

August 07, 2026

The Secretary
BSE Limited
Pheeroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai - 400 001
Scrip Code: 531595

The Secretary
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No- 'C' Block, G Block
Bandra-Kurla Complex, Bandra (East)
Mumbai – 400 051
Scrip Code: CGCL

Sub: Corporate Presentation - August 2026

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the presentation titled “CGCL – Corporate Presentation August 2026”.

Further, in compliance with Regulation 46(2)(o) of the Listing Regulations, the enclosed presentation titled “Corporate Presentation”, proposed to be used during the upcoming investor meetings/calls, is also being uploaded on the Company’s website at www.caprilloans.in.

We confirm that no unpublished price sensitive information will be shared during such meetings/calls.

Date of occurrence of event/information: August 07, 2026
Time of occurrence: 11:08 AM

You are requested to take the above information on record and acknowledge compliance under the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours faithfully,
for **Capri Global Capital Limited**

A handwritten signature in blue ink, appearing to read "Bhatt 70", with a horizontal line underneath.

Yashesh Bhatt
Company Secretary & Compliance Officer
Membership No: A20491

Encl.: As Above



Capri Global Capital Limited

(CIN: L65921MH1994PLC173469)

502, Tower - A, Peninsula Business Park, Senapati Bapat Marg, Lower Parel, Mumbai, Maharashtra - 400013

+9122 4088 8100/4354 8200 | contact@capriglobal.in | www.caprilloans.in



Capri Global Capital Corporate Presentation

August 2026

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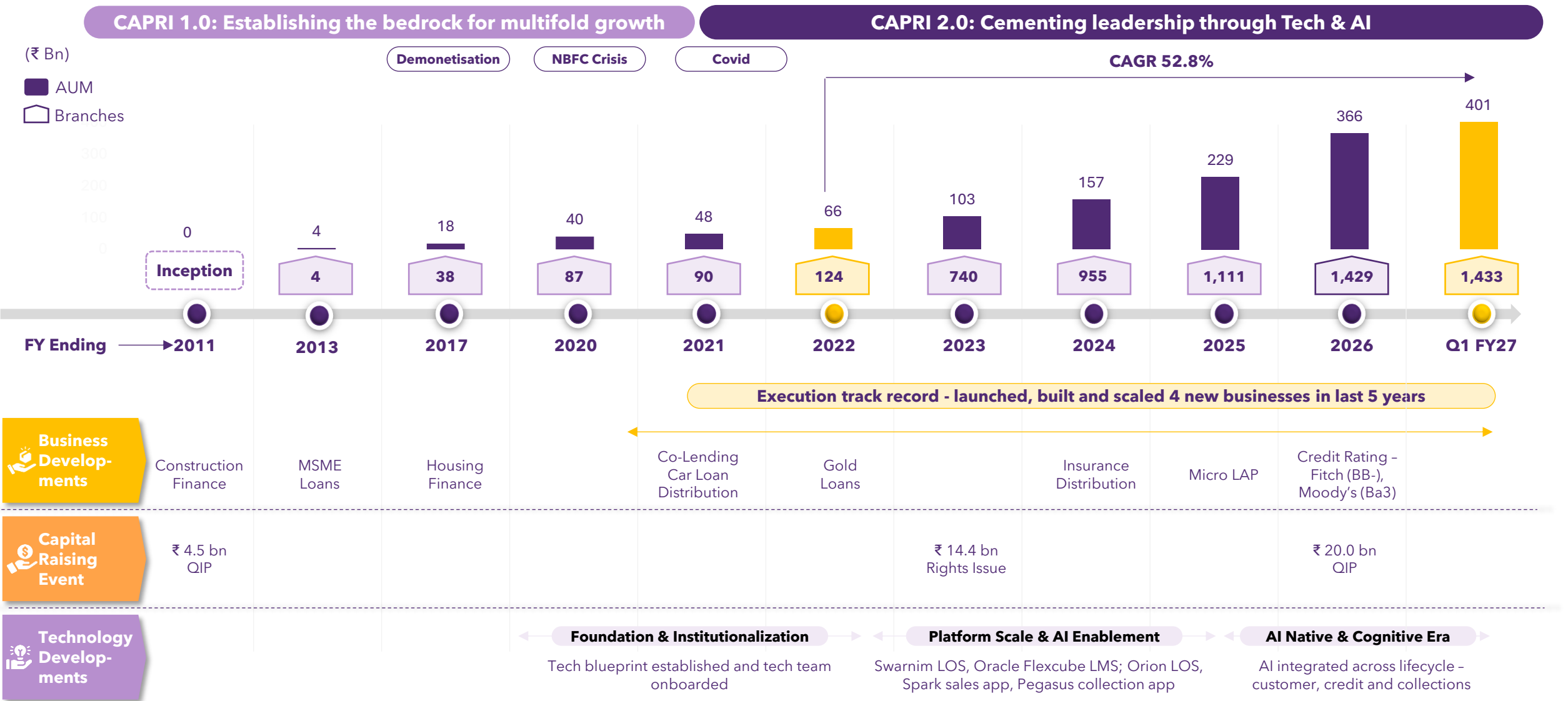
Key Highlights

- **Retail focused** & Granular Portfolio
- **Fully Secured & Diversified** Loan book
- Catering **Unbanked and Underserved** segment
- Self Employed & Salaried customers
- **Semi-Urban & Rural presence-** Tier 2/3/4 cities
- Advanced **in house developed tech** and data science capabilities
- Completely **in-house data driven collections** process

Product Offerings

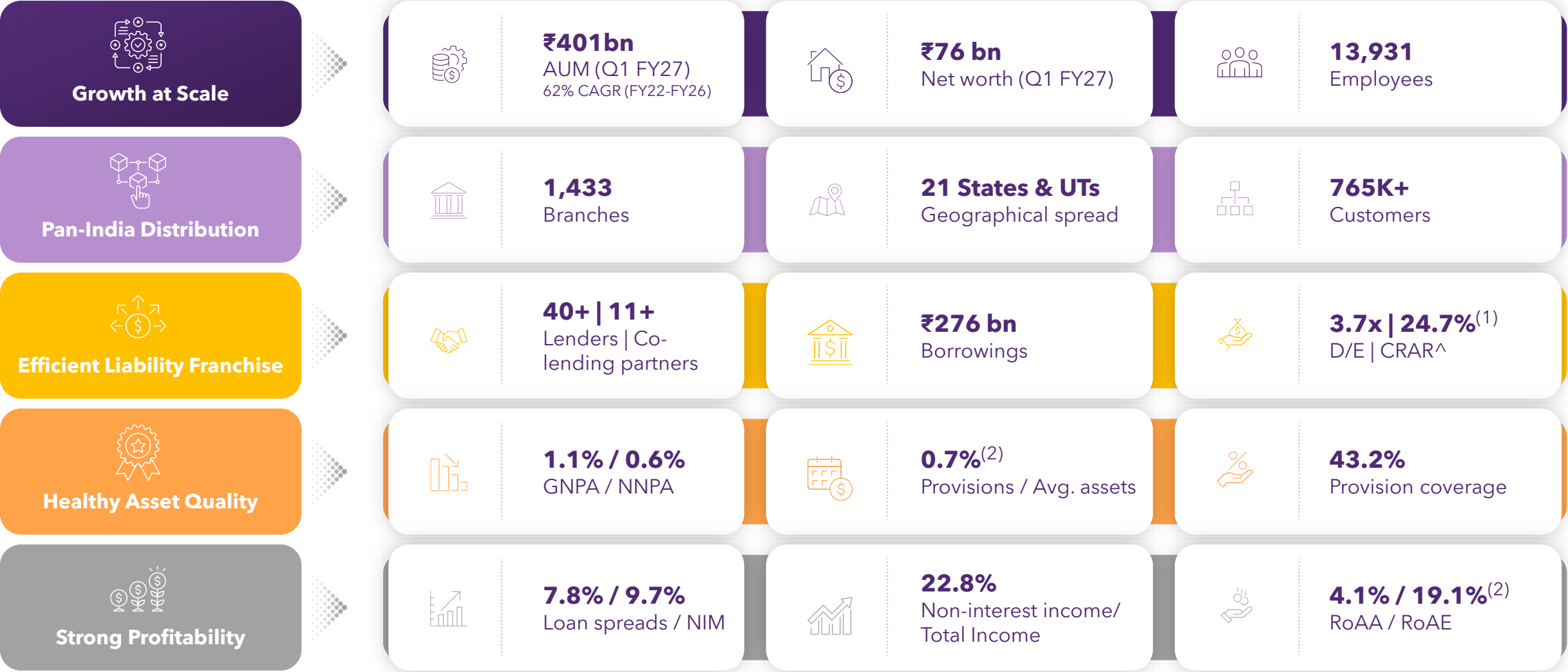


Capri Global Capital - Journey

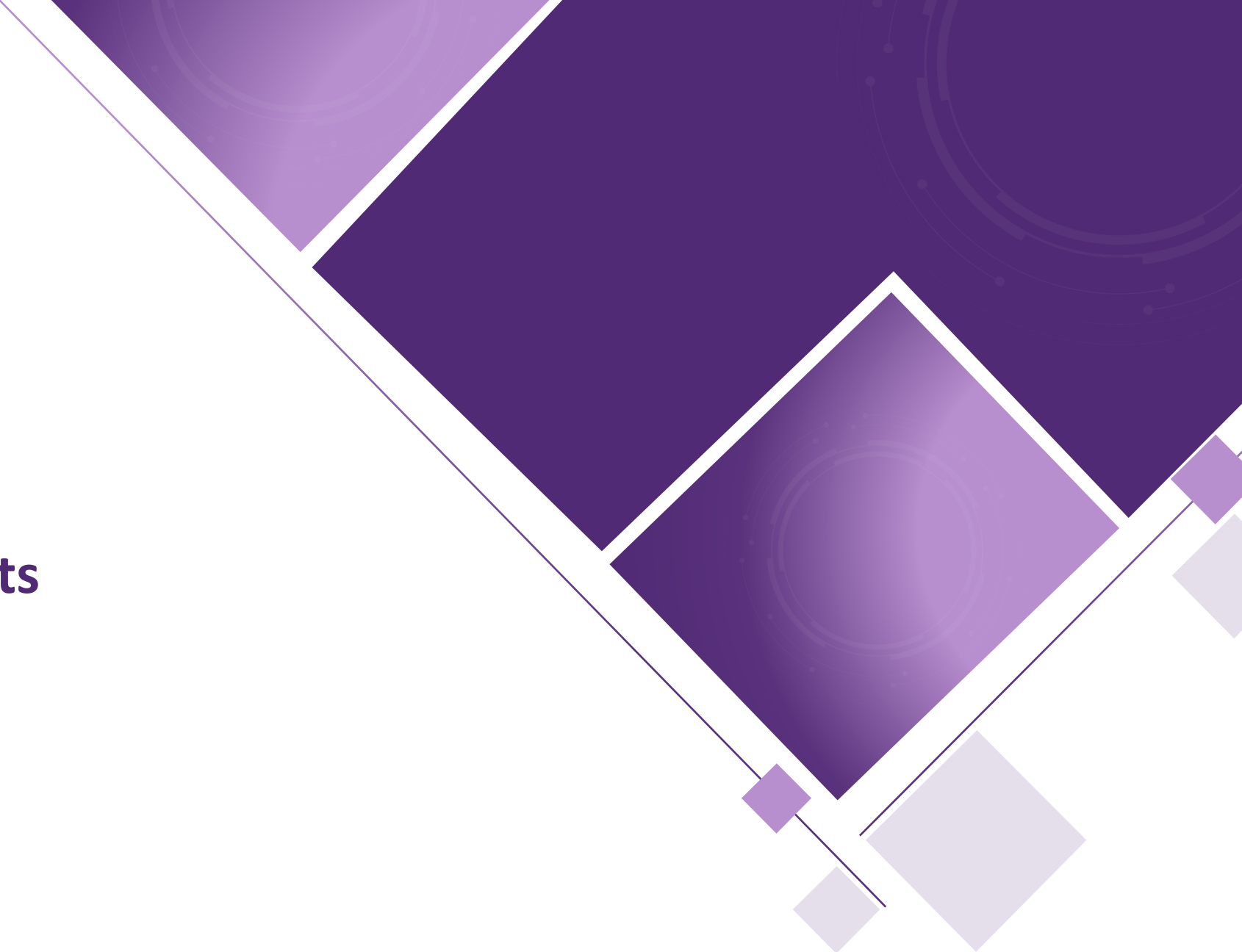


Capri Global Capital at a Glance

Retail-Focused, Secured, High Growth, Well-Diversified & Tech-Enabled NBFC



Note: (1) Standalone; (2) Annualized; All numbers pertaining to Q1 FY27

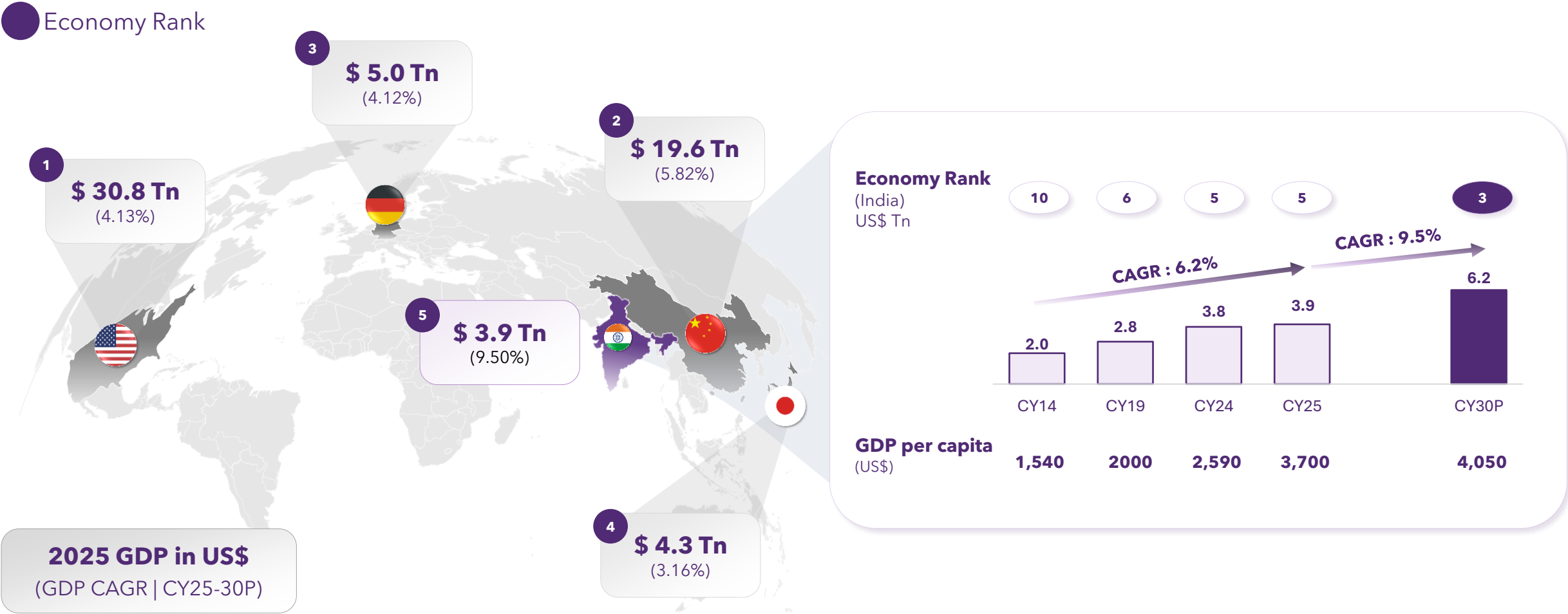


1 Positioning Highlights

India's Growth Story Creates a Structural Credit Tailwind

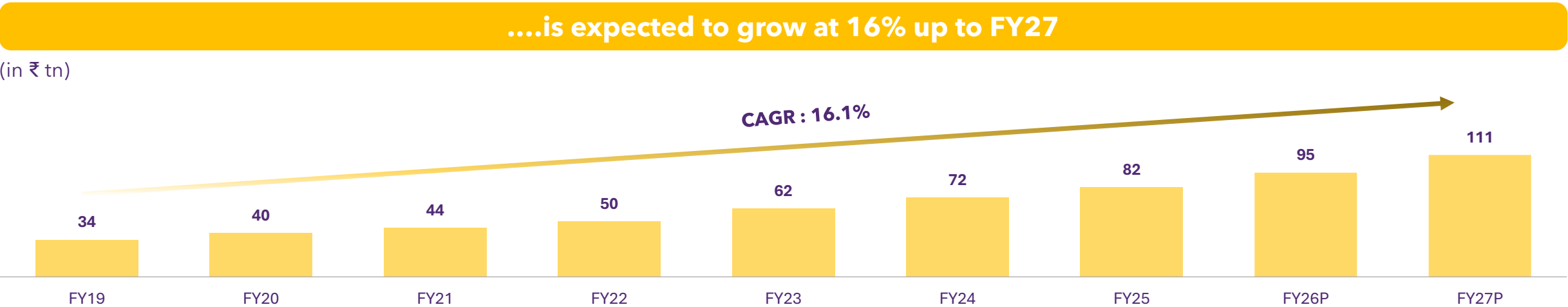
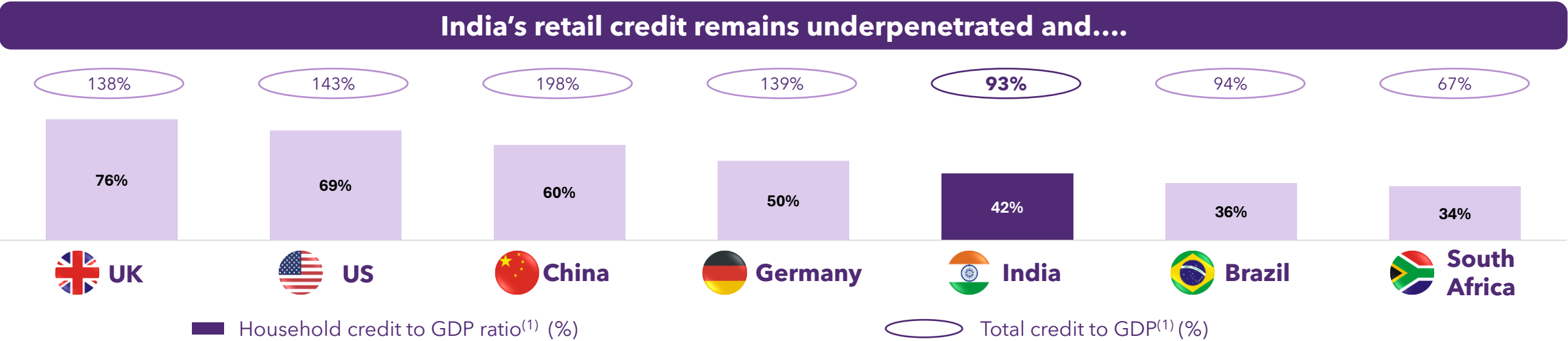
Macro expansion, favourable demographics and digital adoption are widening the opportunity for formal retail credit

India on track to become world's 3rd largest economy



But Retail Credit continues to Remain Significantly Underpenetrated

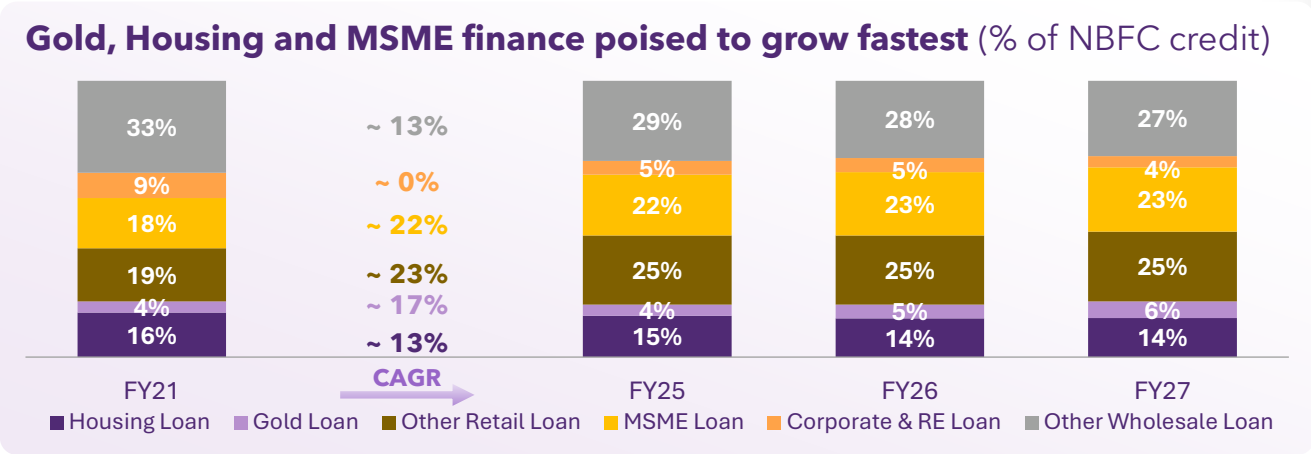
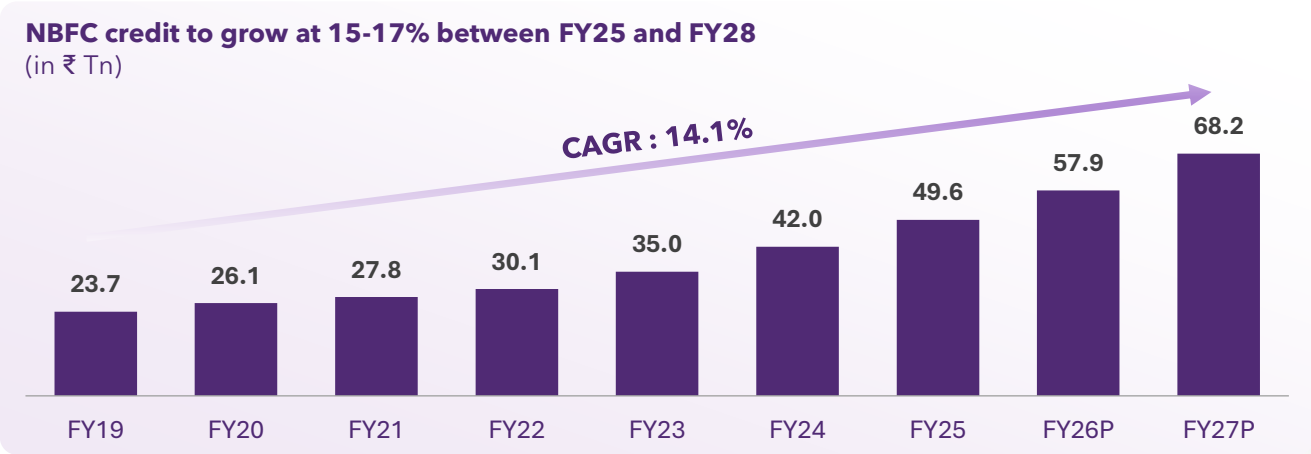
Low formal credit penetration creates a long runway for lenders focused on secured and underserved segments



Resultingly, NBFCs are Poised to Win With Specialized Business Models

Specialised underwriting, local presence and high-touch servicing create a differentiated role in underserved markets

Unique proposition to cater to the “aspiring” and T2/T3 segment



Rural reach

Access to geographies outside Bank's current customer segment

High touch model

Strong ownership of customers through regular interactions

Understanding of micro markets

Nuances of the geography & services business

Specialized underwriting

Assessment of informal income & SORP/SOCP⁽¹⁾

Technology first model

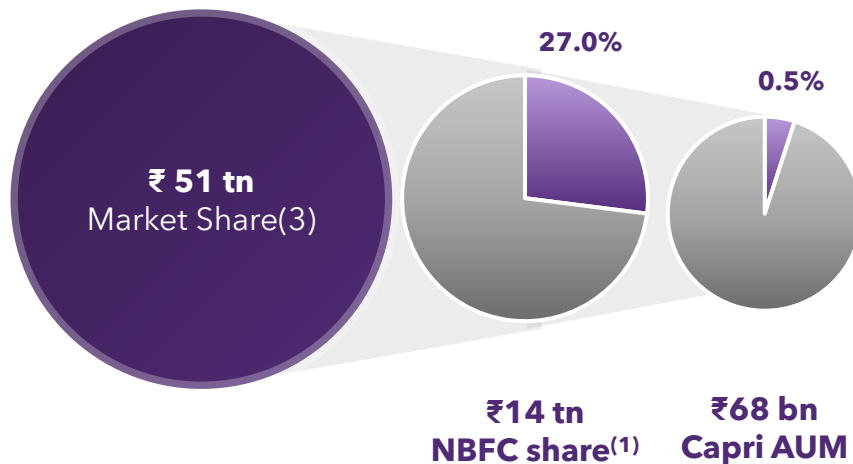
Leveraging tech to reimagine lending process and lower TAT

Capri Global's Focus Segments Present a ₹26tn Opportunity

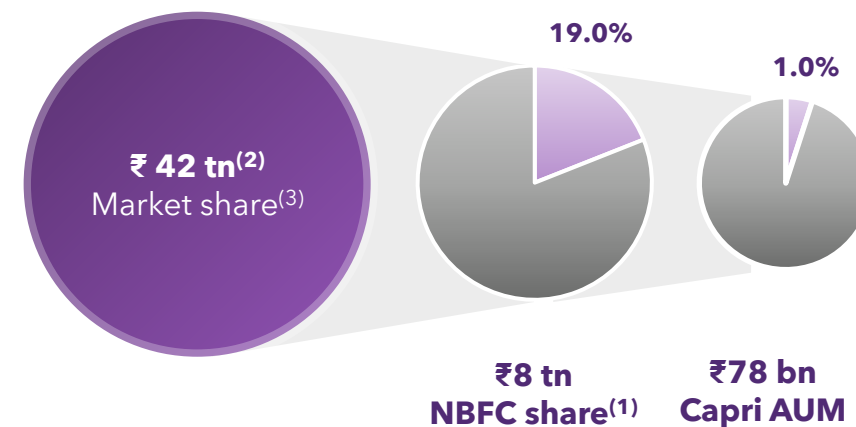
NBFCs are poised to capture share in key retail lending segments; low penetration provides a long runway for growth



