



## **Srei Equipment Finance bets big on South Central Region Eyes 100% growth in portfolio in the next three years in the region**

**Hyderabad, June 19, 2017:** India's largest construction and mining equipment financier, Srei Equipment Finance Limited ("SEFL") is betting big on the South Central Region (SCR), comprising of Andhra Pradesh and Telangana, to drive its growth. SEFL plans to double its portfolio in the region in next three years. From expanding the asset portfolio to launching new digital initiatives, SEFL plans to transform the equipment financing landscape in the SCR region. An industry leader with more than 27 years of experience, SEFL with a market share of 30-35% and has been a pioneer in shaping the construction and mining equipment industry of India.

SEFL sees great opportunities in the SCR region. The SCR forms an important part for the equipment industry and accounts for around 15% of the total equipment sales in India. Currently there are more than 35 major road projects underway in the two states. The development of a new capital along with four smart cities selected so far will result into huge opportunities for urban infrastructure. These opportunities present a lucrative business for financing of construction equipment like backhoe loaders, excavators, cranes etc. The SCR region, abundance in agriculture, offers scope for modern irrigation practices which translate into opportunities in rural equipment financing for SEFL.

SEFL has recently launched iQuippo, a digital platform for selling construction and mining equipment. iQuippo is India's first and a one-of-its-kind digital marketplace for construction equipment, machinery and services. The platform allows buyers and sellers to interact, negotiate and close transactions in a timely, transparent and cost-effective manner. This will help create a common platform for the fragmented construction and mining equipment market in the SCR region.

Commenting on the company's future plans in this region, **Mr. Devendra Kumar Vyas**, Chief Executive Officer, Srei Equipment Finance Limited, said: "The South Central Region has been an important contributor to the country's economy. The amalgamation of modern agricultural practices and the thrust for development of urban infrastructure means there are ample opportunities for us to provide holistic asset solutions in rural as well as urban infrastructure space. We enjoy deep partnerships with our clients from the region and are hoping to continue our business in the same vein."

"Strong on ground partnerships with project developers/contractors holds the key for us. We have a robust relationship-cum-partnership model which has helped us create our goodwill. We expect our disbursements in the region to grow by 30 per cent in 2017-18, in line with the market," he added.

SEFL has an extensive presence in Warangal, Karimnagar, Secunderabad, Khammam, Kadapa, Rajamundry, Nellore, Vizag, Vijayawada and Tirupathi. SEFL has relationships with all the major OEMs like JCB, Tata Hitachi, Hyundai, L&T Komatsu, etc.



**About Srei Equipment Finance Limited (SEFL):**

Srei Equipment Finance Limited ("SEFL"), a wholly-owned subsidiary of Srei Infrastructure Finance Limited ("Srei"), is an industry leader in infrastructure and construction equipment financing. The company enjoys a pan-India presence with offices in 89 locations. SEFL has an experienced management team having significant expertise in the financial services sector.

**About Srei Infrastructure Finance Limited (Srei):**

Srei Infrastructure Finance Limited ("Srei"), a Kanoria Foundation entity, is one of India's largest holistic infrastructure institutions, constantly and consistently delivering innovative solutions in the infrastructure sector. The company has been playing a significant role in nation-building for nearly three decades, both in urban and rural India. Srei's businesses include Infrastructure Finance, Advisory and Development, Infrastructure Equipment Finance, Alternative Investment Funds, Capital Markets and Insurance Broking. Srei is headquartered in Kolkata and has presence across India.

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