCLUSION

MICROFINANCE & FINANCIAL INCLUSION

BELSTAR



AAVISHKAAR'S INVESTMENT YEAR
2010

BRIEF DESCRIPTION
Belstar Investment and Finance Private Limited is the microfinance delivery arm of the Hand in Hand (HIH) group, a public charitable trust focused on livelihood promotion. HIH acquired Belstar in 2008 to run its for-profit microfinance operations, which were started in 2004.

GEOGRAPHICAL REACH
Tamil Nadu, Puducherry, Karnataka

BHARTIYA SAMRUDDHI FINANCE LTD (BSFL)



AAVISHKAAR'S INVESTMENT YEAR
2009

BRIEF DESCRIPTION
Bhartiya Samruddhi Finance Ltd (BSFL) is a part of the Hyderabad-based BASIX group. Its strategy is to promote a large number of sustainable livelihoods - the combination of financial inclusion services, agricultural and business development services and institutional development services.

GEOGRAPHICAL REACH
Pan India

SWARNA PRAGATI



AAVISHKAAR'S INVESTMENT YEAR
2013

BRIEF DESCRIPTION
Swarna Pragati aims to create access to affordable housing in rural India.

GEOGRAPHICAL REACH
Maharashtra, Karnataka, Odisha

EQUITAS



AAVISHKAAR'S INVESTMENT YEAR
2008

BRIEF DESCRIPTION
Equitas is a Chennai-based MFI that extends micro credit to people who are otherwise unable to access finance from mainstream banking channels. It operates as a holding company with subsidiaries covering microfinance, vehicle finance and housing finance sectors.

GEOGRAPHICAL REACH
Pan India

GRAMEEN FINANCIAL SERVICES



AAVISHKAAR'S INVESTMENT YEAR
2008

BRIEF DESCRIPTION
Grameen Financial Services Pvt. Ltd. (GFSPL) is a Karnataka-based MFI with presence in Karnataka, Tamil Nadu and Maharashtra, serving over 300,000 clients. Apart from the financial services that it provides, it offers various credit-plus activities including training, education and awareness creation.

GEOGRAPHICAL REACH
Karnataka, Tamil Nadu,
Maharashtra

UTKARSH MICROFINANCE



AAVISHKAAR'S INVESTMENT YEAR
2009

BRIEF DESCRIPTION
Utkarsh Microfinance aims to provide access to finance in a grossly under-served and challenging region in the northern part of the country, where microfinance penetration is less than 4%.

GEOGRAPHICAL REACH
Uttar Pradesh, Bihar, Madhya
Pradesh, Uttrakhand, Delhi

SURYODAY MICROFINANCE



AAVISHKAAR'S INVESTMENT YEAR
2009

BRIEF DESCRIPTION
Suryoday Micro Finance is an MFI that commenced its micro-credit operations in Pune, Maharashtra in May 2009. It is engaged in providing loans to women from economically-weaker sections which do not have access to traditional banking.

GEOGRAPHICAL REACH
Gujarat, Karnataka, Maharashtra, Odisha and Tamil Nadu

SHARE MICROFIN



AAVISHKAAR'S INVESTMENT YEAR
2007

BRIEF DESCRIPTION
Share Microfin Ltd. (SML) is a regulated Non-Banking Financial Company (NBFC) providing financial and support services to the marginalised sections in society, particularly to women from economically-weaker sections.

GEOGRAPHICAL REACH
Pan India

AROHAN / INTELLECASH



AAVISHKAAR'S INVESTMENT YEAR
2012

BRIEF DESCRIPTION
Intellecash is a pioneer in business franchising for MFIs and, as recently as 2010, started its retail MFI operations in Bihar. In September 2012, it merged with Arohan, a West Bengal-based MFI to create a holding-subsidary like structure.

GEOGRAPHICAL REACH
West Bengal, Bihar, Assam

PHOTO CREDITS: IMPACT REPORT 2014

Contents: Arohan, ULink Bioenergy, Grameen Financial Services, Saraplast, Mandala Apparels

Page 08: ULink Bioenergy; Page 09: Equitas; Page 10: Mandala Apparels; Page 11: Arohan Financial Services;

Page 12: Electronic Payment Services; Page 13: Milk Mantra; Page 14: Grameen Financial Services; Page 18: Milk Mantra;

Page 21: Little Laureates; Page 23: Vana Vidyut Pvt. Ltd.; Page 25: Vaatsalya Healthcare; Page 27: Saraplast;

Page 29: Vortex Engineering; Page 32: Mandala Apparels; Page 34: Grameen Financial Services

TEAM AAVISHKAAR



BOTTOM ROW (L TO R)

Ishan Mishra, Adi Sudewa, Shyamkant Joshi, Vineet Rai, Himanchal Rai, Apurva Bubna, Pramod Rewale, Ganesh Vallala

MIDDLE ROW (L TO R)

Shruti Nair, Samruddhi Mulye, Neha Saraf, Kalpana Jadhav, Rini Singhal, Rakhee Ambre, Sonali Muke, Ekta Shah, Neha Agarwal

TOP ROW (L TO R)

Shashvat Rai, Sanchayan Chakraborty, Ajay Maniar, B R Avinash, P Pradeep, EN Venkat, Praneet Chawla, Noshir Colah, Subit Saurav

NOT IN THE PICTURE

Sushma Kaushik, Snigdha Rao