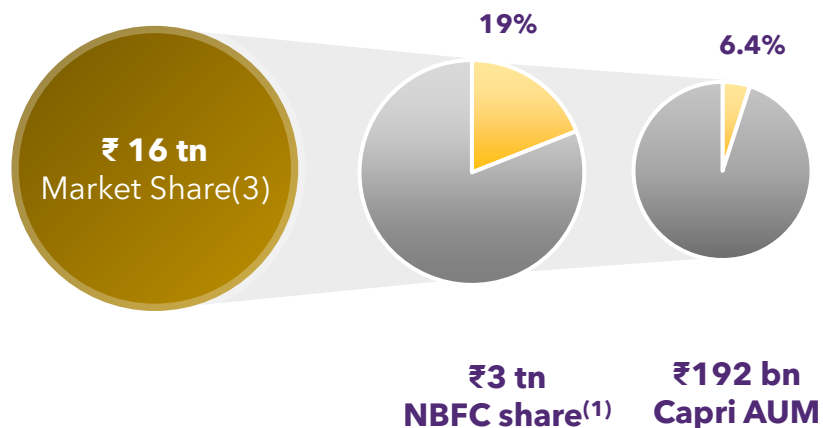
MSME loans



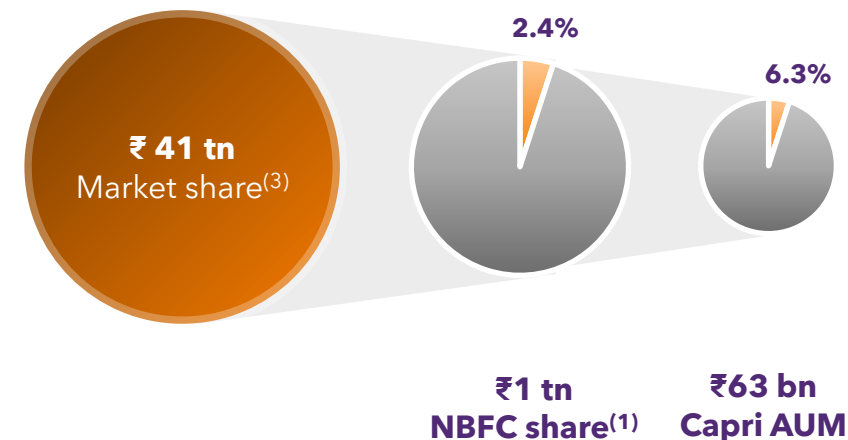
Housing loans



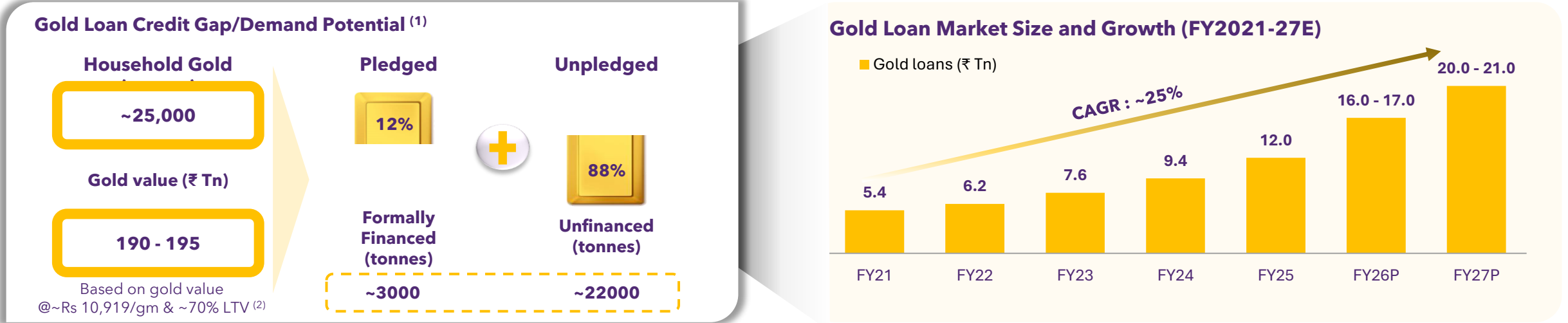
Gold loans



Construction finance

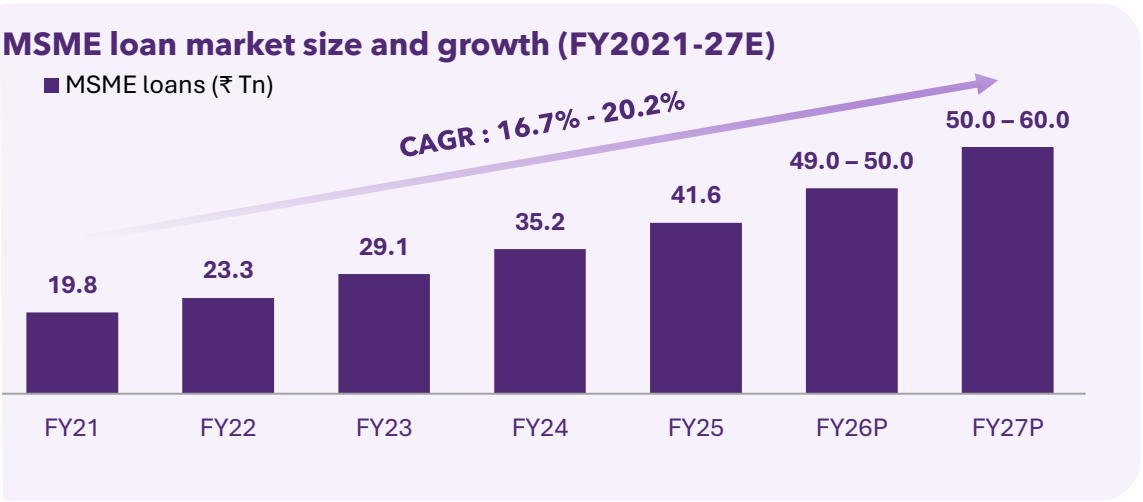
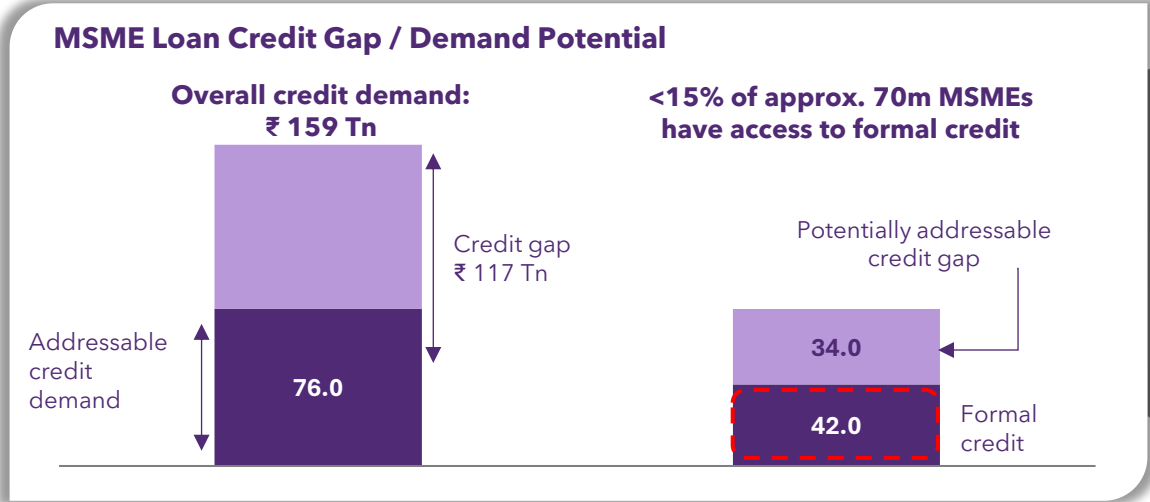


Significant unleveraged household gold pool presents a deep, collateral-backed lending opportunity



Large Addressable Market Opportunity across Focus Segments : MSME Loans

Large, underpenetrated MSME segment offers a multi-year opportunity for scalable credit expansion



Formalization of MSMEs (GST, UDYAM) improving credit visibility and eligibility

Large structural credit gap vs demand in working capital and capex financing

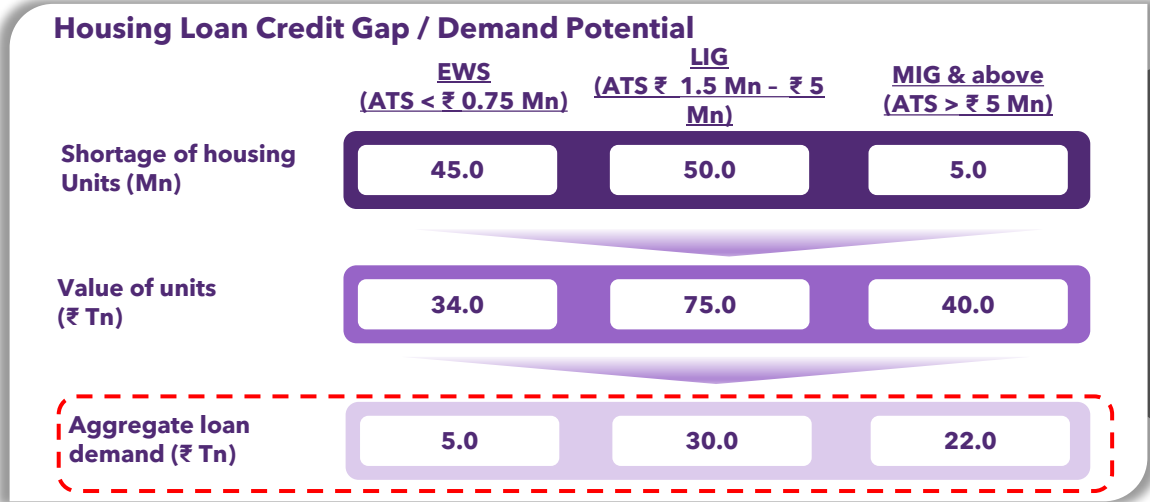
Government-backed schemes (CGTMSE, priority sector lending) reducing lender risk

Digitization of cashflows enabling better underwriting (invoice + bank statement lending)

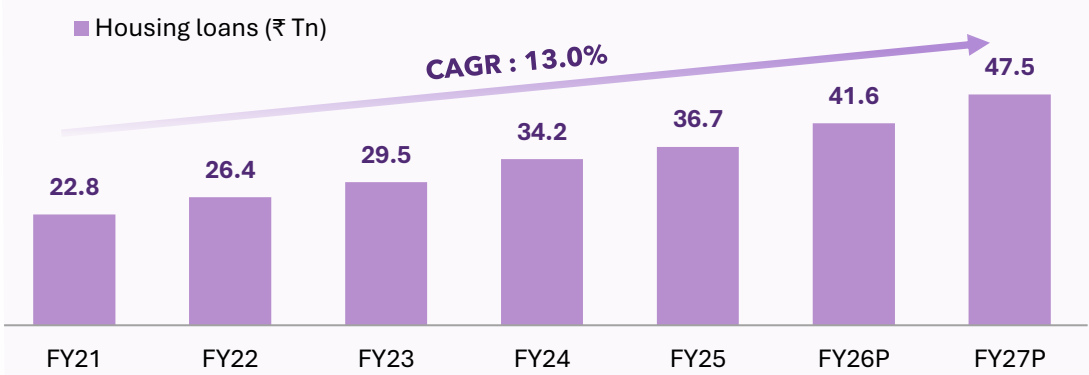
Growth in trade, e-commerce, and supply chain financing needs

Large Addressable Market Opportunity across Focus Segments : Housing Loans

Structural housing demand continues to drive sustained mortgage-led credit growth



Housing loans market size and growth (FY2021-27E)



Persistent urban housing shortage + strong end-user demand in lower-income segments

Government push via PMAY and interest subsidies improving affordability

Rising formal income penetration enabling credit eligibility expansion

Migration to Tier 2/3 cities driving incremental housing demand

Shift from informal lenders to organized housing finance companies

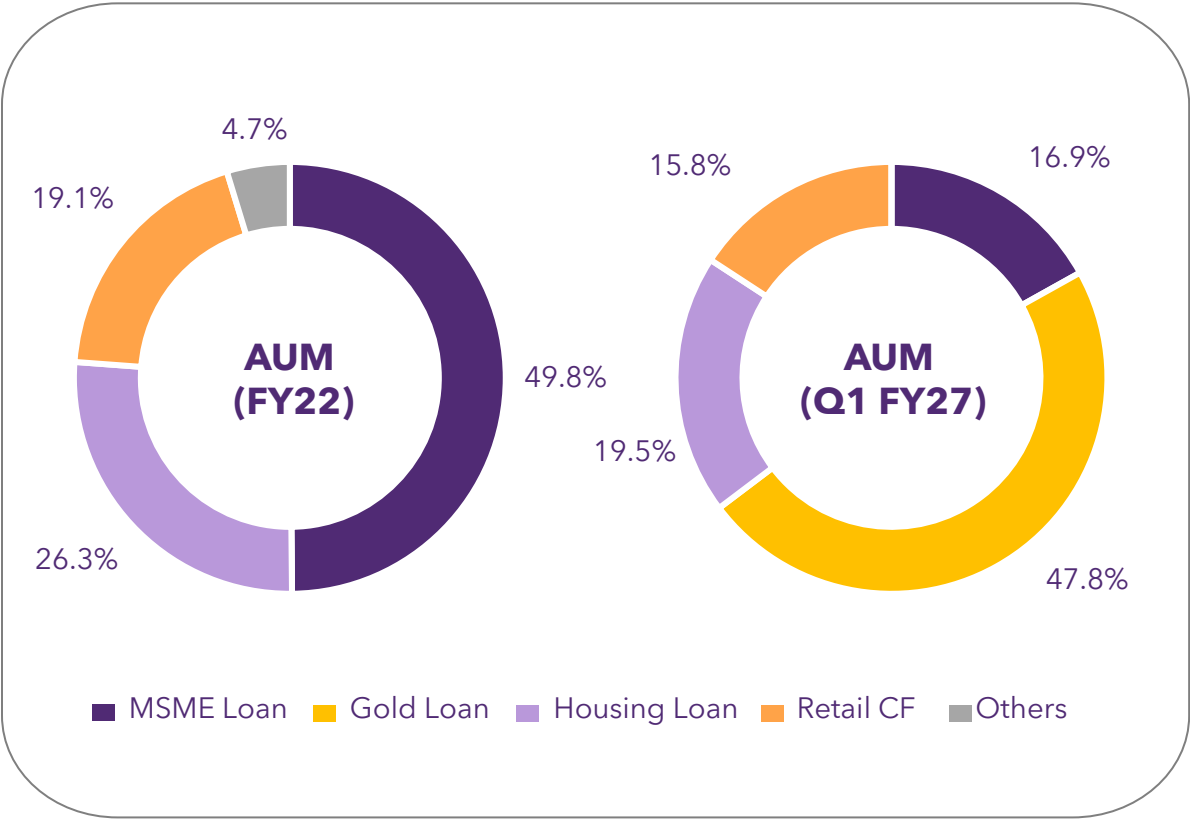
Leading to Strong Growth with Improving Key Metrics

Growth across customers, branches and earnings has been supported by stronger operating and risk outcomes

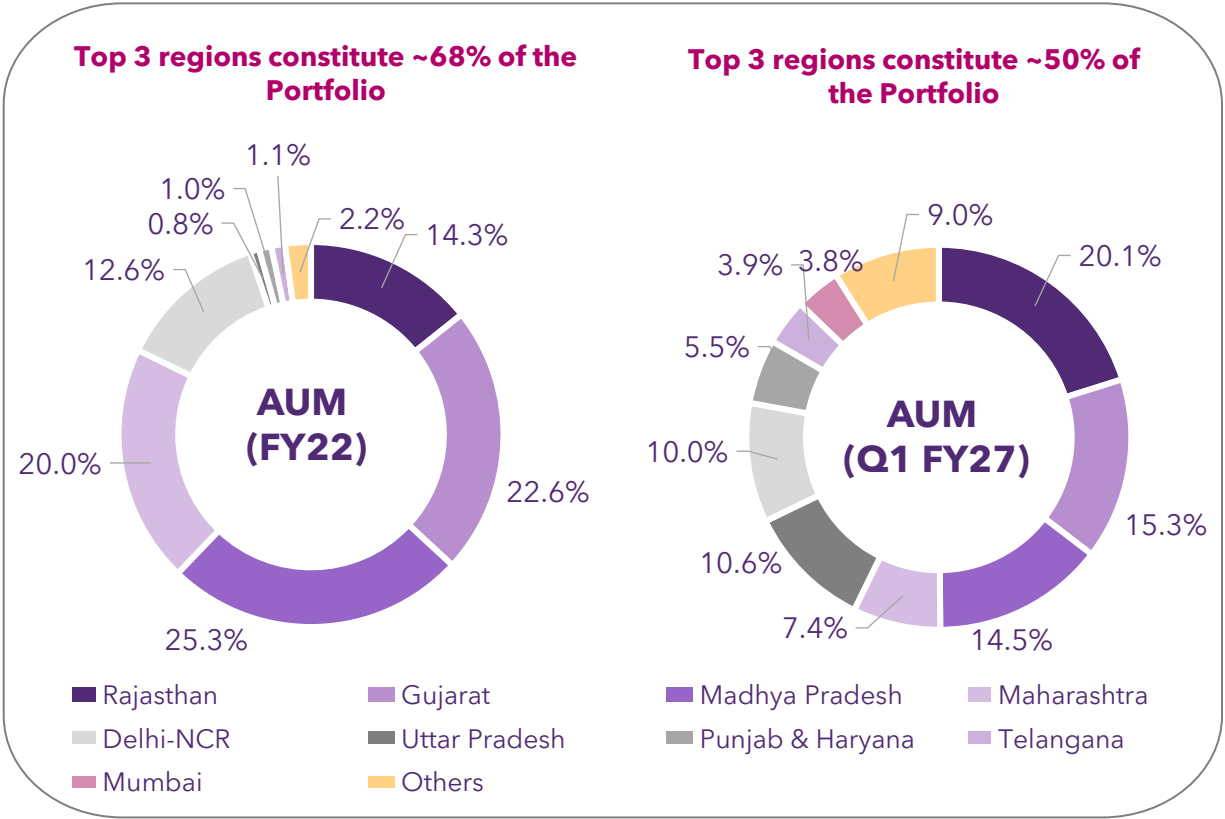
	FY22		Q1 FY27	
 AUM (₹ Bn)	66	6.0x	401	Scaled rapidly with the launch of new products and expansion of co-lending AUM
 Customers	38,675	19.8x	764,925	Strong growth in customer acquisition aiding granular portfolio growth
 Branches	124	11.6x	1,433	Strong growth in branches, primarily gold loan branches to deepen local reach
 Employees	3,202	4.4x	13,931	Scaling with lower employee growth due to strong operating leverage from technology platform
 PAT (₹ Mn)	2,035	4.7x	9,486/3,534 (FY26 / Q1 FY27)	Strong PAT growth due to focus on profitable growth
 Networth (₹ Bn)	19	3.9x	75	Strong balance sheet with robust liquidity buffers
 NNPA (%)	1.7%		0.6%	Improvement in asset quality leveraging proprietary scorecards

Capri Global has Diversified Business by Product and Geography...

Product Diversification - Entering into New Segments



Geographical Diversification - Entering into New Markets[#]

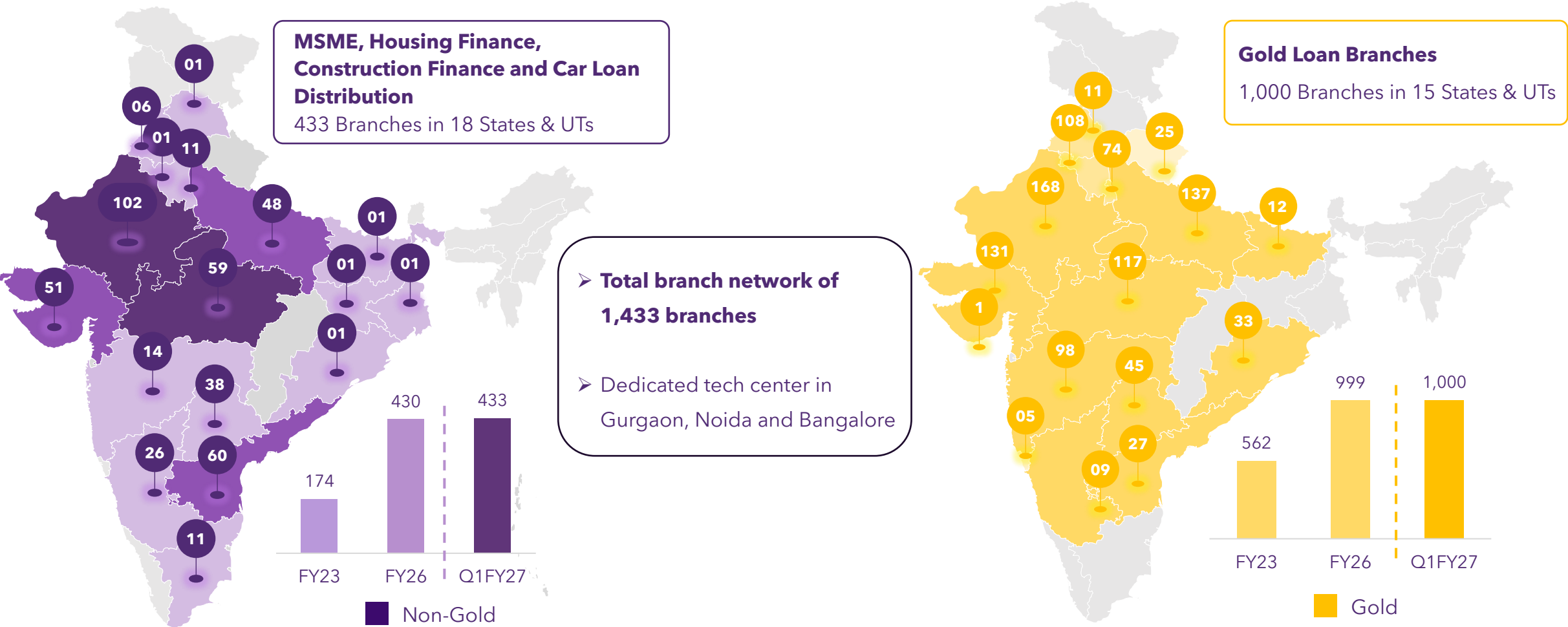


Note: [#]Includes MSME Loans, Micro LAP, Solar, Housing Loans, Gold Loans and Retail Construction Finance AUM

Capri Global's product and geographical diversification provides hedge against macroeconomic cycles leading to sustainable business model

...Delivered through Extensive Branch Network

Significant Investments in Branch Expansion - Rapidly Growing with Deeper Penetration across States



Significant upside through economies of scale and productivity improvement from existing deployed network capacity

Gold Loans | Retail Focused with Granular and Secured Loan Book

Led by end-to-end digital journey

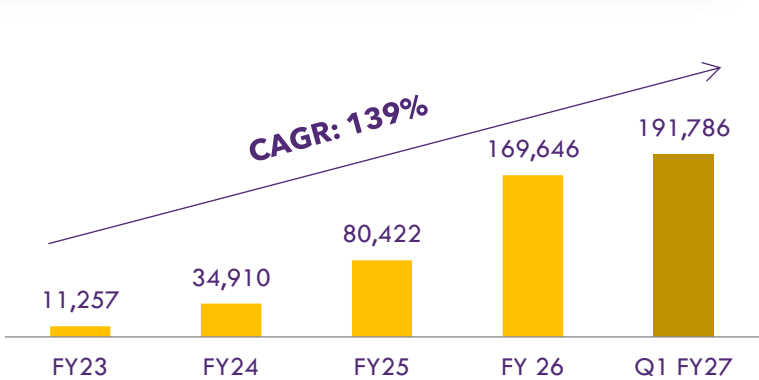
WHO ARE OUR CUSTOMERS?

- Small business owners, Salaried individuals, Women entrepreneurs & Small and marginal farmers
- 45.6% of the accounts with <₹100K disbursement amount
- 76.9% of the customers' family income is less than ₹0.5 million

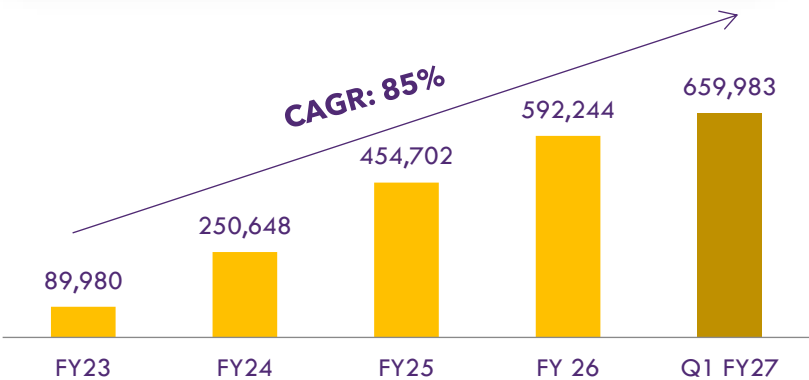
WHAT OUR CUSTOMERS NEED?

- Transparent, timely and hassle-free customer experience
- Medical exigency, short term financial requirements, business expansion, seasonal business working capital requirements
- Safety and security of pledge jewellery

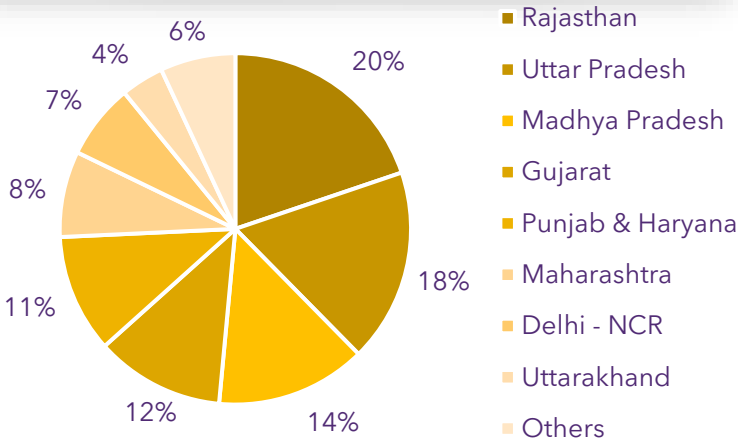
AUM (₹ mn)



No. of customers (#)



Geographical Distribution



KEY STATISTICS

660K+

No. of customers

₹0.19 mn

Portfolio ATS

73.4%

Portfolio LTV

18.6%

Portfolio Yield

15

States/UTs Present

5,667

Employees

Gold Loan - Key Highlights



01

Superior execution capability – fastest amongst peers to reach average **AUM per branch of INR 192 million** within ~4 years of launch

02

Hassle free digital loan journey for valuation, disbursal, multiple repayment modes and customer service – 100% paperless; proprietary LOS

03

State of the art branches equipped with advanced **AI powered security systems**

04

Faster TAT (<30 mins) with Relationship Manager approach - high **repeat customers** of 60%+

05

Robust multi audit process for fraud prevention

MSME Loans | Retail Focused with Granular and Secured Loan Book

Transforming Business Loans with advanced technology

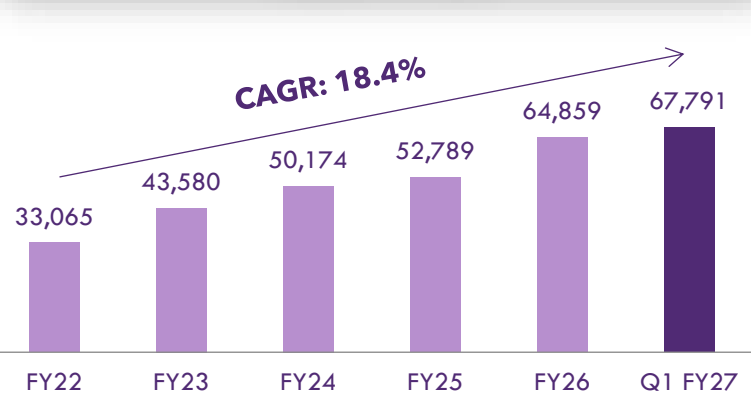
WHO ARE OUR CUSTOMERS?

