



Devendra Kumar Vyas

CEO, Srei Equipment Finance Limited

A smart strategist and a die-hard optimist, Devendra Kumar Vyas is known for his innovative ideas that have reshaped India's infrastructure equipment financing industry.

As CEO of Srei Equipment Finance Limited, Devendra leads a team of more than 1,800 professionals and oversees asset under management of more than Rs 21,000 crore.

Under his leadership, Srei Equipment Finance Limited has emerged as India's number one infrastructure equipment financier with over 30% market share.

The company, which enjoys a Pan-India presence with offices across 88 locations, has seen its profit after tax rise at a CAGR of 12% between 2010 and 2015. The total interest earning assets increased at a CAGR of more than 15% during this period. Despite the challenging macro-economic environment and rise in loan delinquencies in the infrastructure sector, the company has preserved the health of its assets by containing its NPAs at manageable levels.

Devendra has been leading Srei Equipment Finance Limited with integrity and determination, wearing many hats in the process. He has experience across business verticals – from sales and marketing to finance, operations, IT and risk management.

He conceptualised several marketing innovations like 'Paison ki Nilami' (Dutch auction of rate of interest), 'Rental ki Nilami' (Dutch auction of lease rentals) and 'Srei Partnership Week' which brought together equipment manufacturers and customers, thereby creating value for all stakeholders. Devendra extends his expertise to several industry bodies and is regularly invited by leading chambers for his thought provoking speeches.

He is in the Governing Council of Indian Construction Equipment Manufacturers' Association (ICEMA), a CII promoted association on construction equipment. He is the chairman of Assocham National Council on Construction Equipment. He is member of PHD Chamber of Commerce and Industry, and Association of Corporate Advisors and Executives, and in the

advisory committee of Indian Securitisation Foundation. He is also a member of the Institute of Chartered Accountants of India (ICAI).

In the past he has been associated with several other CII sub-committees on infrastructure and has been a Co-Opted member for Committee on Public Finance and Government Accounting (ICAI). He was also the Chairman of ASSOCHAM NBFC National Council and a member Hire Purchase and Leasing Association (HPLA) and Finance Industry Development Council (FIDC).

Devendra has received many awards for his outstanding leadership. He was accorded as Asia Pacific HRM Congress 2015 – CEO of the Year. He was conferred with the 'Golden Global Achievers Award' in 2014 and the 'Udyog Ratan Award' in 2011 by the Institute of Economic Studies. He has been honoured with the 'Best Infrastructure Finance CEO Award' in 2012 by Construction Week, the 'Best CEO Award' in 2011 by EPC World and 'Bharat Nirman Awards' in 2011. ICAI awarded him the 'Business Achiever Award' in 2012.

Under his leadership, Srei Equipment Finance Limited won the Best Company in Construction Finance – CIA Awards 2016, Best Construction Equipment Finance Company – Construction Opportunities Awards 2016, Best Equipment Finance Company – Construction Times Awards 2016, Golden Peacock Innovation Management Award – 2016 and Special commendation in Golden Peacock HR Excellence Award - 2015, Gold Award in LACP Vision Awards 2015, Silicon India magazine – Best Company of the Year 2015: Infrastructure, the 'Fastest Growing Company Award' in 2014 from ET Bengal Corporate and the 'Best Commercial Vehicle Finance Award' in 2011 by Mahindra Navistar Transport. The company has also received JCB Top Tier Club Award for being the 'Number One Financier' continuously for FY13 and FY14.

Devendra is a qualified chartered accountant with a strong academic track record and is an expert in financial accounting and structuring.