- Self Employed Non-Professional (SENP) and underserved e.g. Provision stores, retail outlets, manufacturing workshops
- Focus on Tier 2, 3, 4 Cities
- 79.5% of our customers' family income is less than ₹1 million
- >90% customers are with assessed income proof
- 97% is SENP and 3% is salaried

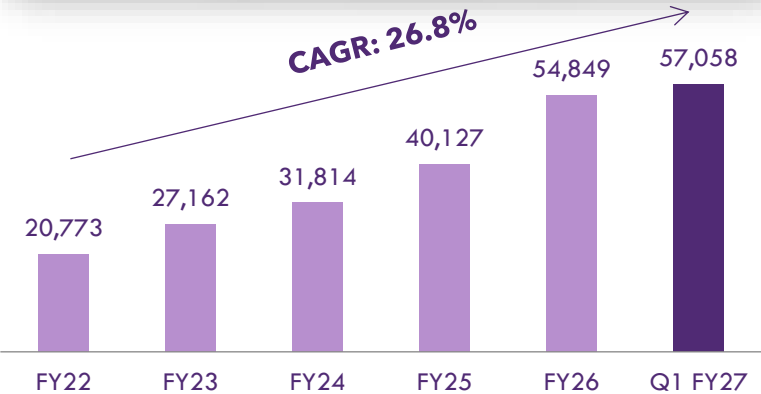
WHAT OUR CUSTOMERS NEED?

- Working capital, purchase of equipment and vehicles
- Faster TAT and minimum business disruption for loan process
- Customized solutions

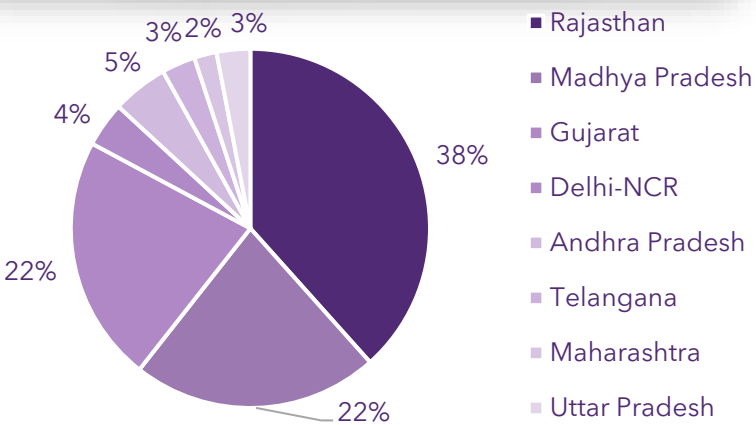
AUM (₹ mn)



No. of customers (#)



Geographical Distribution



KEY STATISTICS

57K+

No. of customers

₹1.2 mn

Portfolio ATS

52.2%

Portfolio LTV

16.8%

Portfolio Yield

12

States/UTs Present

3,443

Employees

MSME Loan - Key Highlights



01

Long Vintage of more than 10 years

02

Deep understanding of sector specific nuances and focus on SENP customers with assessed income

03

Hybrid sourcing model with mix of in-house sales and business partners for balancing **growth** versus **opex**

04

Hub and Spoke branch model for deeper penetration into high growth areas / states

05

End-to-end tech enabled loan processing, underwriting and customer engagement

06

Data Science & AI backed 100% in-house collection processes

Affordable Housing Loans | Retail Focused with Granular and Secured Loan Book

Offering Affordable Housing Loans with advanced technology

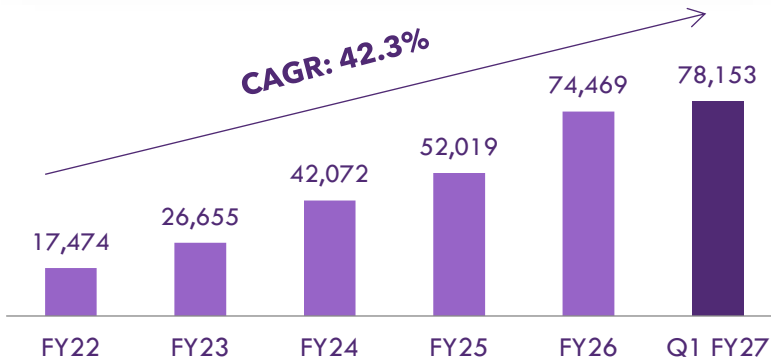
WHO ARE OUR CUSTOMERS?

- Underserved - SENP & formal salaried customers
- Majorly First-time home buyers located in Tier 2 and 3 cities
- 74.8% of our customers' family income is less than ₹1 Mn
- 76.5% customers with assessed income proof
- 75.0% is SENP and 25.0% is salaried

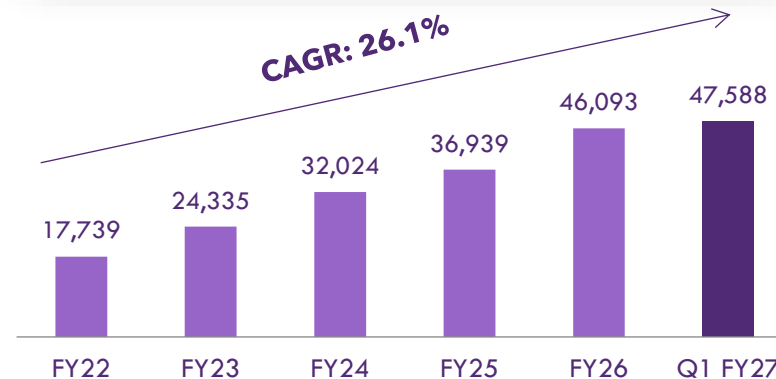
WHAT OUR CUSTOMERS NEED?

- Home/Plot purchase, extension, renovation, Home equity
- Faster TAT and minimum business disruption for loan process
- Customized solutions

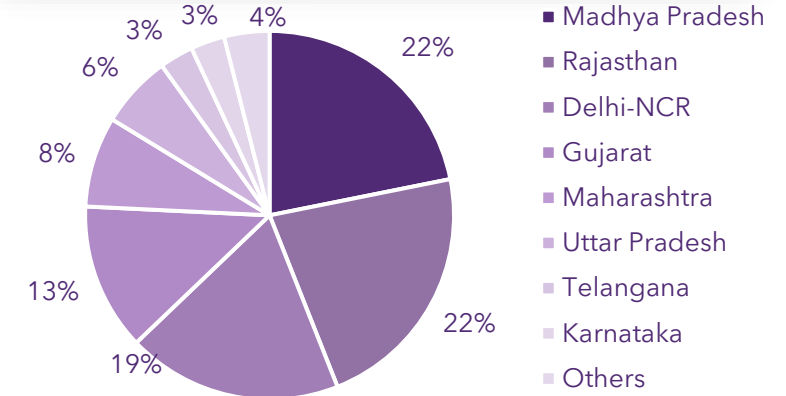
AUM (₹ mn)



No. of customers (#)



Geographical Distribution



KEY STATISTICS

47K+

No. of customers

₹1.53 mn

Portfolio ATS

57.2%

Portfolio LTV

13.2%

Portfolio Yield

11

States/UTs Present

2,483

Employees

High yield segment with low opex

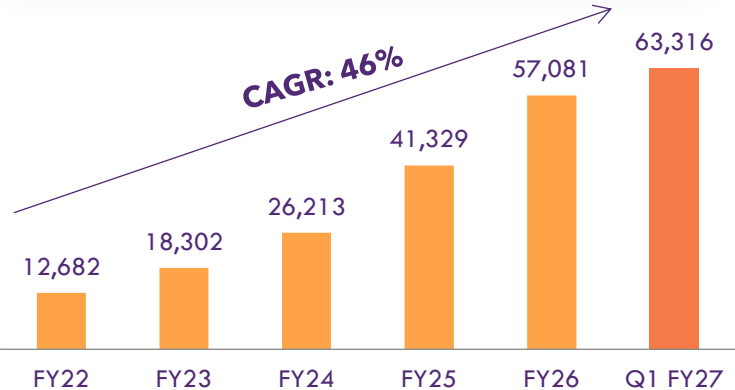
WHO ARE OUR CUSTOMERS?

- Small & mid-sized real estate developers in Metro and Tier 1 cities
- Large developers, looking for tailored solutions and faster turnaround

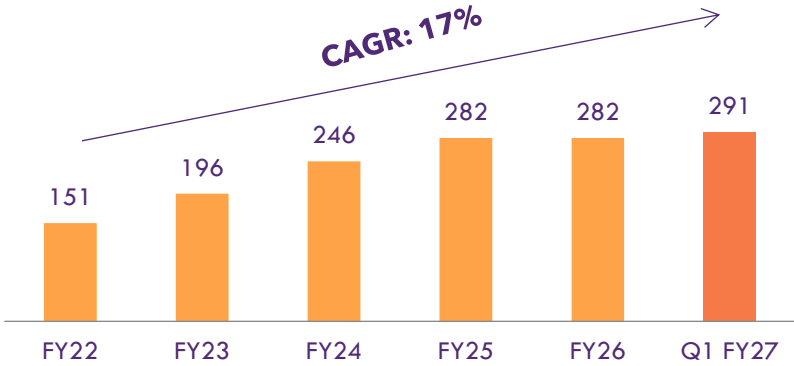
WHAT OUR CUSTOMERS NEED?

- Financing required by builders for construction of affordable homes
- Flexible and construction linked financing options

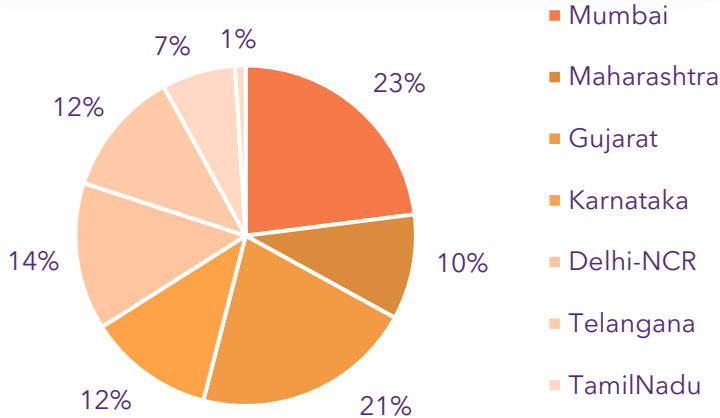
AUM (₹ mn)



No. of live accounts (#)



Geographical Distribution



KEY STATISTICS

291 Live Accounts	₹213 mn Portfolio ATS	>2.0x Asset cover	17.6% Portfolio Yield	10 States	98 Employees
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*All data points as of 30-June-26 or for Q1FY27

Retail Construction Finance – Key Highlights



01

Niche expertise - deep knowledge of the regional markets with vintage of **14+ years**; **Faster TAT**

02

Granular portfolio - focus on projects with **smaller ticket size** and shorter tenure (~2.6 years)

03

Security cushion - exclusive lender with **construction linked disbursal** and collections through **escrow mechanism**

04

Superior asset quality - robust multi layered credit approval process governed by Board; low GNPA and high recovery

05

Stringent controls with a dedicated monitoring team of 45+ members

06

High quality and stable team with long vintage

Insurance Distribution - Asset Light Income Stream

Strategic Partnerships with 22 Insurance Companies

10

Life Insurance Companies

- Life Insurance
- Credit Life Cover
- Term Plan

8

General Insurance Companies

- Property Cover
- Private Car & 2-Wheeler

4

Health Insurance Companies

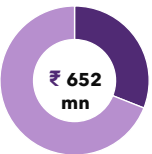
- Retail & Group Health
- Hospi Daily Cash
- CI & PA*
- EMI Protect

*CI: Critical Illness; PA: Personal Accident

Digital Innovation & Service Excellence

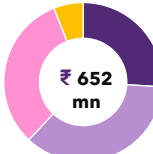
- ✓ **Real Time Policy Issuance** through digital consent
- ✓ Policy **Buy & Compare portal** for sales team with multiple product offering
- ✓ **Digital customer on-boarding journey**
- ✓ **Dedicated claims desk** - pre & post service
- ✓ **Insurance Ki Pathashalla** - insurance product and process education initiative

Policies | Key Statistics



Cross Sell 31%

Direct 69%

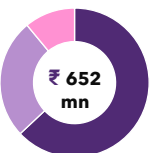


Gold 26%

Housing 36%

MSME 32%

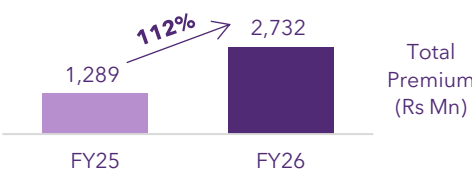
Others 6%



Health & Wellness 63%

Life 26%

General 11%



*By premium (Q1FY27)

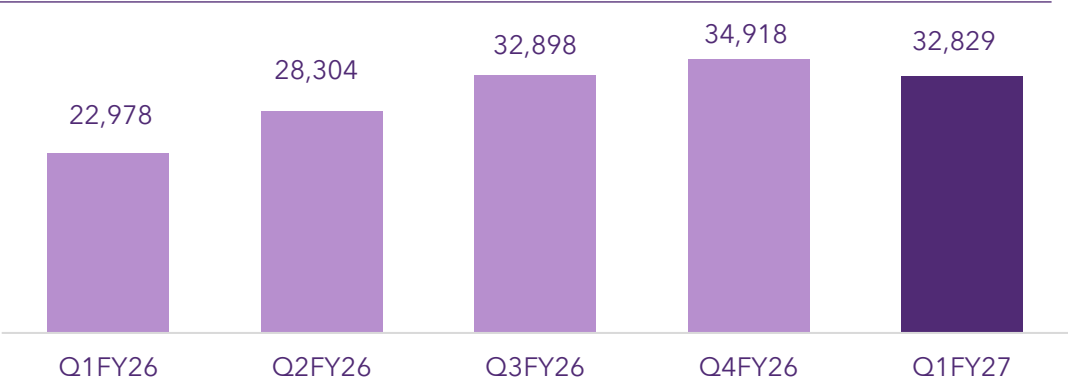
Customer Sourcing and On-Boarding

- ✓ Insurance Product offering to Loan customers as **embedded product**
- ✓ **Cross-Selling of Health and Motor Insurance** for penetration in tier II, III, IV cities and rural area
- ✓ Suitable product offerings WhatsApp links with **2-click buying journey**

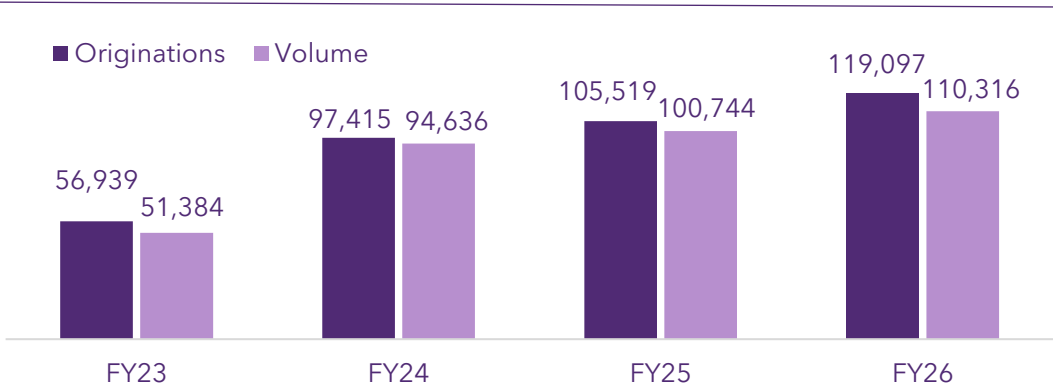
Car Loan Origination | Complementary Asset Light Income Streams

43% YoY increase in the value of loan originations for the quarter

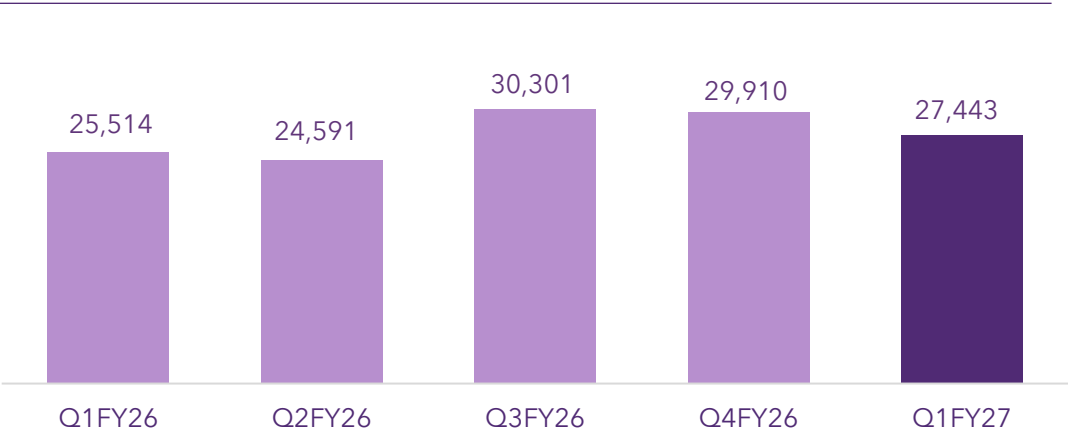
Consistently Rising Loan Originations (₹ mn)^



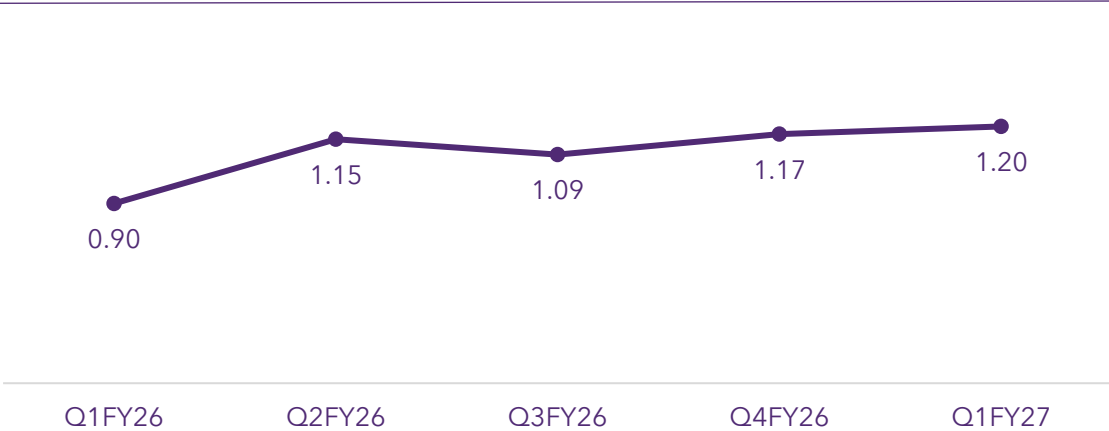
Loan Originations (₹ mn) and Volume Full Year Basis (Nos.)^



Loan Originations By Volume (Nos.)^



Average Ticket Size (₹ mn) *^



* ATS = Originations by Value / Originations by Volume During Quarter

^Provisional data pertaining to previous quarters has been re-stated

Car Loan Origination | Complementary Asset Light Income Streams

Amongst the large non-dealer third party distributor

Partner Banks & Financial Institutions



13

Partner Banks & financial institutions

821

Locations in 30 States & UTs

10,000+

DSAs & Connectors

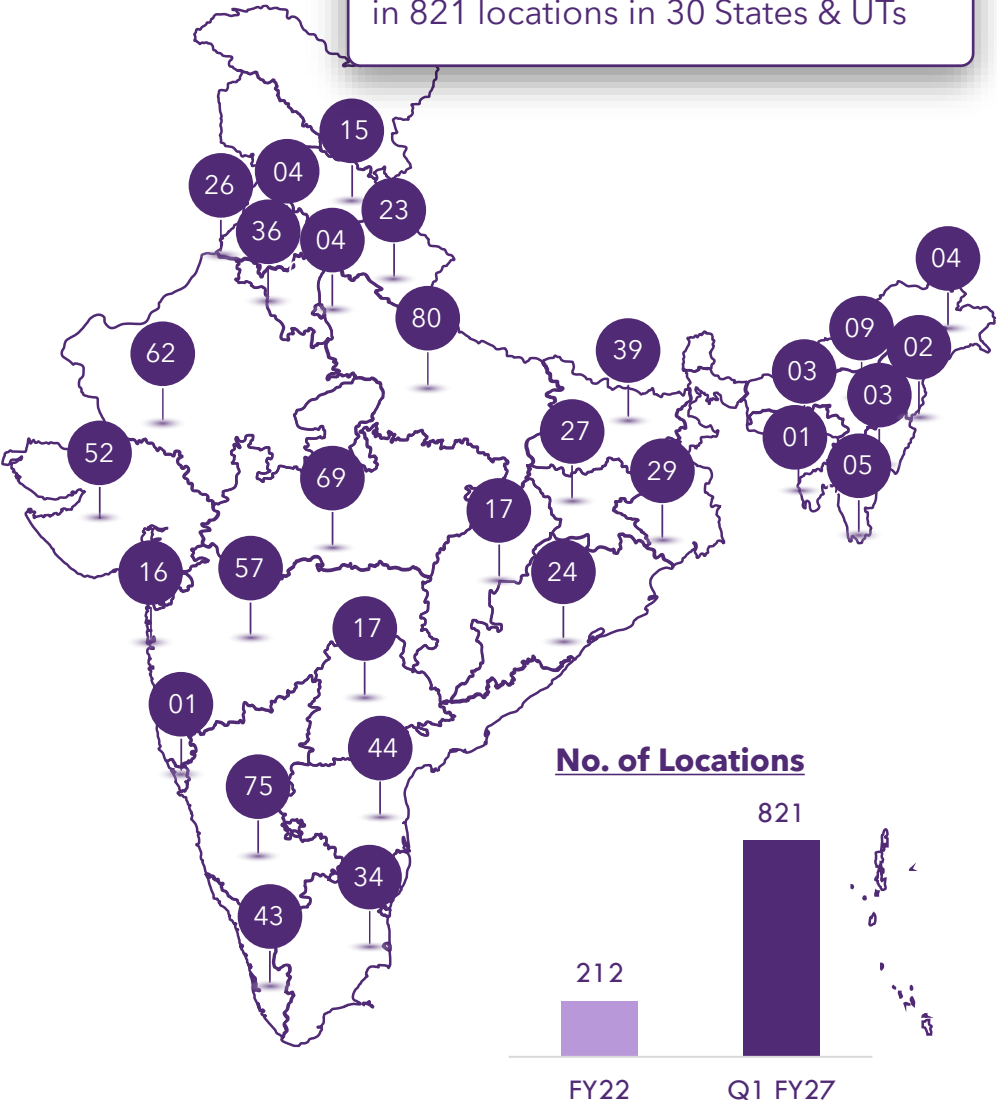
1,608

Employees

₹943 Mn

Net fee income (FY26)

Pan-India coverage through presence in 821 locations in 30 States & UTs



Capri Global has In-house Developed Advanced Technology Platform

Significant Investment in Advanced Technology and Data Analytics Capabilities

Dedicated 150+ member on-roll team, committed to delivering advanced solutions

1

End to end developed in-house - **low maintenance costs**

2

Fully integrated workflow and digital loan journey - geared towards **faster TAT**

3

Sophisticated dashboards for performance monitoring - **higher productivity & cost efficiency**

4

5

Efficiently designed system architecture - **customizable and scalable platform**

6

Compliance with regulatory changes - Agile and Adaptable

7

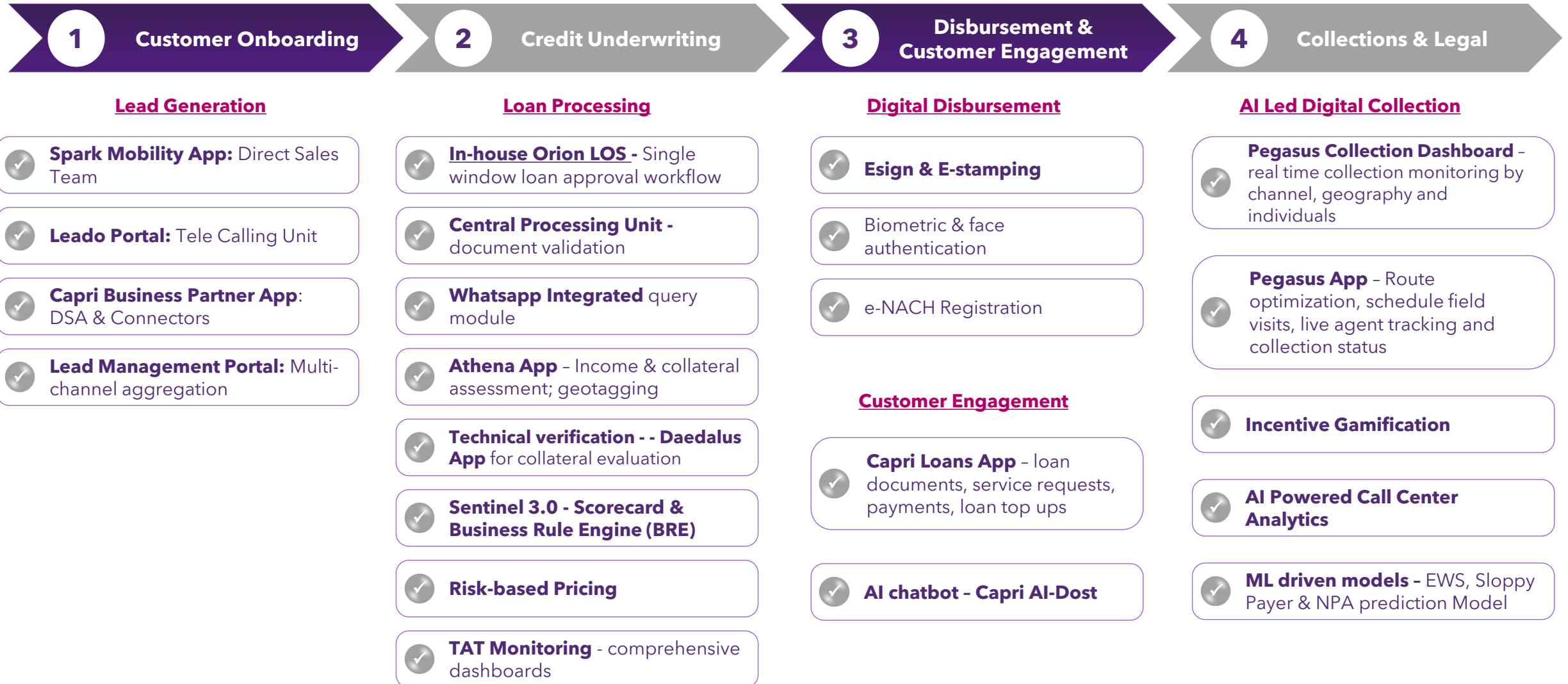
Highest information security standards - Encryption of sensitive customer data

8

Developing Generative AI capabilities for process automation

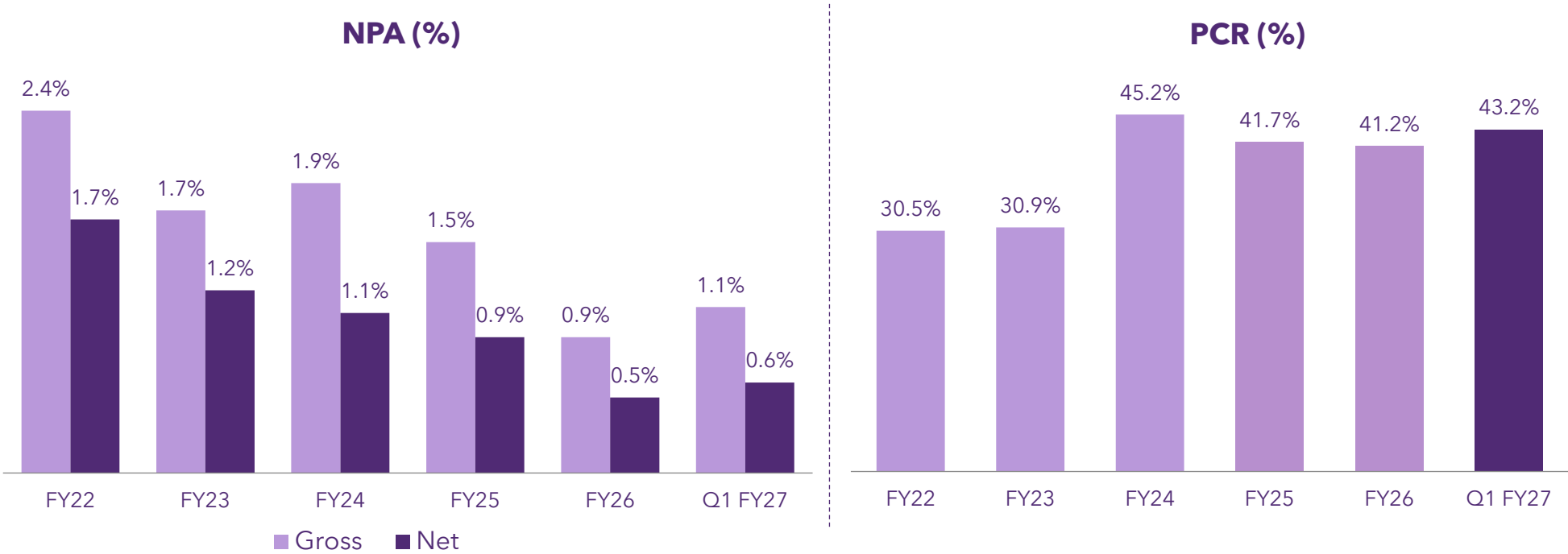


Complete Suite of Applications for End-to-end Digital Journey of Mortgage Loans



Prudent Provisioning and Healthy Asset Quality

Healthy Asset Quality and Adequate Provisioning



- ~35%[^]**
Login to Sanction ratio
(Superior Customer Selection)
- 100.0%**
Secured loans
(Collateral cushion)
- >98.0%**
Robust Collections Efficiency
(In house collections)

Healthy Asset Quality (GNPA/NNPA/PCR)*

3.1% / 1.7% / 45.6% MSME Loan	1.2% / 0.8% / 37.0% Housing Loan	0.3% / 0.3% / 19.0% Gold Loan	0.7% / 0.2% / 70.5% Construction Finance
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Note: *For Q1 FY27

[^]For MSME Loan, Housing Loan

Collections | Disciplined And Data Analytics Driven Approach

Customised channel wise collection strategy basis past customer behavior; 100% managed in-house

PRE-BOUNCE STRATEGY

- ✓ **ML based EWS model** for customer risk profiling, bounce rate & NPA prediction
- ✓ **AI based automated bot calling**
- ✓ **Pre-EMI reminders** through Whatsapp / SMS

POST-BOUNCE STRATEGY

- ✓ **Sloppy payer model** - roll back and roll forward prediction
- ✓ **Analytics engine** for prediction on honoring Promise to Pay
- ✓ **DPD Bucketwise collection channel strategy**

POST DELINQUENCY - FIELD & LEGAL PROCESS

- ✓ **NPA recovery model** - propensity to pay
- ✓ **Automated legal escalation** with TAT tracking
- ✓ **'Legal-like-letters'** and tele-calling for high-risk pre-delinquent accounts

DIGITAL AND ANALYTICS TOOLS

- ✓ **Live collections dashboards and mobile app** for real time tracking
- ✓ **Incentive gamification** - performance driven leaderboard
- ✓ **Call Center Analytics** - Gen AI powered speech to text conversion

Higher Collection Efficiency

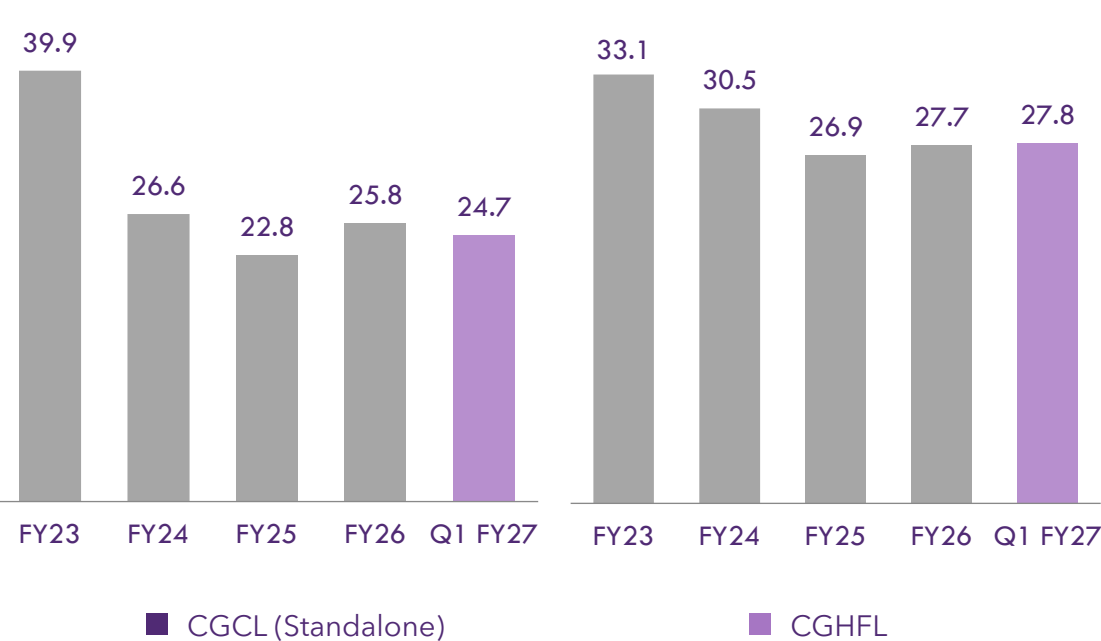
Improved Resolution Rates

Higher NPA Recovery

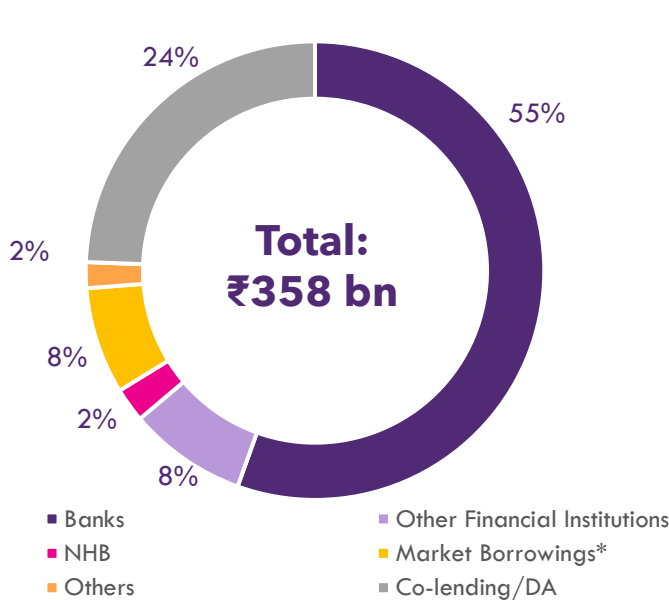
Reduced Collection Cost

Capri Global has Robust Balance Sheet and Efficient Liability Management...

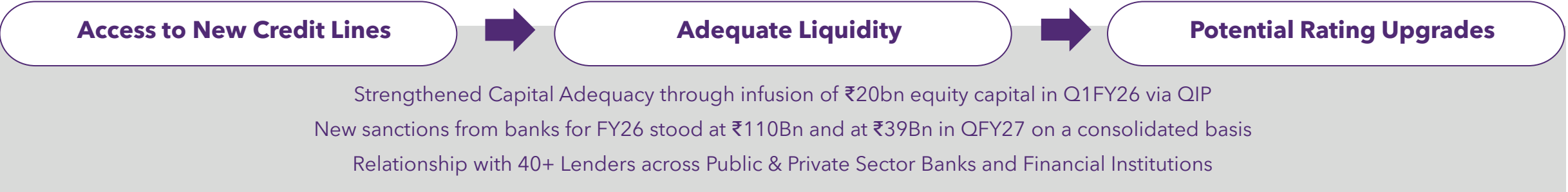
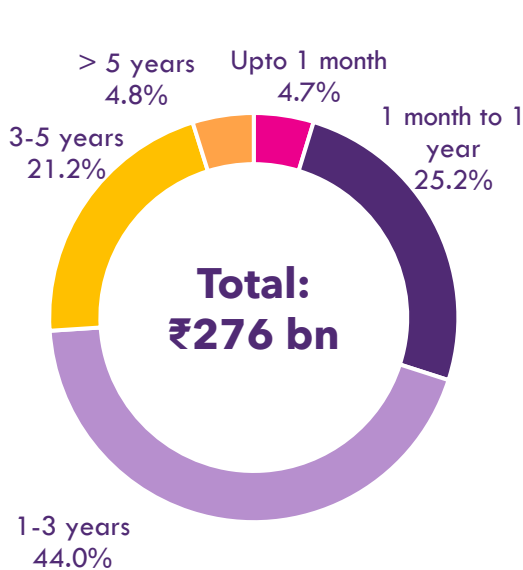
Capital Adequacy - CRAR (%)



Funding Mix (Q1 FY27)



Borrowings Maturity Profile

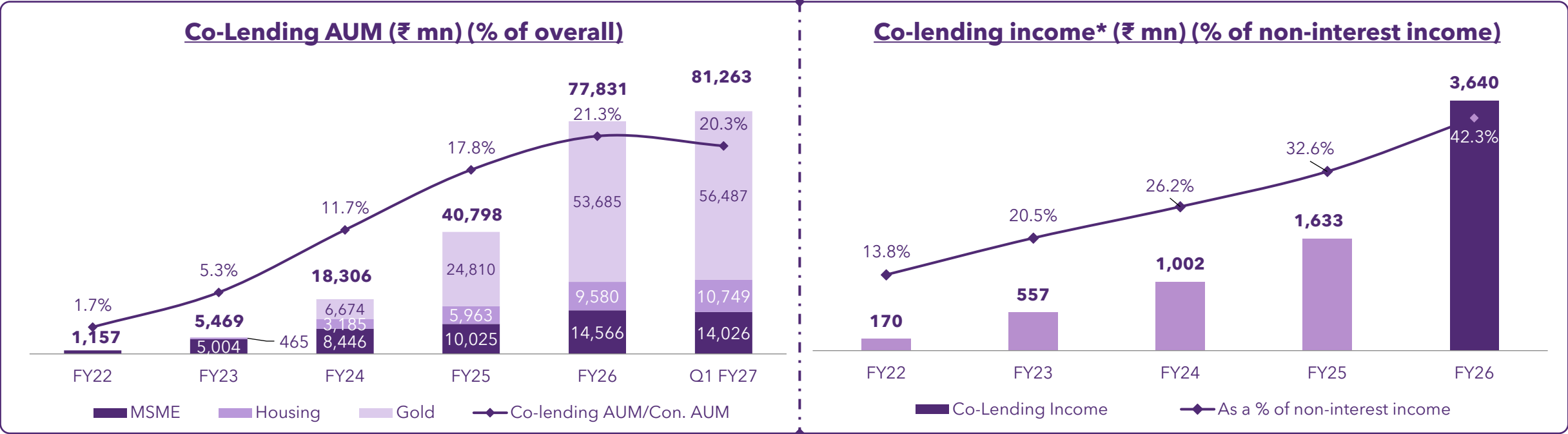


*Market Borrowings includes NCB, CP & PTC

... Through Leveraging Co-lending

Additional Funding Source & High RoE Accretion

- 1** CGCL retains 20-30% while co-lending partners (CLPs) retain the balance
- 2** CGCL earns spread and loan servicing fee on the co-lending loans
- 3** Additional source of funds while conserving capital and boost RoE
- 4** Diversification of borrowings



11 Partner Banks

Strong Corporate Governance

Distinguished and Qualified Board Comprised Majorly of Independent Directors

**Lingam Venkata
Prabhakar**



**Chairman &
Independent Director**

Ex-MD & CEO Canara Bank and ex-ED Punjab National Bank;

Rich experience in banking and finance, AMCs, insurance companies; M.Sc. (Agri), CAIIB

Rajesh Sharma



Managing Director

Promoter & MD Capri Global Capital Entrepreneur with over 3 decades of experience in Financial Services
Expertise in Lending, Financial Advisory, Corporate Finance & Investment Banking; CA

Ajit Mohan Sharan



**Independent
Director**

IAS - Batch 1979

Over 3 decades of experience in varied aspects of public administration

Nupur Mukherjee



**Independent
Director**

Ex Global Head, Enterprise Data Technologies at Standard Chartered Bank and Barclays

Expertise in data-driven, cloud, AI and ESG, PMP, BCom, CIMA

Shishir Priyadarshi



**Independent
Director**

Ex-IAS officer from UP cadre; Director World Trade Organization

MA (Economics, UK) and M. Sc (Physics, DU)

**Subramanian
Ranganathan**



**Independent
Director**

Ex- Citicorp, Edelweiss Group

Experience in finance and management, CA, CS, CWA, LL.B

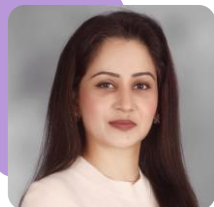
5 Independent Directors with expertise in Banking, Finance, Risk Management, IT and Public Policy

9 board committees to ensure oversight – Risk, Credit, Asset Liability, Info Security, Audit, CSR, ESG, Stakeholder relationship, Nomination & Remuneration

Experienced and Stable Management Team

Proven track record of scaling businesses

CORPORATE FUNCTIONS



Divya Sutar

President & ED – Strategy

GMP (Harvard Business School),
Master's Degree (USF)

Work Experience: 26+ yrs



Kishore Lodha

Chief Financial Officer

Ex-UGRO Finance, Hinduja
Finance, SREI Infra Finance; CA

Work Experience: 24+ yrs



Sanjeev Srivastava

Chief Risk Officer

Ex-IIFL Finance, CA

Work Experience: 20+ yrs



Tarun Aggarwal

Group Chief Technology Officer

Ex-Paytm, Adobe System, Quad
Analytix, Expedia, PGDBM (IMT)

Work Experience: 20+ yrs



Vinay Surana

Group Head – Treasury

Ex-Axis Bank, CA

Work Experience: 21+ yrs



Ignatius Kaitha

Chief HR Officer

Ex-IndusInd Bank, HSBC, MBA

Work Experience: 20+ yrs



Varun Malhotra

Chief Technology Officer

Ex-BYJU's, Policy Bazaar, Affle

Work Experience: 17+ yrs



Abhishek Yadav

Chief Compliance Officer

Ex- ANZ Bank, L&T Fin, Yes Bank,
Axis Bank, Kotak Bank, B.Com, CS

Work Experience: 23+ yrs



Hardik Doshi

Head – Corp Fin & Investor Relations

Ex- Kotak IB, Deutsche Bank, MBA -
Finance

Total Exp: 15+ yrs

Experienced and Stable Management Team

Proven track record of scaling businesses

RETAIL BUSINESS



Ravish Gupta

Chief Business Officer – Gold

Ex-IIFL, GE Money, HDFC Bank, BCA

Work Experience: 20+ yrs



Abhishek Sinha

Chief Business Officer – MSME & MLAP

Ex Bajaj Housing Finance Ltd., Bajaj Finance Ltd., Tata Capital Ltd.

Work Experience: 22+ yrs



Munish Jain

Chief Business Officer – HL

Ex-Shriram Housing, GE Money, DHFL, MBA

Work Experience: 20+ yrs

RETAIL CONSTRUCTION FINANCE



Vijay Kumar Gattani

Director - Credit - CF

Ex-Goldman Sachs, ICICI Bank, CA

Work Experience: 21+ yrs



Bhaskarla Keshav Kumar

Director - Monitoring - CF

Ex-AGM, SBI

Work Experience: 40+ yrs

CREDIT



Vaibhav Shah

Head Credit - MSME & MLAP

Ex- AUSFB, DCB Bank, IIFL, HDFC Bank, ICICI Bank, MMS, B.com

Work Experience: 23+ yrs

FEE BASED BUSINESS

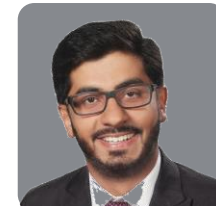


Rohit Chugh

Head - Insurance Distribution

Ex- Star Health, SBI GI, Tata AIG, MBA

Work Experience: 27+ yrs



Amit Setia

Chief Business Officer- Car Loan Distribution

Ex-Reliance Capital, Dhanlaxmi Bank, MBA

Work Experience: 20+ yrs



Ajay Manglunia

ED - Fixed Income Markets

Ex- JM Financial, Edelweiss, InCred; CA

Work Experience: 30+ yrs

Capri Global - Summary Highlights



Retail Focused: Retail secured lending has massive under penetration and large credit gap; Retail NBFCs better placed; >85% Retail and 100% Secured loan book; **17.0% Yields, 7.8% Spread and 9.7% NIM** for **Q1 FY27**



Huge Market Opportunity: Focus Segments MSME loans, Micro LAP, Affordable Housing loans and Gold loans offer strong growth opportunities; Fast-growing NBFC with **52.8% AUM CAGR from 2022-Q1FY27***



Track Record of Execution Excellence: Launched, built and scaled 4 new products in last 5 years - Lending - Gold Loans, Micro Lap, Fee Income - Car Loan Origination, Insurance Distribution



Diversified Business mix: Well-diversified by both product & geography



Extensive Network: Wider geographical reach with 1,433 branches operational, well placed to capitalize on market opportunities and improve profitability through economies of scale



Technology Edge: Dedicated tech center with **150+ engineers and data scientists**, developing advanced tech and data analytics platform; Complete Suite of In-house developed applications for end-to-end digital process



Robust Credit Underwriting with Deep Expertise - Comprehensive assessment approach enabled through in-house tech applications



Disciplined Collections: Leveraging AI & data analytics for real time monitoring and process efficiency; **100% in-house**



Healthy Asset Quality: long vintage with business model resilient through macro events; GNPA amongst industry top quartile. Adequate provisioning. High collection efficiency



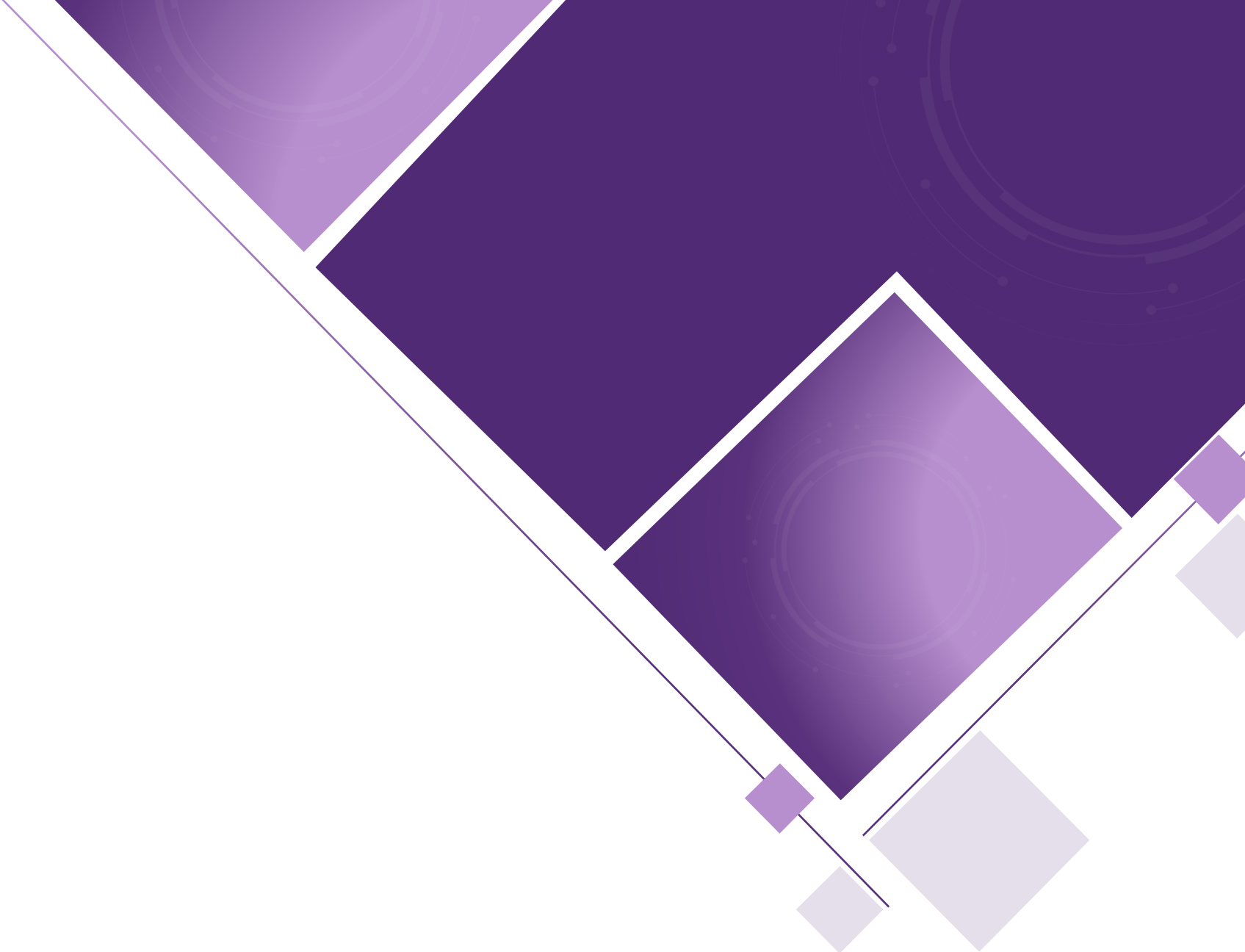
Efficient Liability Franchise: 40+ lenders and 11 co-lending partners (20% AUM), no ALM mismatch, adequate liquidity



Strong Corporate Governance & Experience Management – Distinguished and Independent Board; Stable Management Team



Growth Targets & Sustainable Returns: Diversified mix with ₹650 bn AUM by FY28, 19.0%-21.0% RoAE and 4.2% - 4.7% RoAA



2 Key Strategies

Way Ahead: Strategic Initiatives to Drive Scale...

Key initiatives



Diversify our Product Offerings

- **Offer customized products** to underserved high growth markets and **focus on revenue diversification**
- **Scale and expand product suite**



Geographic Expansion and Deepening our Presence

- **Open new branches** in existing and new states to expand across Telangana, Karnataka, TN, AP, Orissa, UP
- **Deepen presence through** expanded branch network - 750-800 new branches over next 2 years.



Leverage Technology & Analytics for Operational Excellence

- **Leverage tech & data science leadership** - implement Agentic AI tools for cost efficiency, productivity, customer experience
- **Increase sales productivity** across MSME/HL/Gold



Leverage customer base to drive fee income and cross-selling

- **Cross-sell loan products** to large and rapidly growing customer base
- **Scale existing verticals to increase fee income** - Insurance, Car Loan distribution and other new verticals



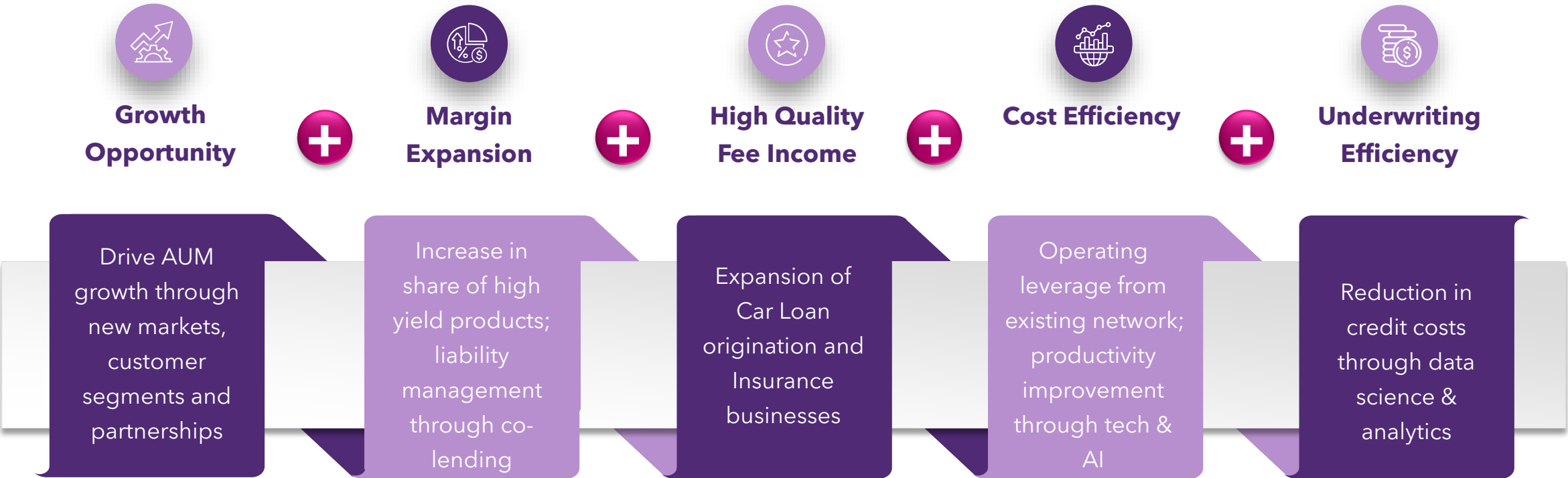
Diversify borrowings for effective liability management

- **Diversification of borrowings** - raise NCD/CP; widen lender base; reduce cost of funds
- Strengthen and **grow co-lending partnerships**

Capri Global's target is ₹650 bn AUM by FY28 and ₹1,250 bn+ by FY31 growing at 28% - 30% CAGR

... and Deliver Sustainable Return

Key levers for RoE expansion



Capri Global’s target is to deliver consistent RoAE of 19.0% - 21.0% and RoAA of 4.2% - 4.7%



3 Annual Financial Performance

Performance Highlights –Q1 FY27 & FY26

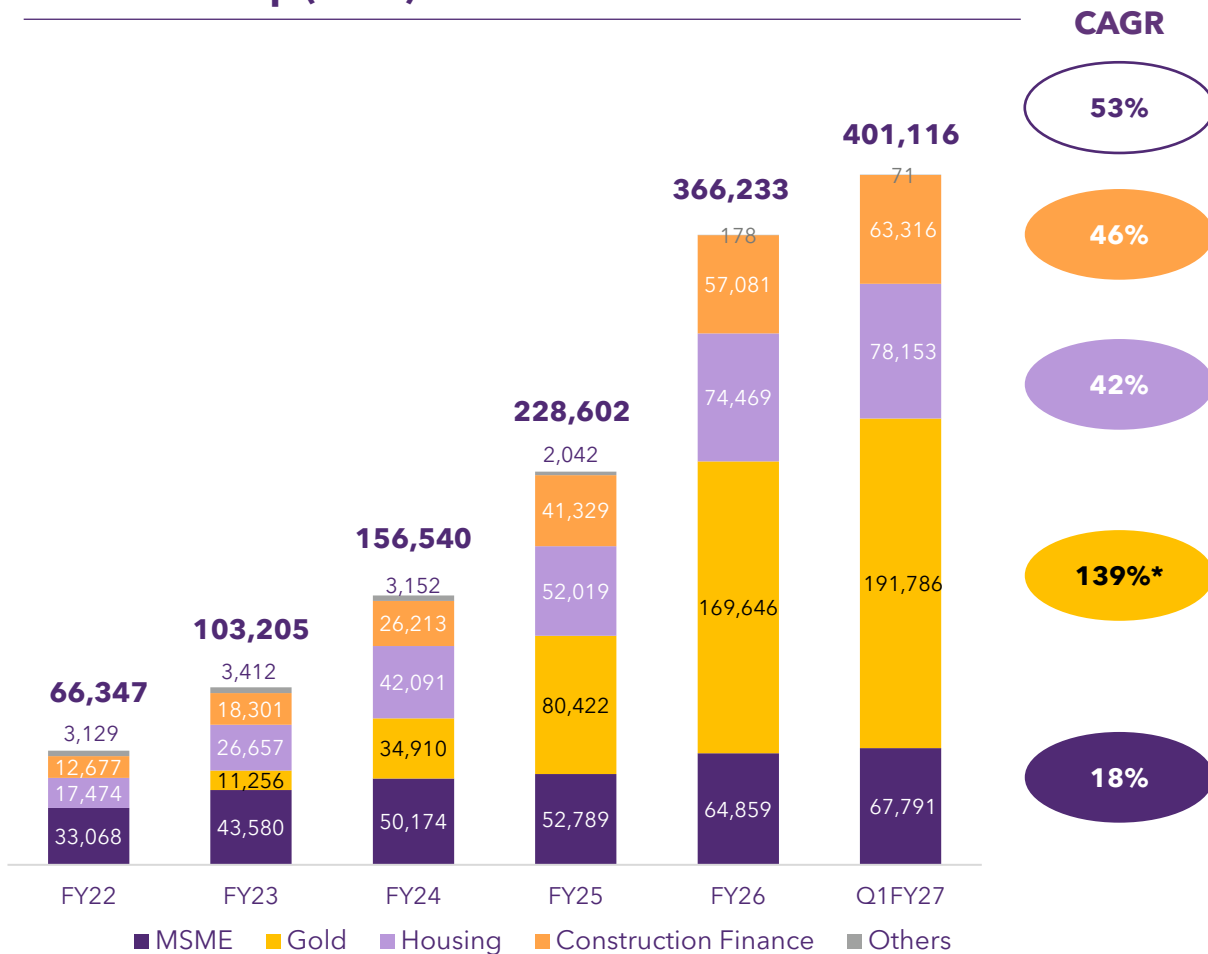
(In ₹ mn unless stated otherwise)

	Q1FY27	Q1FY26	YoY	FY26	FY25	YoY
AUM	401,116	247,538	↑ 62%	366,233	228,602	↑ 60%
Net Interest Income	7,364	4,125	↑ 79%	19,979	13,314	↑ 50%
Non Interest Income	2,169	1,692	↑ 28%	8,597	5,014	↑ 71%
Operating Expenses	4,212	2,702	↑ 56%	14,112	10,987	↑ 28%
Operating Profit	5,321	3,115	↑ 71%	14,464	7,341	↑ 97%
PAT	3,534	1,749	↑ 102%	9,486	4,785	↑ 98%
Cost-Income Ratio (%)	44.2%	46.5%	↓ (227) bps	49.4%	59.9%	↓ (1,056) bps
NNPA (%)	0.6%	1.0%	↓ (39) bps	0.5%	0.9%	↓ (35) bps
ROAE (%)	19.1%	13.0%	↑ 612 bps	16.5%	11.8%	↑ 473 bps
ROAA (%)	4.1%	3.2%	↑ 91 bps	3.5%	2.7%	↑ 89 bps

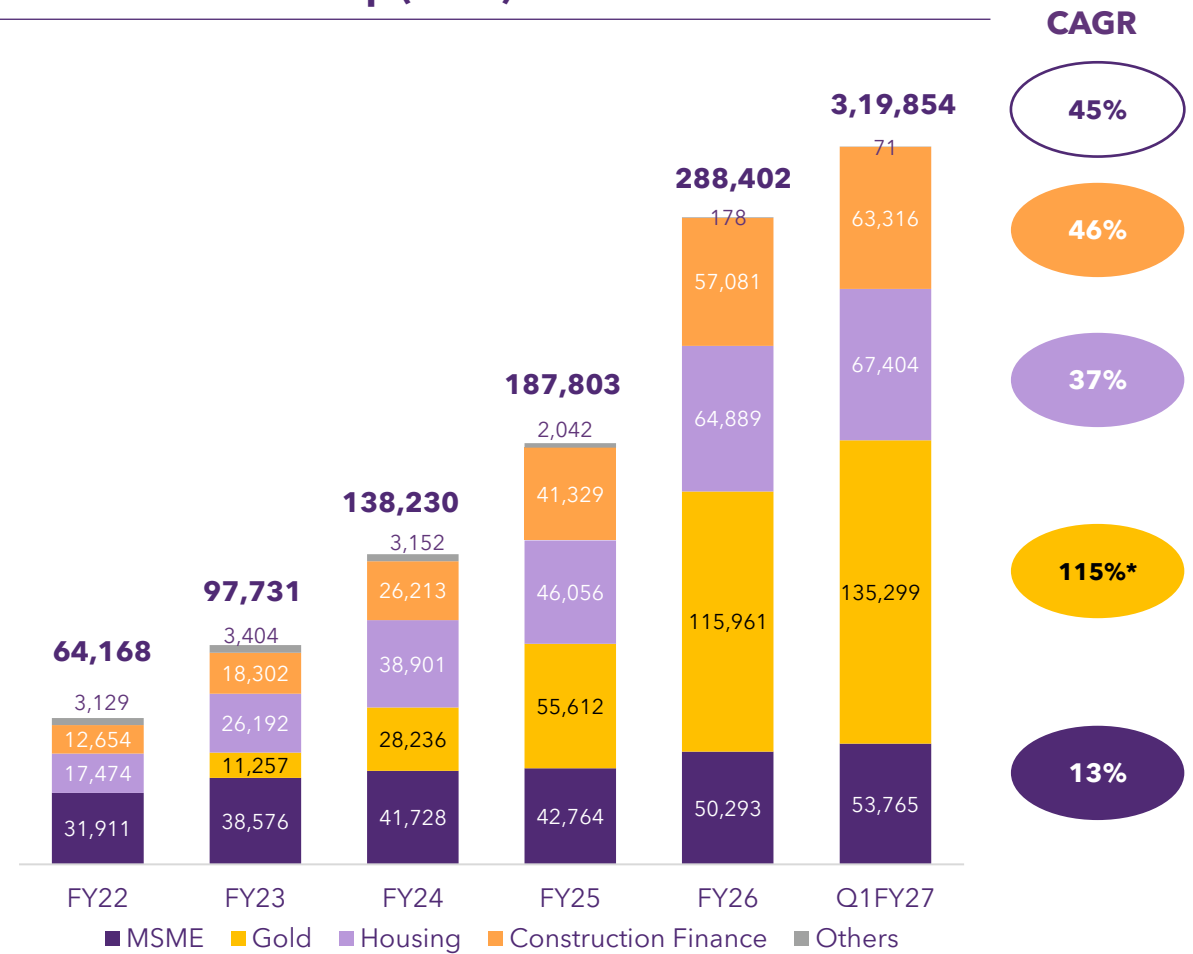
AUM and Loan Growth

Consolidated AUM Up 53% CAGR FY22-Q1FY27

AUM Break Up (₹ mn)



Gross Loans Break Up (₹ mn)



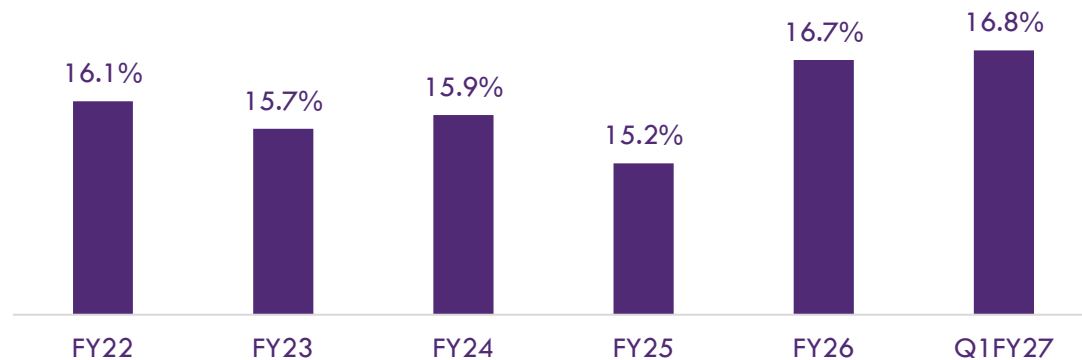
Note: *CAGR FY23-FY26

MSME AUM includes MSME, Micro LAP and Solar Loans; MSME, Gold, and Housing AUM values are inclusive of co-lending and directly assigned AUM

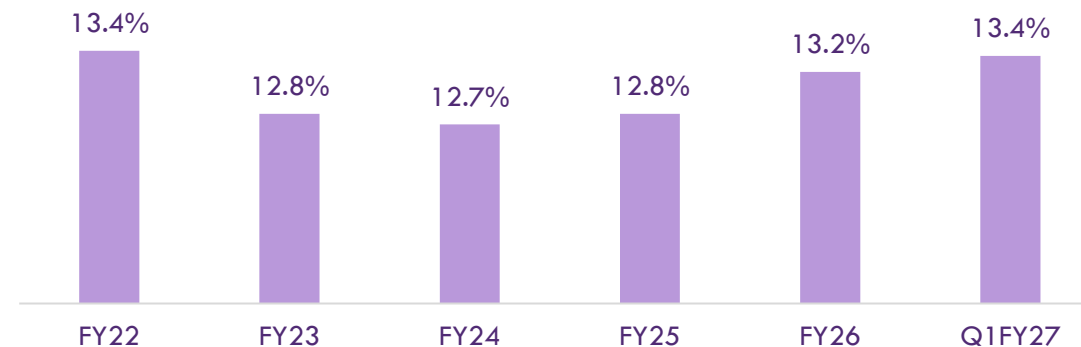
Segment Wise Loan Yields

Improving Yields

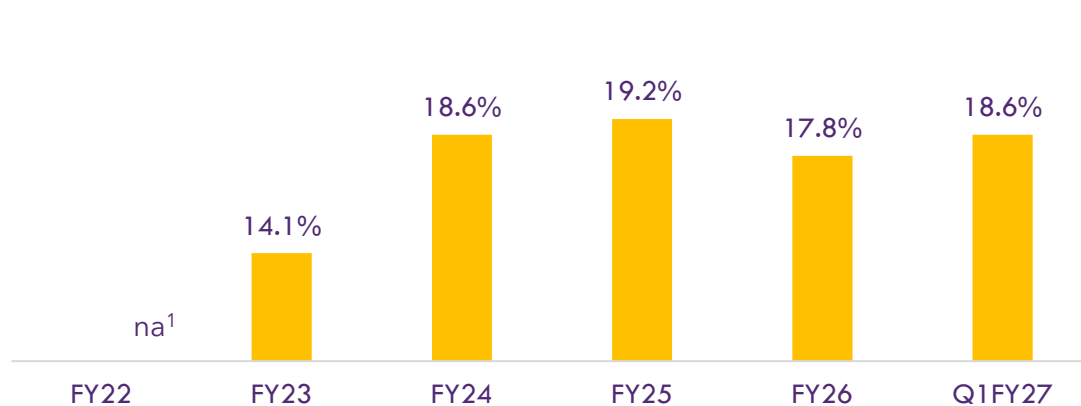
MSME (%)*



Housing Finance (%)*

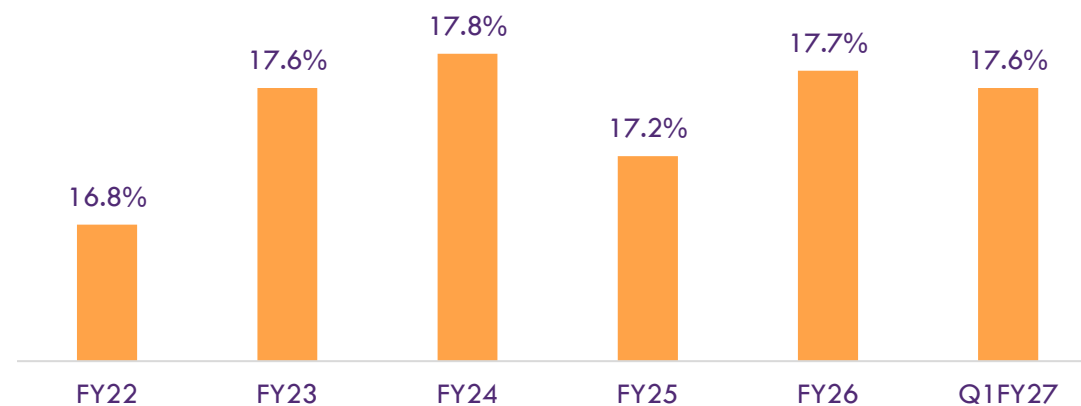


Gold Loans (%)*



¹Gold Loan business started in Aug-22

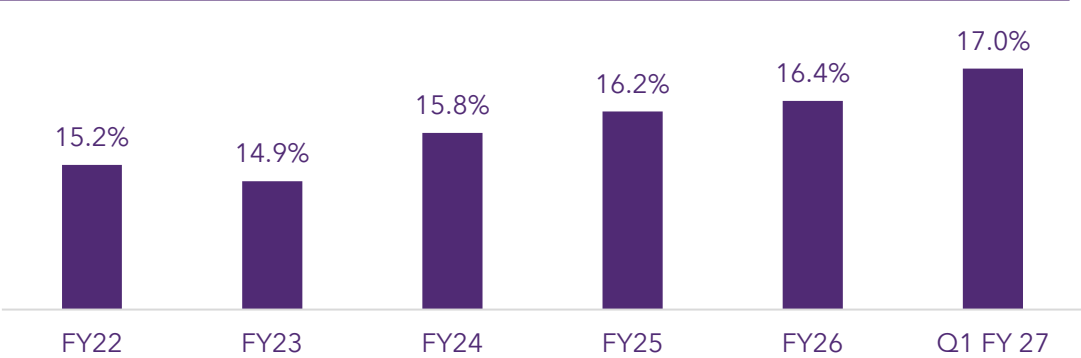
Retail Construction Finance (%)*



Yields & Margins

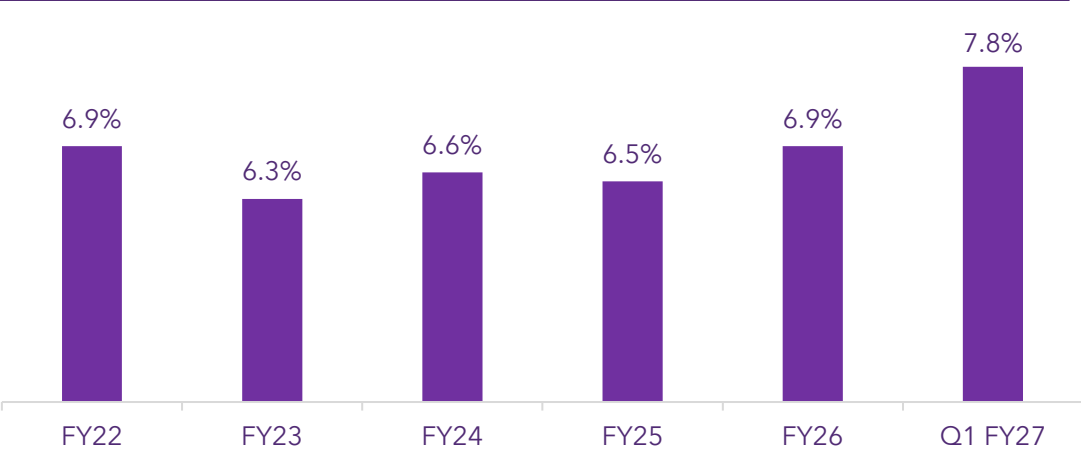
Improving spreads and margins

Yield on Net Advances (%)

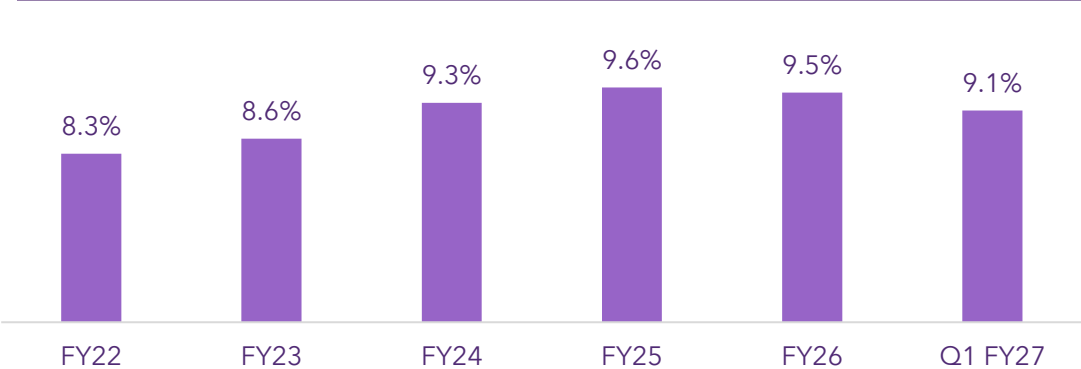


Note: Yield calculated as interest income including INDAS adjustments for processing fee, commission and other charges divided by monthly average of outstanding loans

Spreads (YoA - CoB) (%)

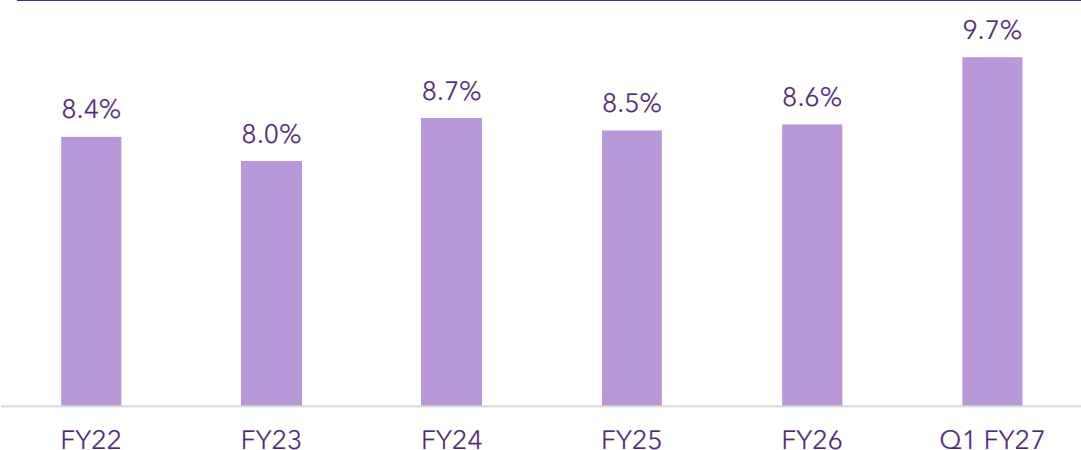


Cost of Borrowings (%)¹



Note: Calculated as (Interest Expense including processing fee divided by monthly average of borrowings

Net Interest Margin (%)²

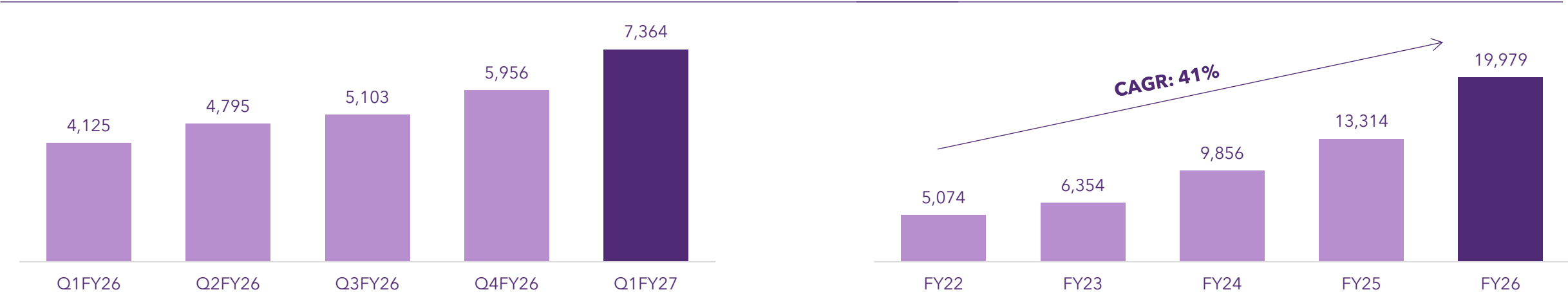


Note: Calculated using Net Interest Income / Avg. Interest Earning Assets

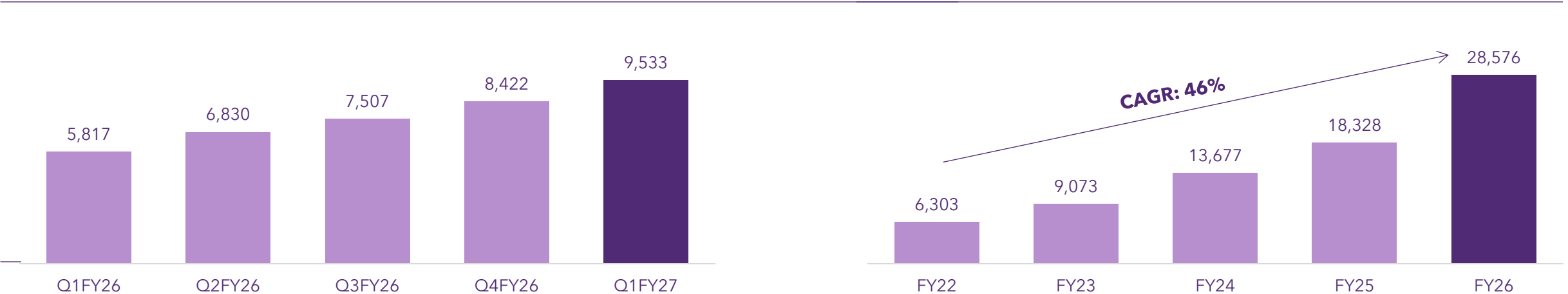
Financial Highlights

Strong growth in Net Interest Income and Net Total Income – 79% YoY and 64% YoY for the quarter

Net Interest Income (₹ mn)

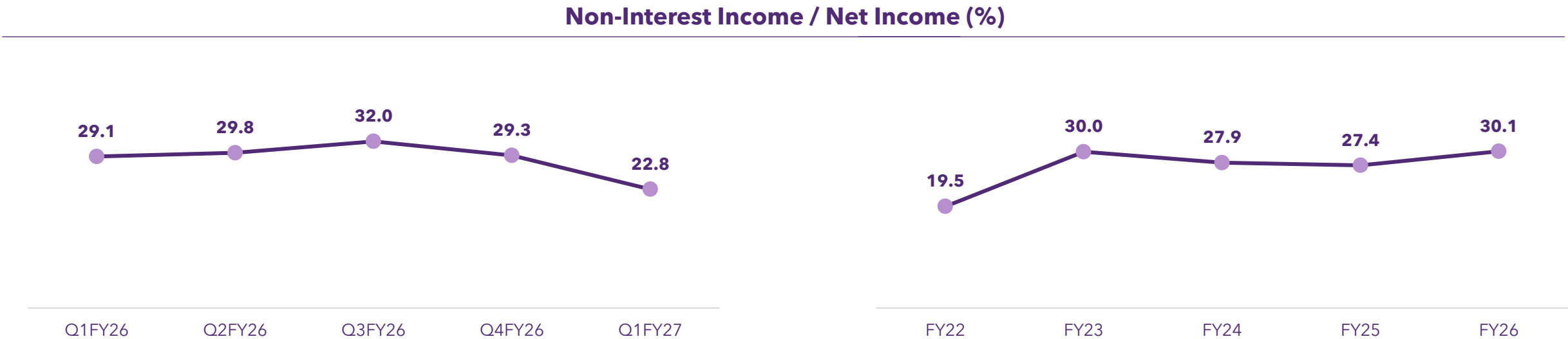
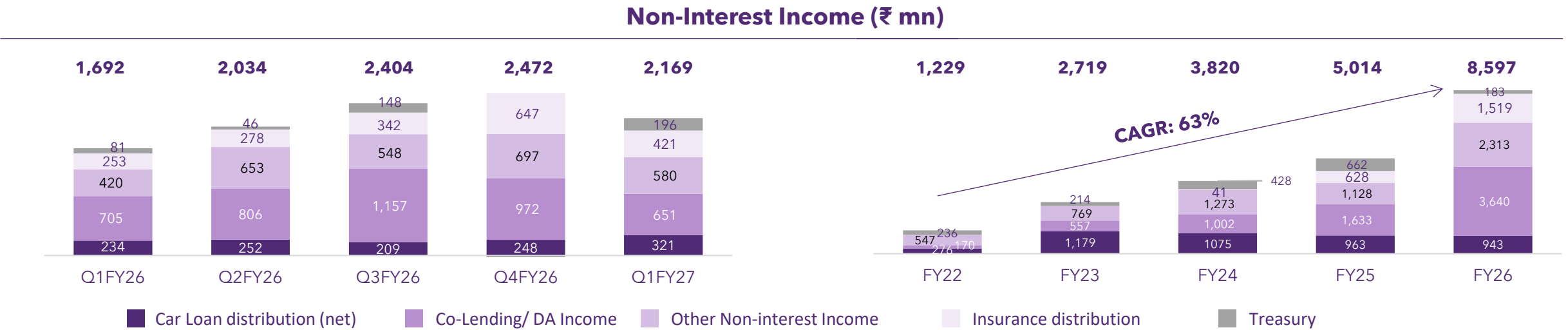


Net Total Income (₹ mn)



Financial Highlights

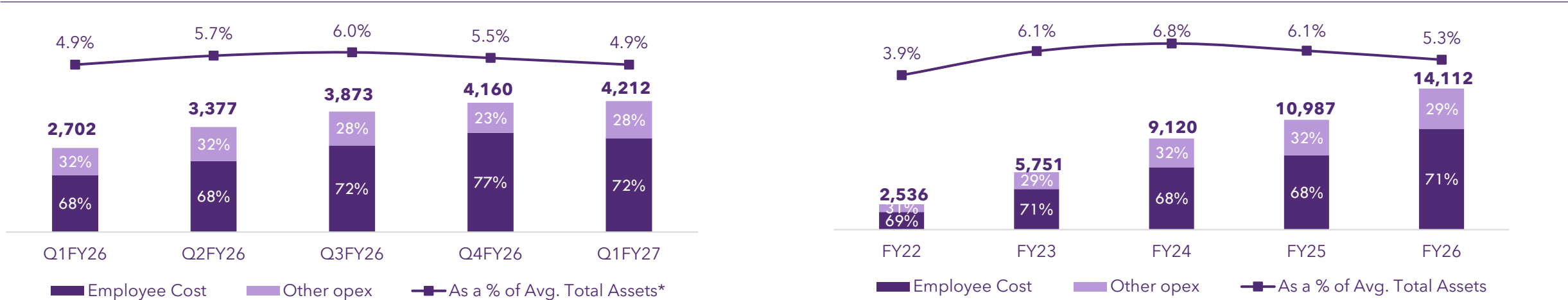
Continued momentum in fee income – 28% YoY growth for the quarter



Financial Highlights

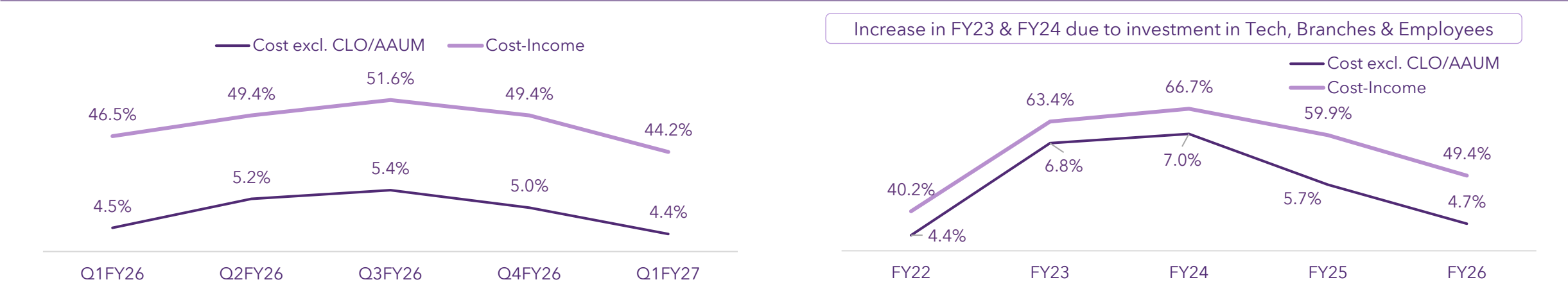
Cost efficiency improvements led by productivity and tech implementation

Operating Expenses (₹ mn)



*Annualised

Cost-Income (%) & Cost / AAUM excl. CLO (%)*



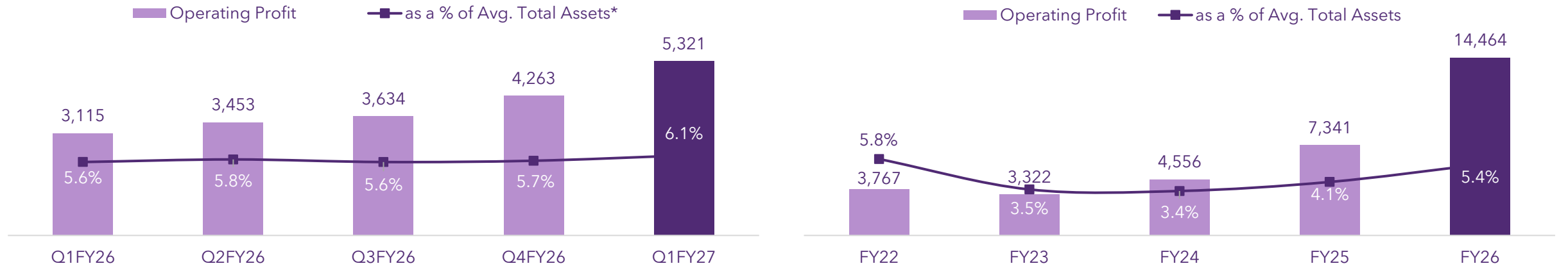
Increase in FY23 & FY24 due to investment in Tech, Branches & Employees

*Annualised

Financial Highlights

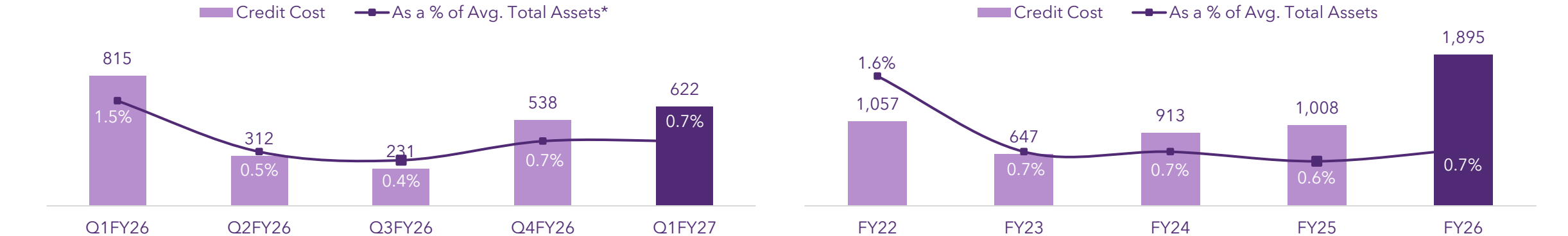
Margin expansion, cost control and risk discipline driving profitable growth

Operating Profit (₹ mn)



*Annualised

Credit Costs¹ (₹ mn)



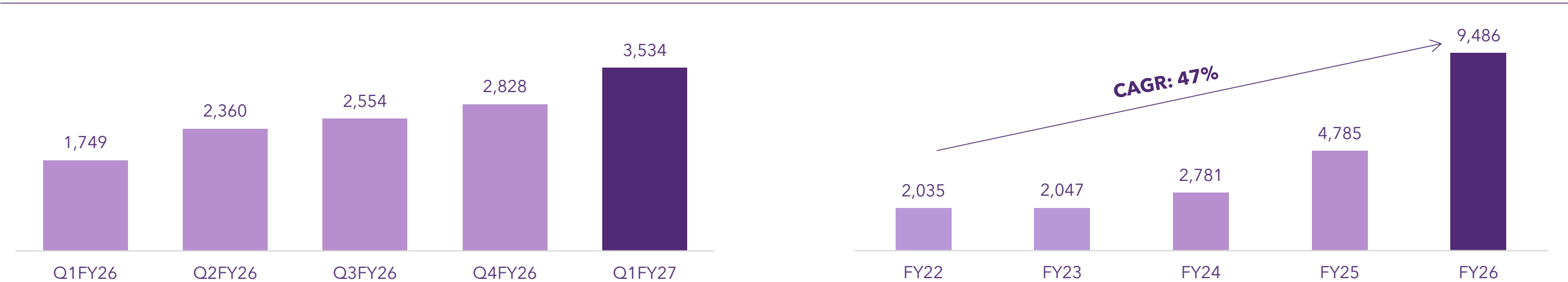
*Annualised

Note: ¹Credit Cost include Write off + ECL Provisions

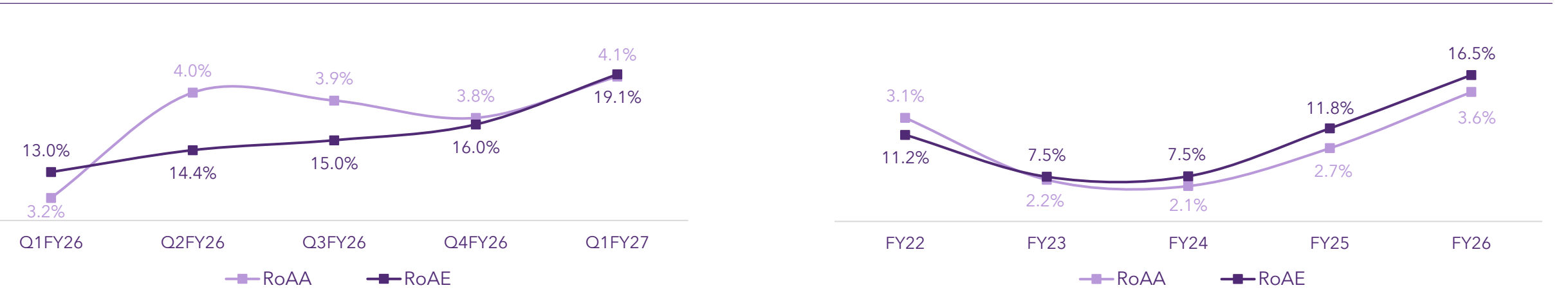
Financial Highlights

Strong increase in profitability; PAT rises 102% YoY for the quarter

Profit After Tax (₹ mn)

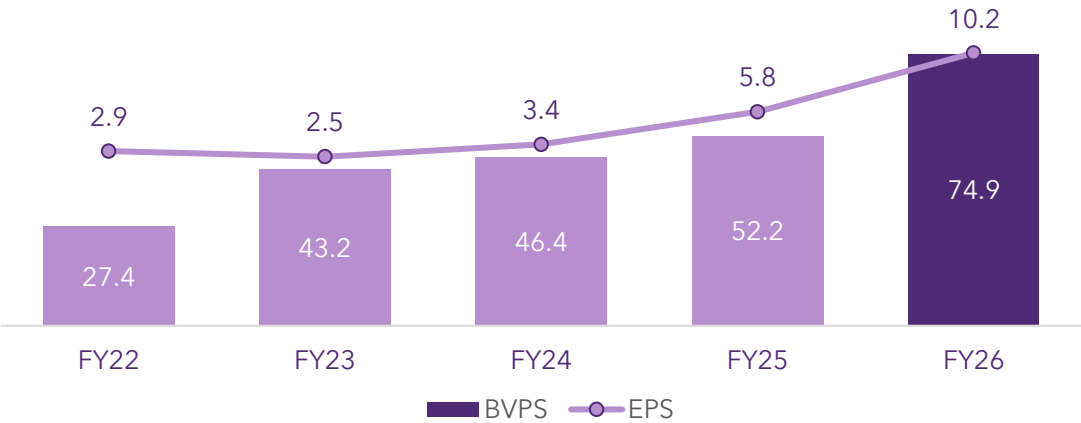
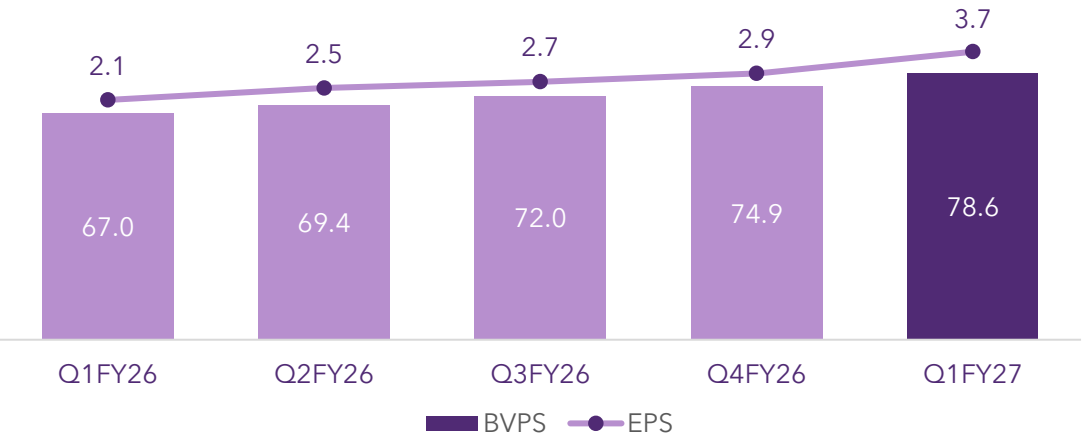


Return on Avg. Assets & Return on Avg. Equity (% annualized)

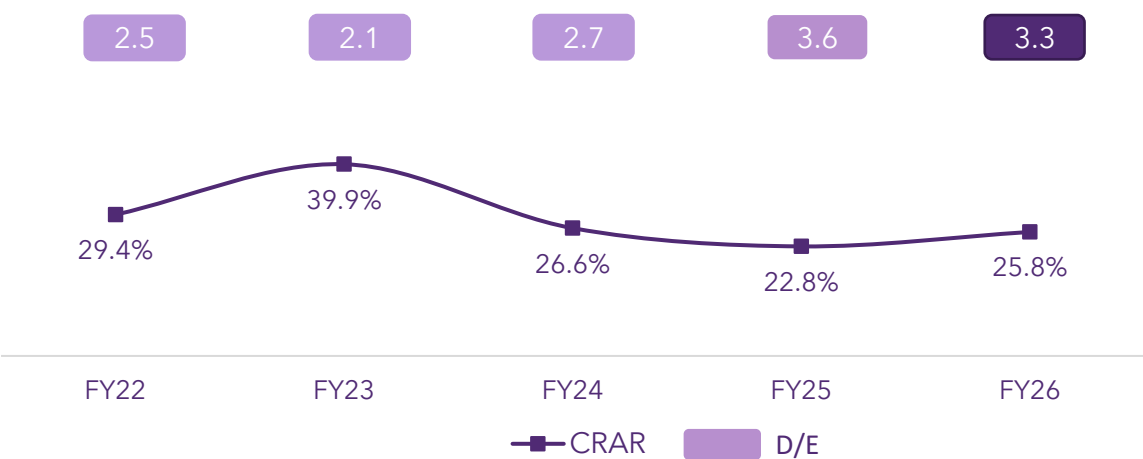
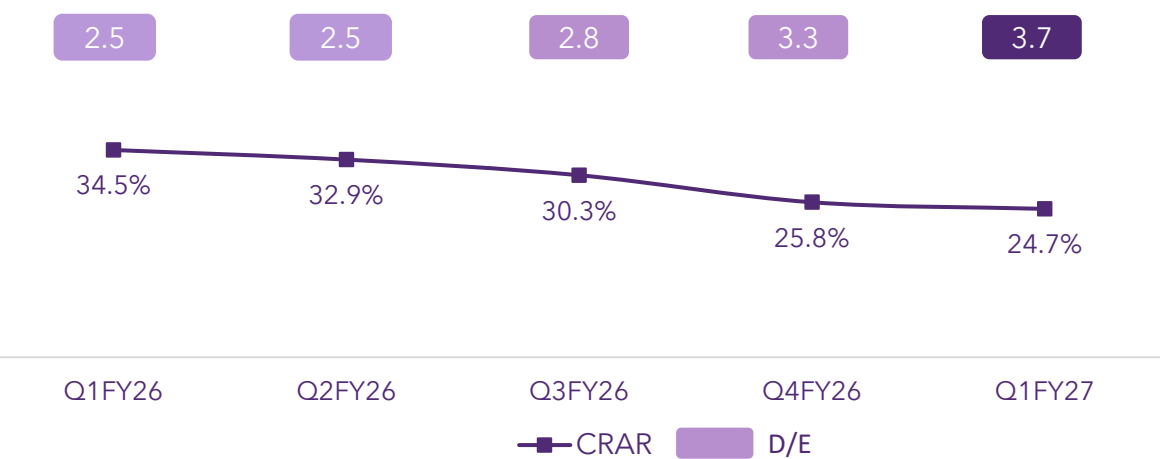


RoAE is calculated basis the average of beginning and ending equity for the period

EPS & Book Value per Share (₹)



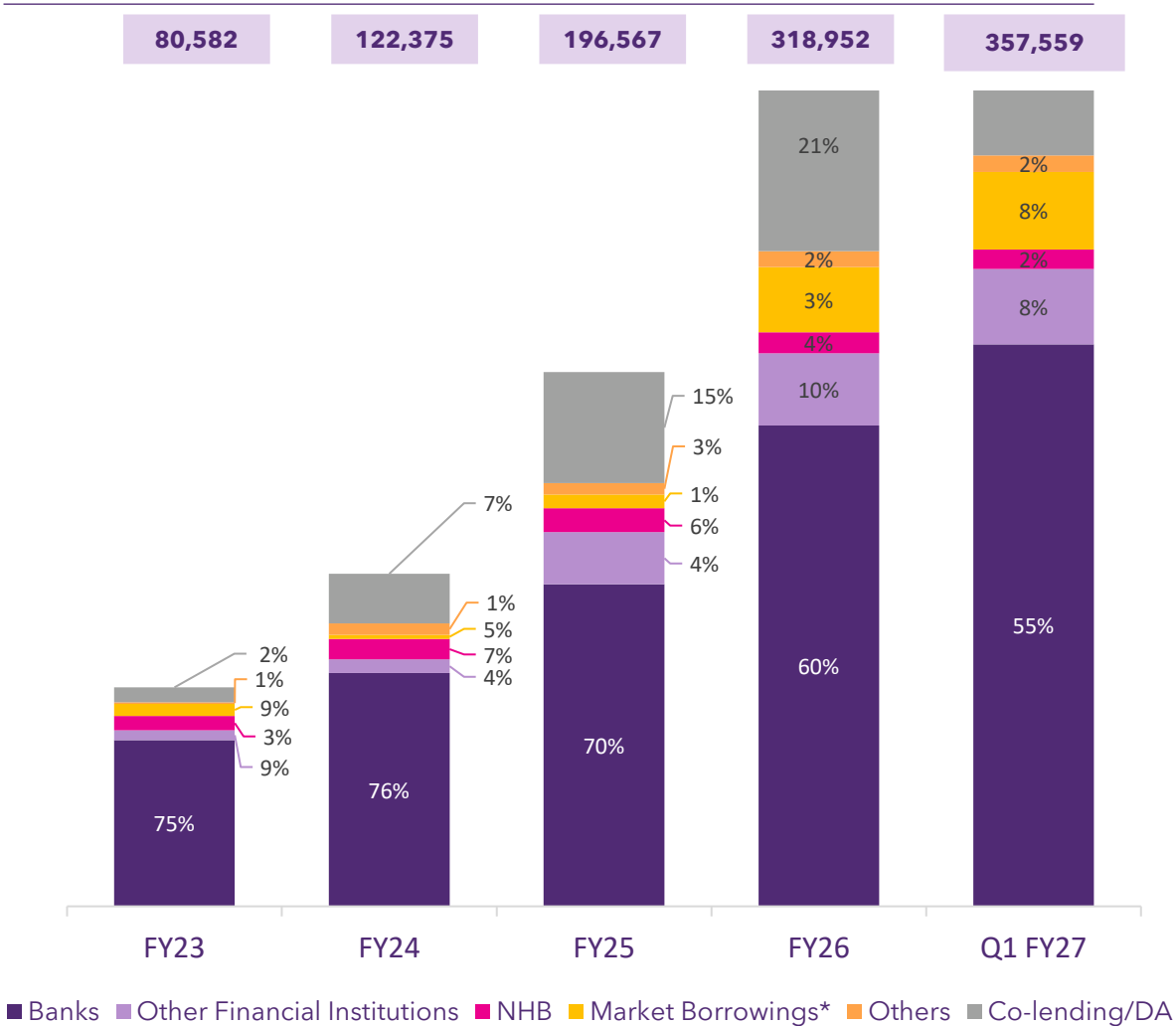
D/E (x) | CRAR



Liability Mix

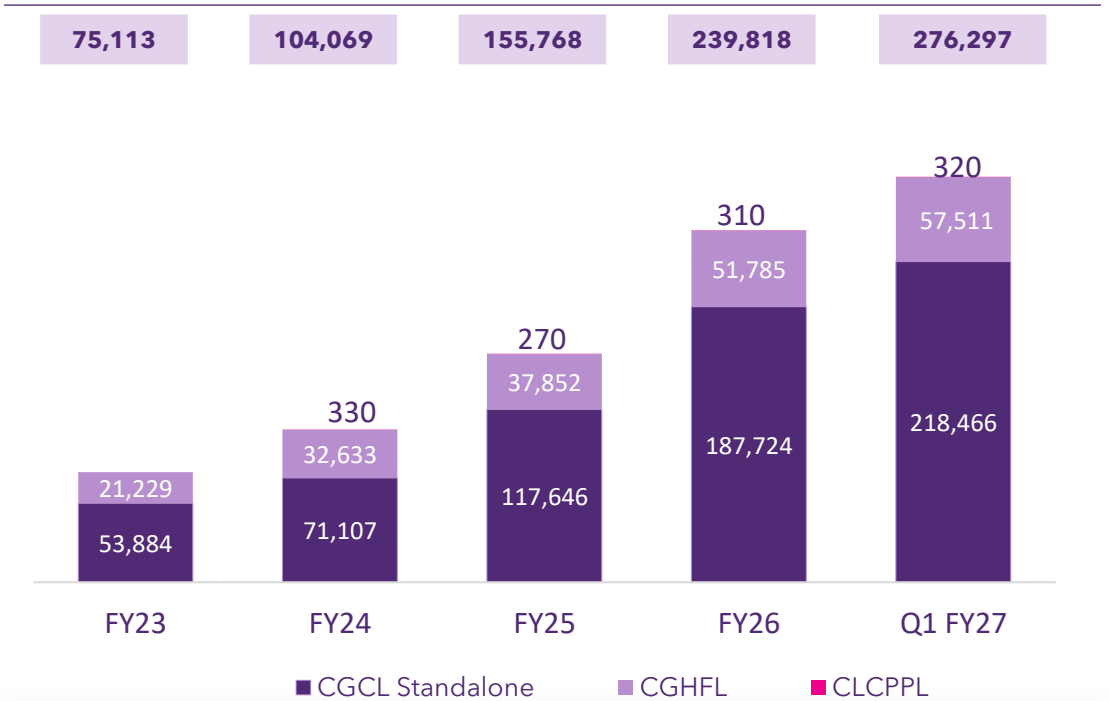
Diversification led by market borrowings and co-lending

Funding Profile (₹ mn)



*Market Borrowings includes NCD, CP & PTC

Consolidated Borrowings Break-up (₹ mn)

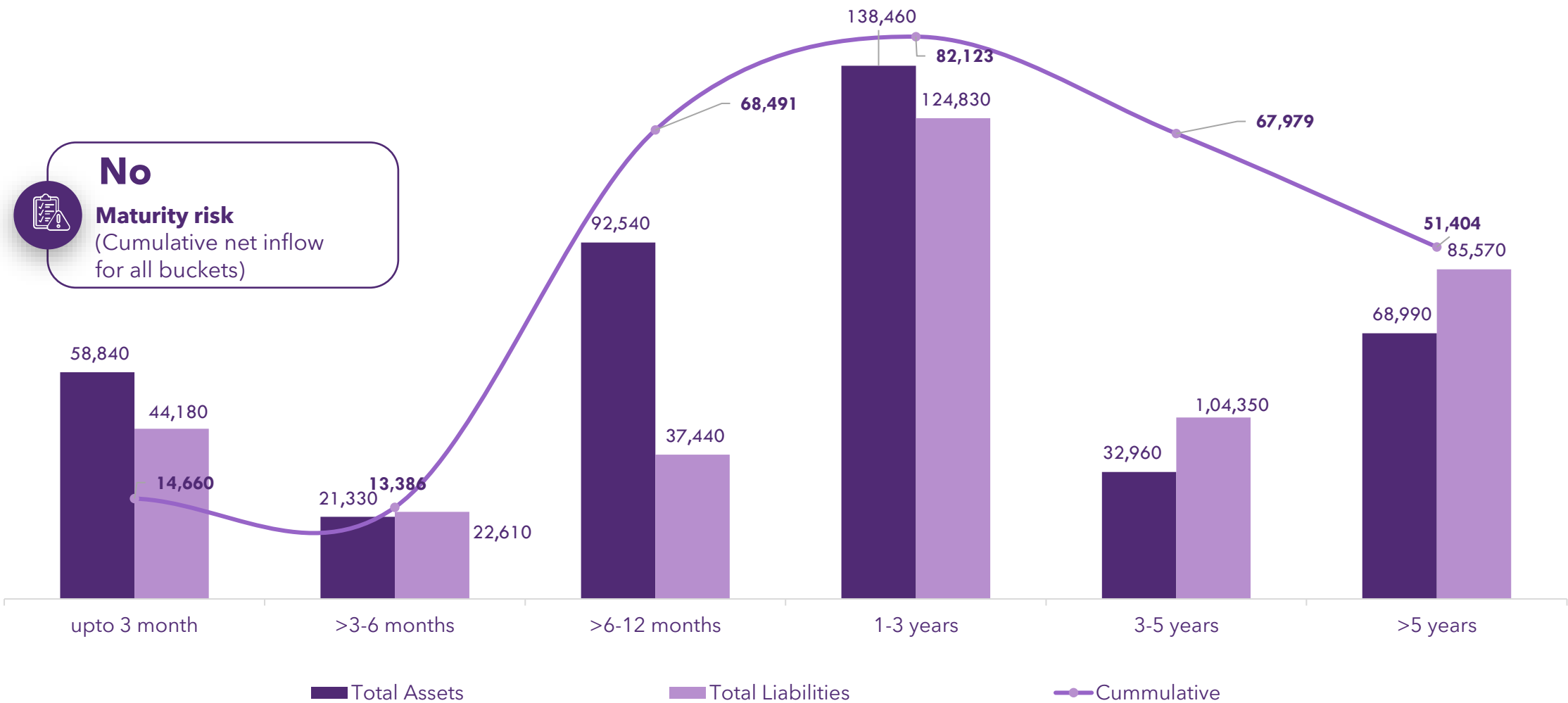


- Secured “Ba3” rating with Stable Outlook from Moody’s Ratings and “BB- Stable” rating from Fitch Ratings
- Raised ₹12,710 mn through NCDs and CPs in Q1 FY27
- New bank sanctions for Q1 FY27 stood at ₹38,680 mn on a consolidated basis
- Total lender base of 40+, added 5 new lenders in Q1 FY27

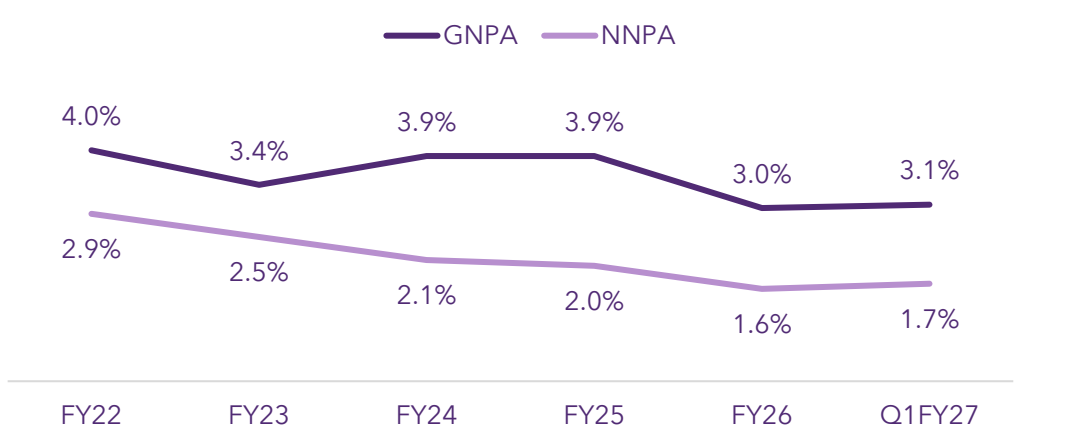
Asset-Liability Position

Cumulative Surplus Across Buckets

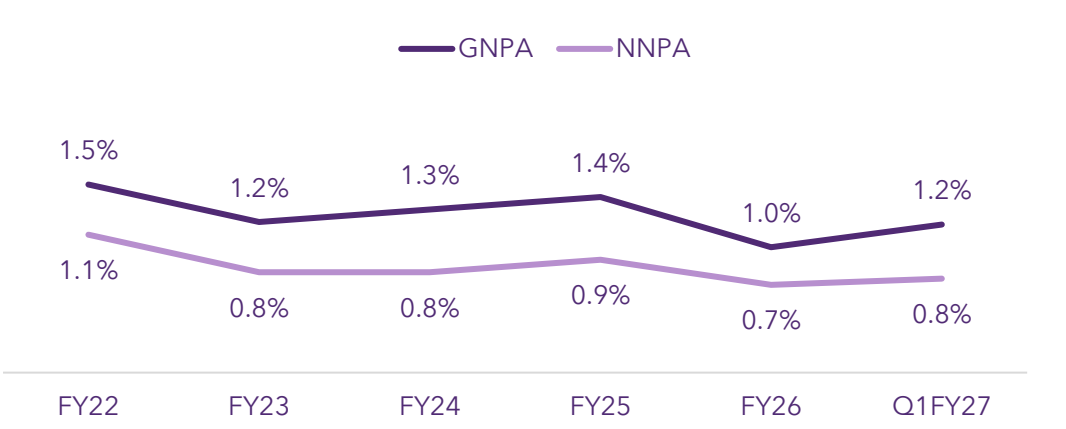
All amount in ₹ mn



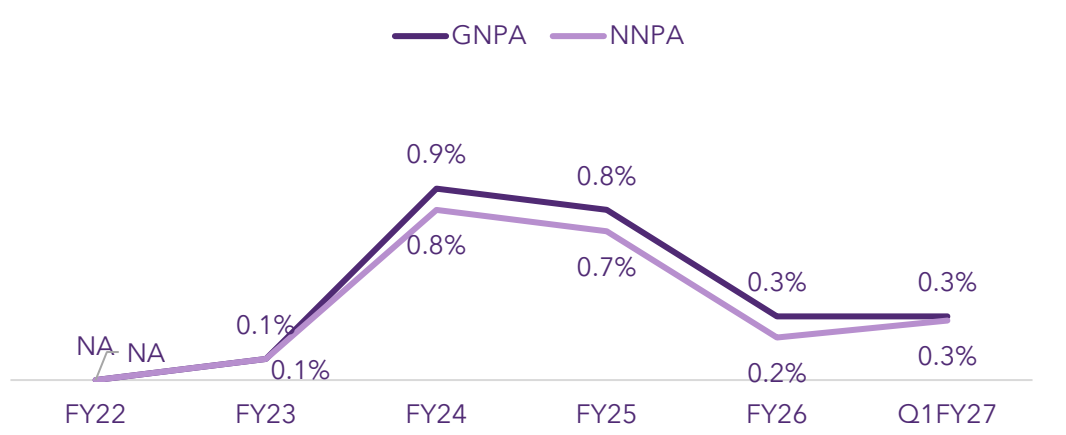
MSME Loan



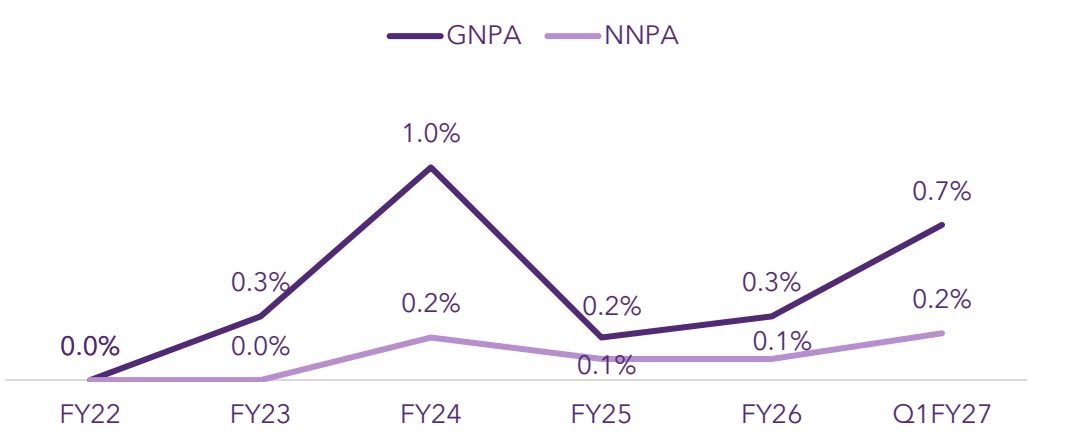
Housing Finance



Gold Loan



Retail Construction Finance



Adequate Provisioning Coverage

₹ mn except stated

ECL Analysis As Per IndAS	FY22	FY23	FY24	FY25	FY26	Q1FY27
Stage 1 - Gross	57,255	90,920	129,580	175,797	277,537	304,395
Stage 1 - ECL Provisions	377	461	619	779	1,576	1,838
Stage 1 - Net	56,877	90,459	128,961	175,019	275,961	302,557
Stage 1 - ECL Provisions %	0.7%	0.5%	0.5%	0.4%	0.6%	0.6%
Stage 2 - Gross	6,373	5,108	5,987	9,120	8,215	12,063
Stage 2 - ECL Provisions	854	807	746	703	968	1,135
Stage 2 - Net	5,519	4,301	5,241	8,417	7,248	10,928
Stage 2 - ECL Provisions %	13.4%	15.8%	12.5%	7.7%	11.8%	9.4%
Stage 3 - Gross	1,562	1,704	2,661	2,867	2,643	3,387
Stage 3 - ECL Provisions	476	526	1,202	1,197	1,089	1,465
Stage 3 - Net NPA	1,086	1,178	1,458	1,670	1,554	1,922
Stage 3 - ECL Provisions %	30.5%	30.9%	45.2%	41.7%	41.2%	43.2%
Total - Gross	65,189	97,732	138,227	187,784	288,396	319,845
Total ECL Provisions	1,707	1,794	2,567	2,678	3,633	4,438
Stage 3 % - Gross NPA	2.4%	1.7%	1.9%	1.5%	0.9%	1.1%
Stage 3 % - Net NPA	1.7%	1.2%	1.1%	0.9%	0.5%	0.6%

RoAA Tree

Calculated as % of Average Assets (%)	FY22	FY23	FY24	FY25	FY26	Q1FY27
Interest income	13.0%	12.3%	13.5%	14.5%	13.9%	15.3%
Interest expenses	5.1%	5.6%	6.2%	7.1%	6.5%	6.8%
Net interest income	7.8%	6.7%	7.3%	7.4%	7.5%	8.5%
Net Car Loan Fee	0.4%	1.2%	0.8%	0.5%	0.4%	0.4%
Co-lending Income	0.3%	0.6%	0.7%	0.9%	1.4%	0.8%
Insurance distribution	-	-	0.0%	0.3%	0.6%	0.5%
Other operating income	1.2%	1.0%	1.3%	1.0%	0.9%	0.9%
Non-interest income	1.9%	2.9%	2.8%	2.8%	3.2%	2.5%
Net income	9.7%	9.6%	10.1%	10.2%	10.7%	11.0%
Employee expenses	2.7%	4.3%	4.6%	4.1%	3.8%	3.5%
Other expenses	1.2%	1.8%	2.1%	2.0%	1.5%	1.4%
Operating expenses	3.9%	6.1%	6.8%	6.1%	5.3%	4.9%
Operating profit	5.8%	3.5%	3.4%	4.1%	5.4%	6.1%
ECL provisions	1.0%	0.1%	0.5%	0.3%	0.6%	1.0%
Write-offs	0.7%	0.6%	0.1%	0.2%	0.1%	(0.3)%
Provisions	1.6%	0.7%	0.7%	0.6%	0.7%	0.7%
Profit before tax	4.2%	2.8%	2.7%	3.5%	4.7%	5.4%
Tax	1.0%	0.6%	0.6%	0.9%	1.2%	1.3%
Profit after tax (RoAA)	3.1%	2.2%	2.1%	2.7%	3.5%	4.1%

Consolidated Income Statement

Annual Comparison

All figures in ₹ mn except stated otherwise

Profit and Loss A/c	FY22	FY23	FY24	FY25	FY26	FY22-26 CAGR
Interest income	8,396	11,682	18,228	26,050	37,277	
Interest expenses	3,322	5,328	8,372	12,736	17,298	
Net interest income	5,074	6,354	9,856	13,314	19,979	41%
Net Car Loan Fee	276	1,179	1,075	963	943	
Co-lending Income	170	557	1,002	1,633	3,640	
Insurance distribution			41	628	1,519	
Other operating income	785	983	1,727	1,790	2,495	
Non interest income	1,229	2,719	3,821	5,014	8,597	63%
Net income	6,303	9,073	13,677	18,328	28,576	46%
Employee expenses	1,746	4,061	6,237	7,429	10,087	
Other expenses	790	1,690	2,870	3,558	4,025	
Operating expenses	2,536	5,751	9,107	10,987	14,112	54%
Operating profit	3,767	3,322	4,570	7,341	14,464	40%
ECL provisions	618	80	713	635	1,640	
Write-offs	439	570	199	373	256	
Total Provisions	1,057	651	913	1,008	1,895	16%
Profit before tax	2,711	2,671	3,656	6,333	12,569	47%
Tax	676	636	862	1,548	3,083	
Implied Tax rate (%)	24.9%	23.8%	23.6%	24.4%	24.5%	
Profit after tax	2,035	2,047	2,794	4,785	9,486	47%

Consolidated Balance Sheet

Annual Comparison

All figures in ₹ mn except stated otherwise

Balance Sheet	FY22	FY23	FY24	FY25	FY26	FY22-26 CAGR
Liabilities						
Paid-up equity	351	412	825	825	962	
Reserves and surplus	18,873	35,242	37,541	42,216	71,073	
Total Equity	19,225	35,655	38,366	43,041	72,035	39.1%
Borrowings	48,322	75,113	104,069	155,768	241,121	49.5%
Other liabilities and provisions	4,036	7,246	9,067	9,520	13,604	
Total liabilities	71,583	118,013	151,502	208,329	326,760	46.2%
Assets						
Cash and bank balances	3,531	15,100	6,746	15,312	21,229	
Investments	3,781	2,155	2,162	1,604	12,361	
Assets under financing activities	62,763	94,816	134,212	182,515	281,499	45.5%
Other assets	1,507	5,942	8,381	8,898	11,671	
Total assets	71,583	118,013	151,502	208,329	326,760	46.2%

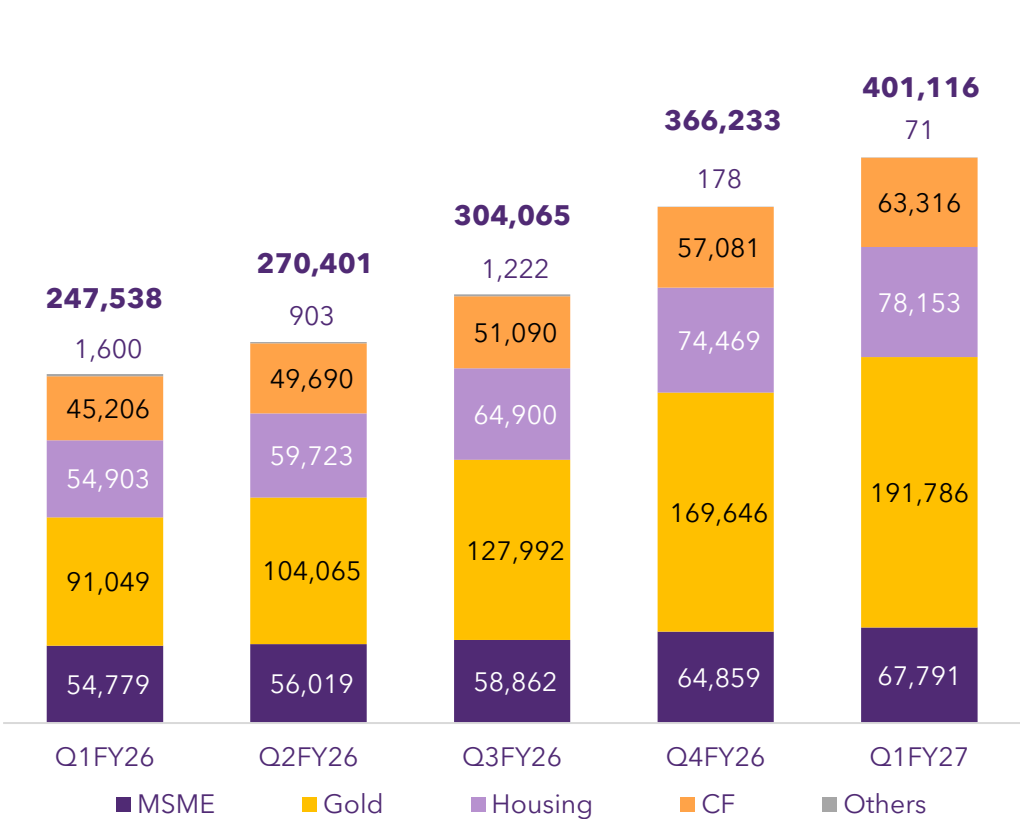


4 Quarterly Financial Performance

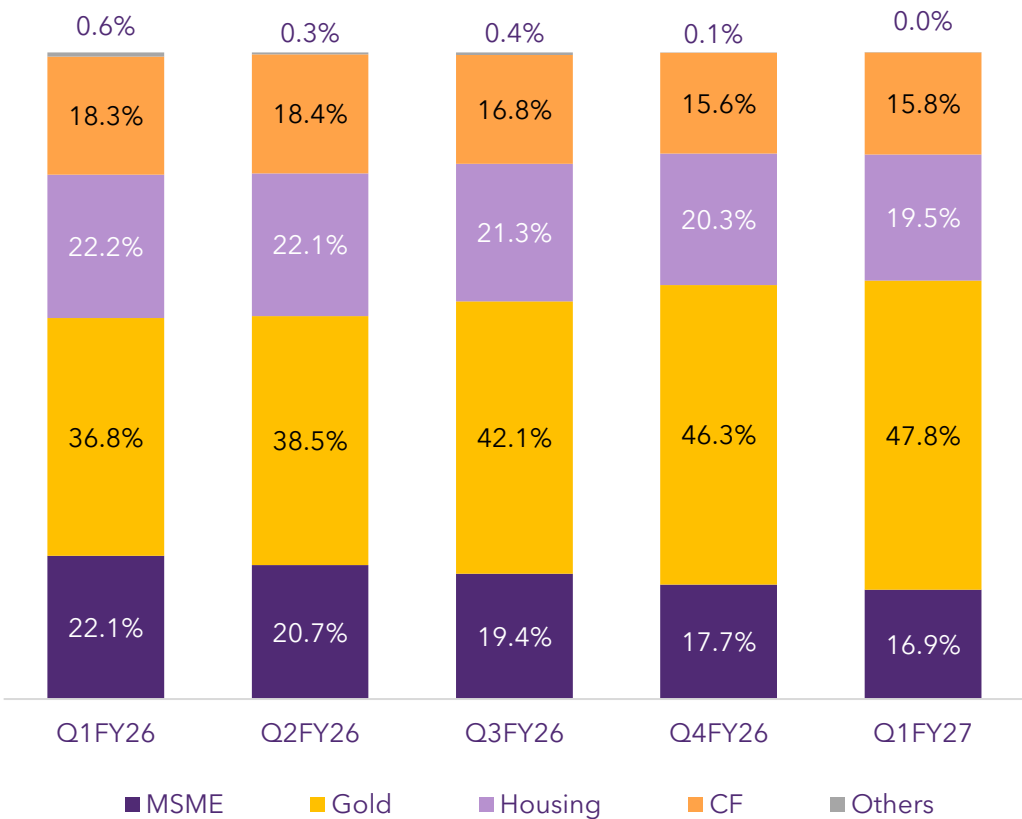
Business Update

Consolidated AUM up 62% YoY

AUM Break Up (₹ mn)



Composition of AUM (%)

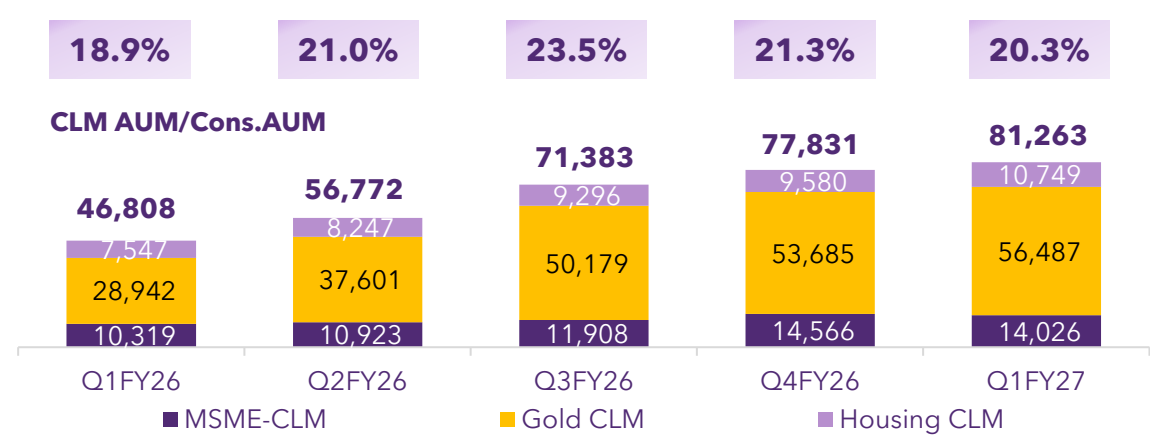


MSME, Gold, and Housing AUM values are inclusive of co-lending and Directly Assigned AUM. Refer next slide for further details.

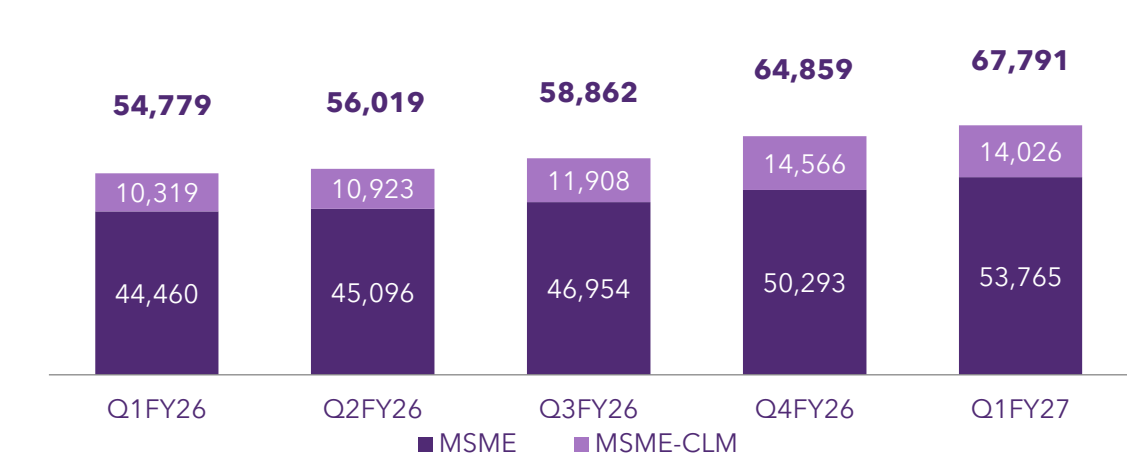
Retail AUM

Leveraging co-lending for capital efficient growth

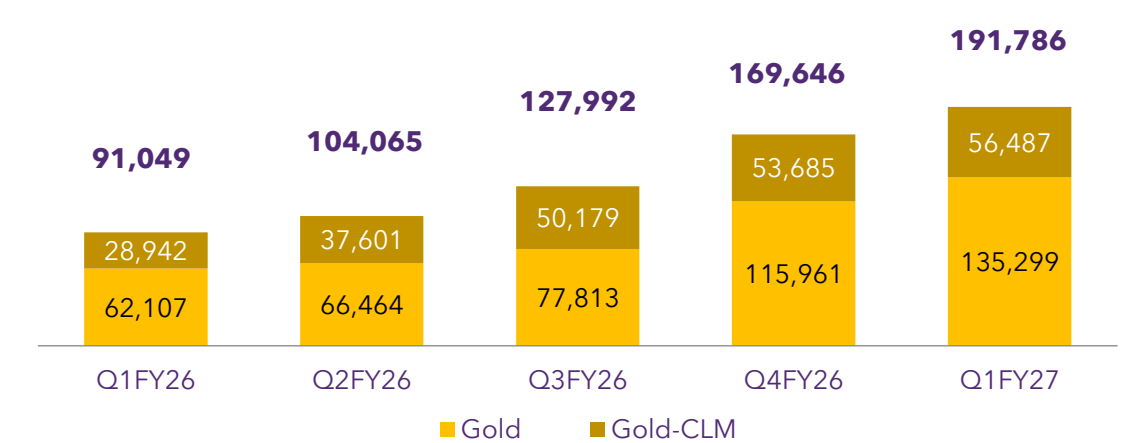
Co-Lending/DA AUM (₹ mn)



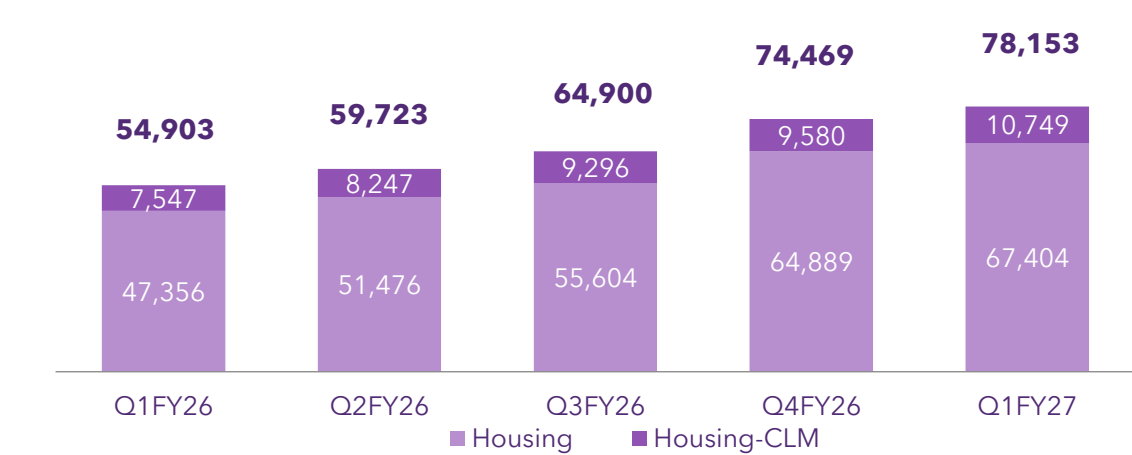
MSME AUM (₹ mn)



Gold AUM (₹ mn)



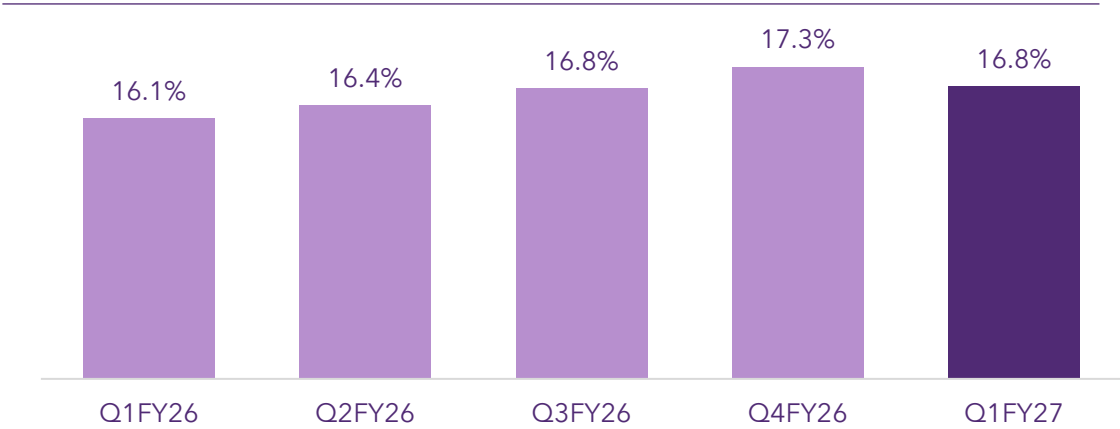
Housing AUM (₹ mn)



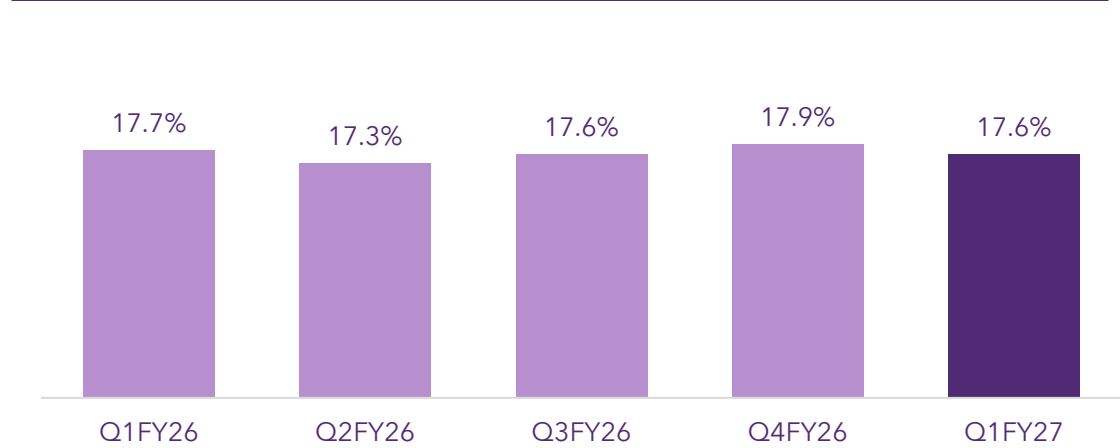
Segmental Yields

Robust yields sustained alongside AUM growth

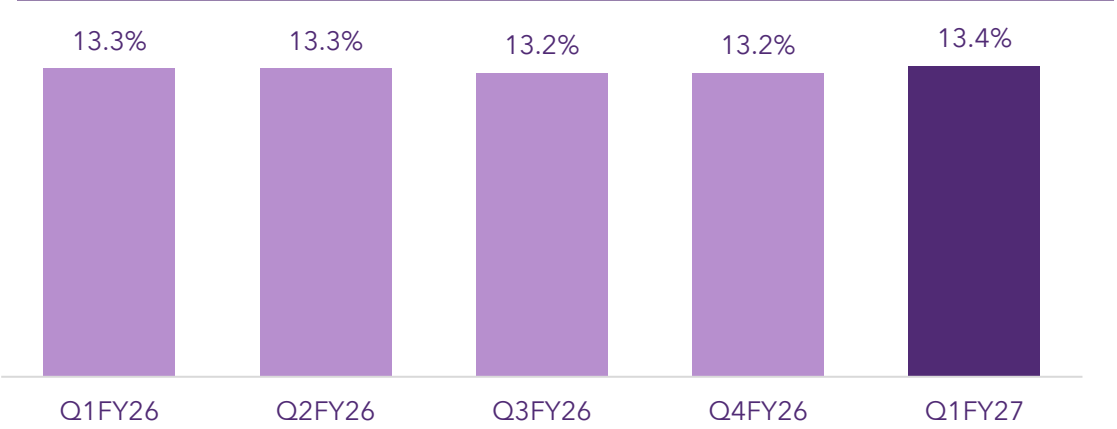
MSME (%)*



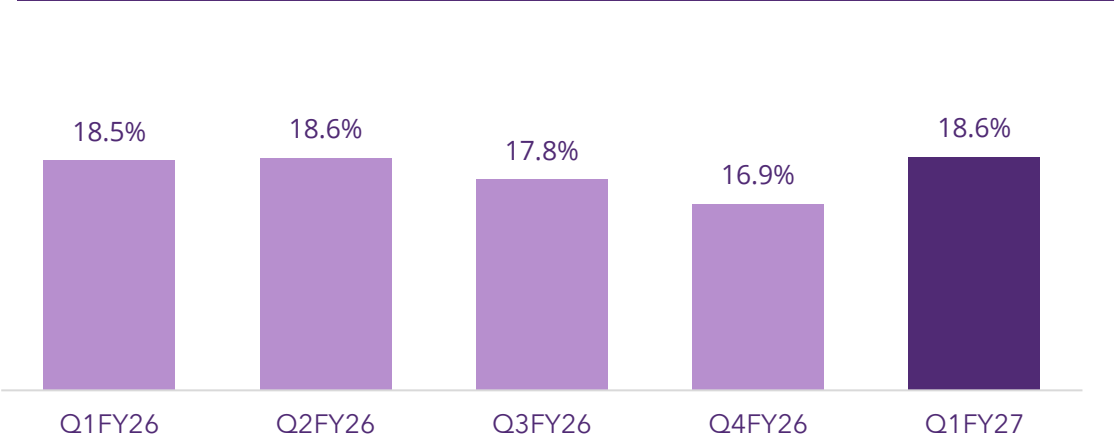
Construction Finance (%)*



Housing Finance (%)*



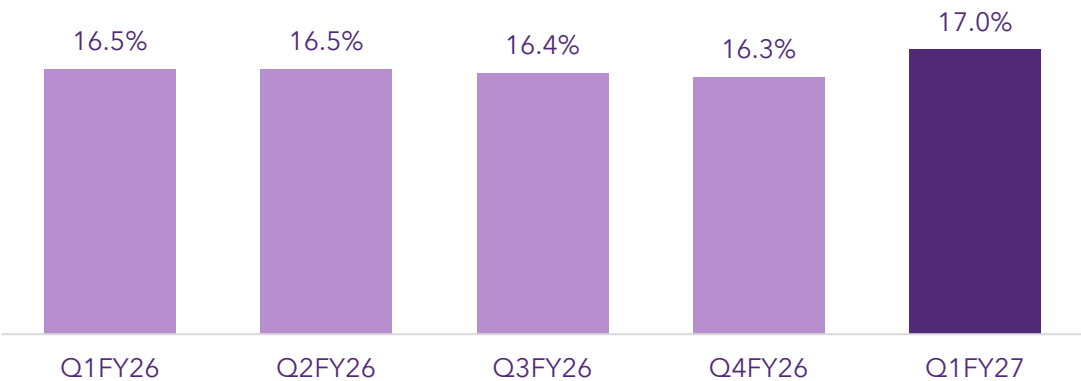
Gold Loans (%)*



Note: *Yield calculated as interest income including INDAS adjustments for processing fee, commission and other charges divided by monthly average of outstanding loans

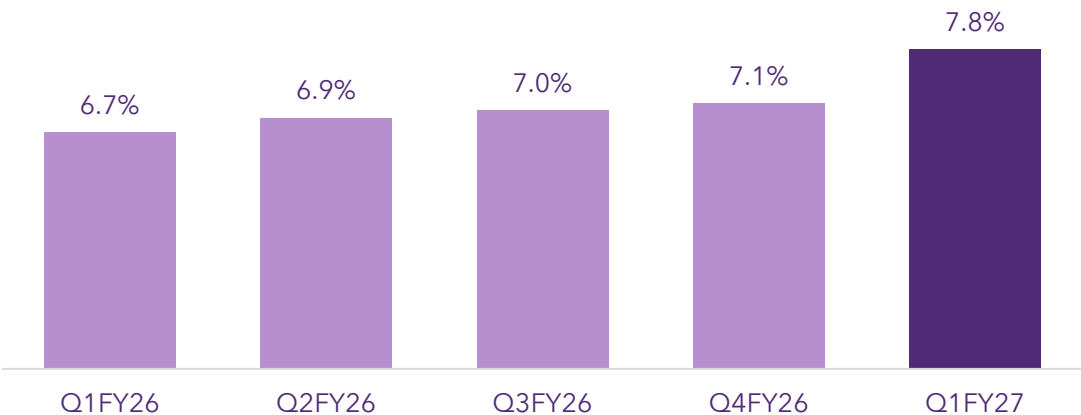
Loan Yields and Margins

Yield on Net Advances (%)

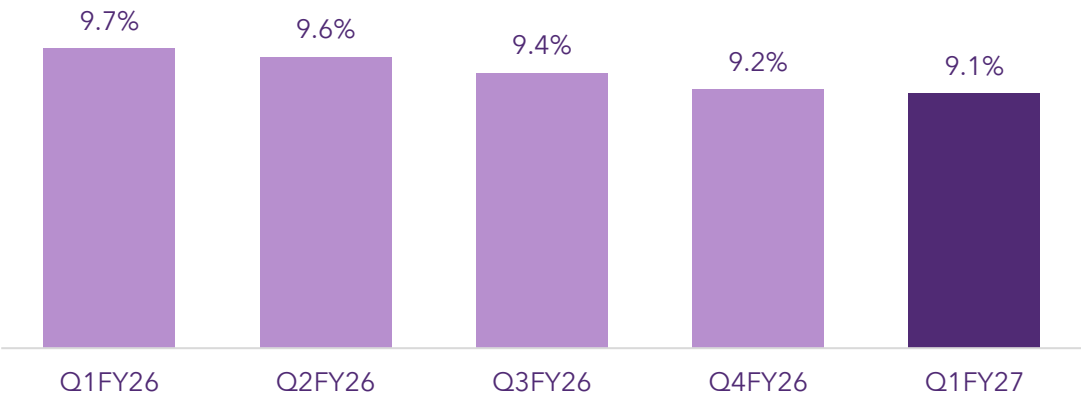


Note: Yield calculated as interest income including INDAS adjustments for processing fee, commission and other charges divided by four-month average of outstanding loans

Spreads (YoA - CoB) (%)

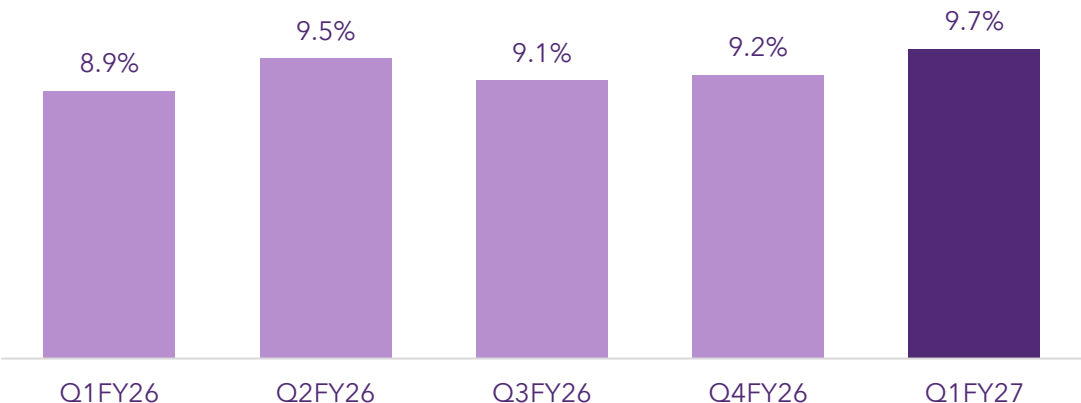


Cost of Borrowings (%)¹



Note: Calculated as (Interest Expense including processing fee divided by monthly average of borrowings)

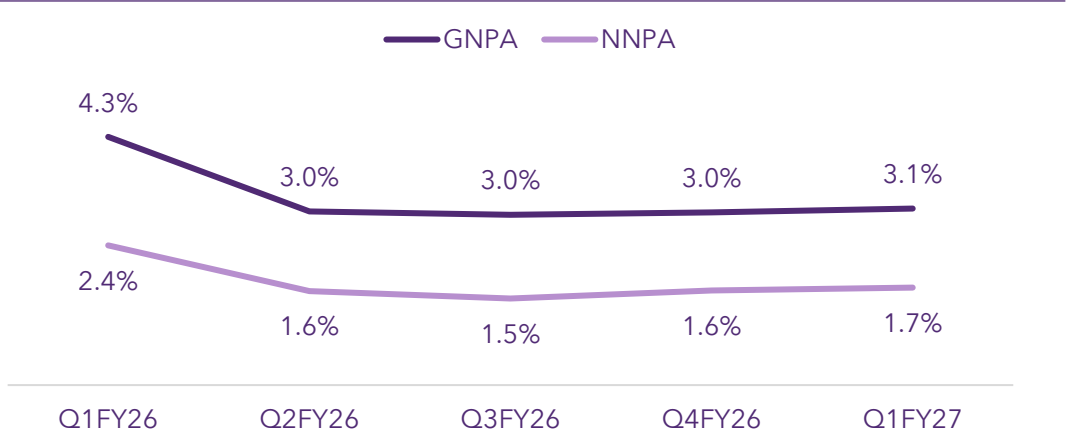
Net Interest Margin (%)²



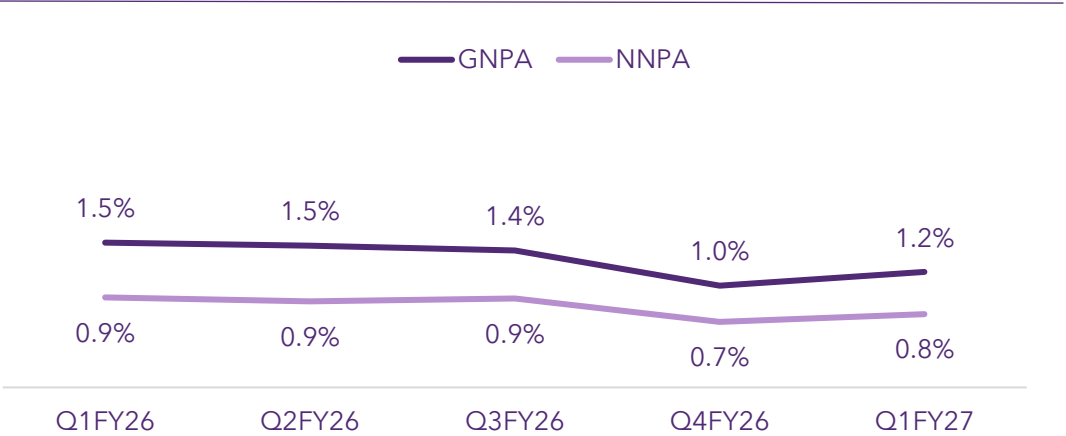
Note: Calculated using Net Interest Income / Avg. Interest Earning Assets

Disciplined Underwriting Driving Sustained Improvement in Asset Quality

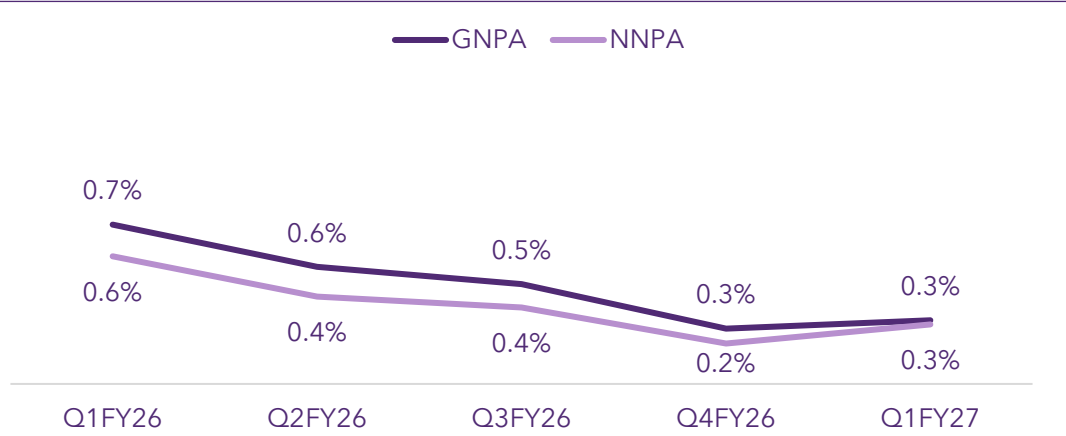
MSME



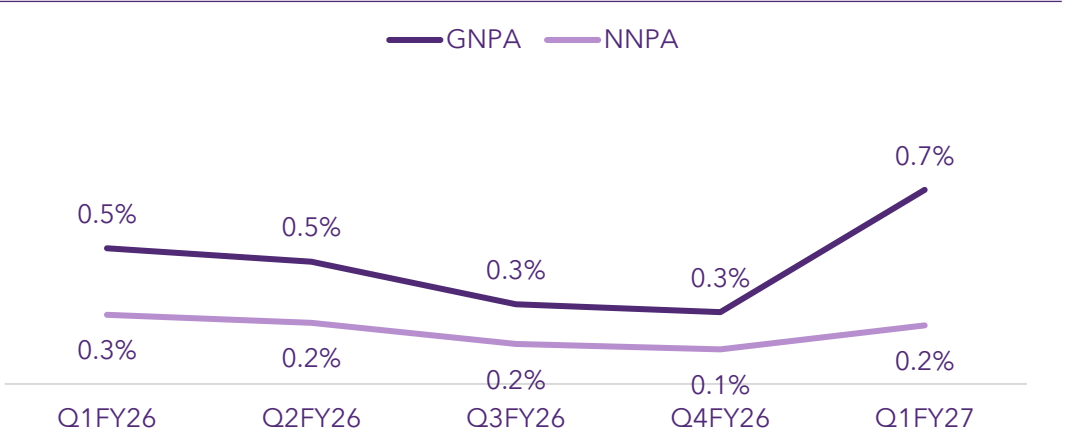
Housing Finance



Gold Loan



Construction Finance



Adequate Provision Coverage

₹ mn except stated

ECL Analysis As Per IndAS	Q1FY27	Q4FY26	Q3FY26	Q2FY26	Q1FY26
Stage 1 - Gross	304,395	277,537	220,712	202,607	189,118
Stage 1 - ECL Provisions	1,838	1,576	1,054	1,067	1,013
Stage 1 - Net	302,557	275,961	219,657	201,540	188,106
Stage 1 - ECL Provisions %	0.6%	0.6%	0.5%	0.5%	0.5%
Stage 2 - Gross	12,063	8,215	9,213	8,258	8,228
Stage 2 - ECL Provisions	1,135	968	905	919	835
Stage 2 - Net	10,928	7,248	8,308	7,338	7,393
Stage 2 - ECL Provisions %	9.4%	11.8%	9.8%	11.1%	10.1%
Stage 3 - Gross	3,387	2,643	2,753	2,741	3,355
Stage 3 - ECL Provisions	1,465	1,089	1,199	1,174	1,375
Stage 3 - Net NPA	1,922	1,554	1,554	1,567	1,981
Stage 3 - ECL Provisions %	43.2%	41.2%	43.6%	42.8%	41.0%
Total - Gross	319,845	288,396	232,678	213,606	200,702
Total ECL Provisions	4,438	3,633	3,158	3,161	3,222
Stage 3 % - Gross NPA	1.1%	0.9%	1.2%	1.3%	1.7%
Stage 3 % - Net NPA	0.6%	0.5%	0.7%	0.7%	1.0%

RoAA Tree

Quarterly Comparison

Calculated as % of Average Assets (%)\\	Q1FY26	Q2FY26	Q3FY26	Q4FY26	Q1FY27
Interest income	14.7%	14.8%	14.5%	14.6%	15.3%
Interest expenses	7.1%	6.8%	6.7%	6.6%	6.8%
Net interest income	7.5%	8.0%	7.9%	7.9%	8.5%
Net Car Loan Fee	0.4%	0.4%	0.3%	0.3%	0.4%
Co-lending Income	1.3%	1.4%	1.8%	1.3%	0.8%
Insurance distribution	0.5%	0.5%	0.5%	0.9%	0.5%
Other income	0.9%	1.2%	1.1%	0.8%	0.9%
Non-interest income	3.0%	3.4%	3.7%	3.3%	2.5%
Net total income	10.5%	11.5%	11.6%	11.2%	11.0%
Employee expenses	3.3%	3.8%	4.3%	4.3%	3.5%
Other expenses	1.1%	1.4%	1.2%	0.9%	1.1%
D&A	0.4%	0.4%	0.4%	0.4%	0.3%
Operating expenses	4.9%	5.7%	6.0%	5.5%	4.9%
Operating profit	5.6%	5.8%	5.6%	5.7%	6.1%
ECL provisions	1.3%	0.5%	0.2%	0.7%	1.0%
Write-offs	0.2%	0.0%	0.1%	0.1%	(0.3)%
Total Provisions	1.5%	0.5%	0.4%	0.7%	0.7%
Profit before tax	4.2%	5.3%	5.3%	5.0%	5.4%
Profit after tax (RoAA)	3.2%	4.0%	3.9%	3.8%	4.1%

Consolidated Income Statement

Quarterly & Annual Comparison

₹ mn except stated

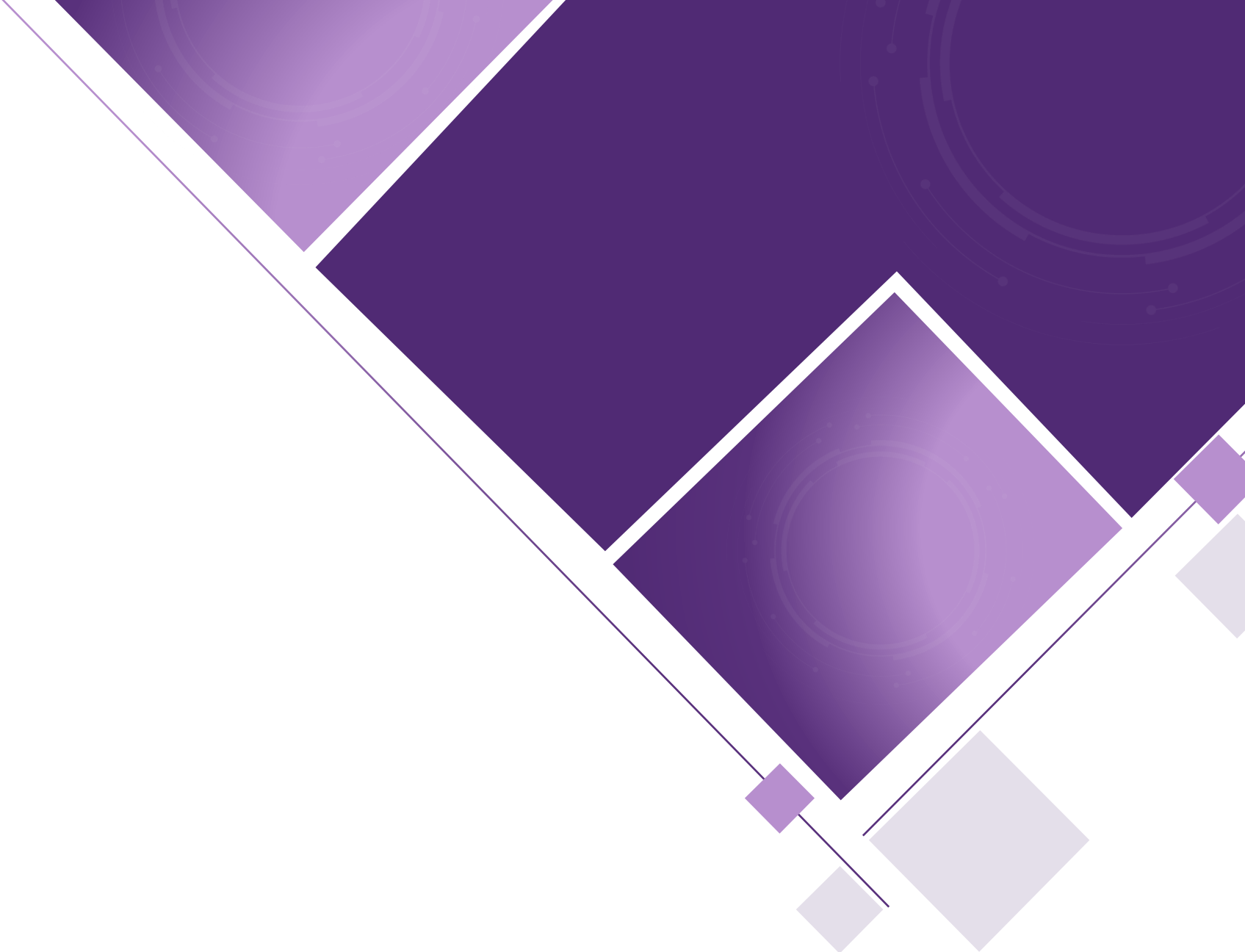
Particulars	Q1FY27	Q1FY26	Y-o-Y (%)	Q4FY26	Q-o-Q (%)	FY26	FY25	YoY (%)
Interest earned	13,229	8,064	64%	10,942	21%	37,277	26,050	43%
Interest expense	5,865	3,940	49%	4,986	18%	17,298	12,736	36%
Net interest income	7,364	4,125	79%	5,956	24%	19,979	13,314	50%
Net car loan fees	321	234	37%	248	29%	943	963	-2%
Co-lending income	651	705	-8%	972	-33%	3,640	1,633	123%
Insurance distribution	421	253	66%	647	-35%	1,519	628	142%
Treasury	196	81	144%	(92)		183	662	
Other operating income	580	420	38%	691	-16%	2,313	1,128	105%
Non-interest income	2,169	1,692	28%	2,467	-12%	8,597	5,014	71%
Total income	9,533	5,817	64%	8,422	13%	28,576	18,328	56%
Employee cost	3,014	1,827	65%	3,193	-6%	10,087	7,429	36%
Other expenses	1,198	875	37%	967	24%	4,025	3,558	13%
Operating expenses	4,212	2,702	56%	4,160	1%	14,112	10,987	28%
Operating profit	5,321	3,115	71%	4,263	24%	14,464	7,341	97%
ECL provisions	888	714	24%	492	80%	1,640	635	158%
Write-offs	(267)	101	-363%	46	-683%	256	373	-31%
Total provisions	622	815	-24%	538	16%	1,895	1,008	88%
Profit before tax	4,700	2,300	104%	3,725	26%	12,569	6,333	98%
Tax	1,166	551	112%	902	29%	3,083	1,548	99%
Implied tax rate	24.8%	24.0%		24.2%		24.5%	24.4%	
Profit after tax	3,534	1,749	102%	2,828	25%	9,486	4,785	98%

Consolidated Balance Sheet

Quarterly Comparison

₹ mn except stated

Particulars	Q1FY27	Q1FY26	YoY (%)	Q4FY26	QoQ (%)
Paid-up Equity	962	962	0%	962	0%
Reserves and Surplus	74,692	63,418	18%	71,073	5%
Total Equity	75,655	64,380	18%	72,035	5%
Bank Borrowings	2,50,193	152,920	64%	218,388	15%
Debt Securities	26,104	6,870	280%	22,733	15%
Other Liabilities and Provisions	14,105	8,848	59%	13,604	4%
Total Equity & Liabilities	3,66,057	233,017	57%	326,760	12%
Cash and Bank Balances	29,466	26,057	13%	21,229	39%
Investments	10,796	2,680	303%	12,361	-13%
Assets under Financing Activities	3,12,855	195,421	60%	281,499	11%
Other Assets	12,940	8,859	46%	11,671	11%
Total Assets	3,66,057	233,017	57%	326,760	12%



5 ESG

Strong ESG Performance Underpinned by Measurable Impact and Robust Governance

CAPRI
LOANS

Financial inclusion, governance and sustainability initiatives support responsible growth

←

Key ESG impact highlights⁽¹⁾

→

Environmental (E)



23% reduction of e-waste compared to FY2023-24



~500+kg of waste recycled and reused



15,300 KL of water harvesting capacity created through desilting, check dams and bunds



₹ 68 Mn government investments supported 1,924 households and created 225 hectares of water harvesting capacity



261 K pages saved by MSME and housing business through digital initiatives

Social (S)



15,519 beneficiaries reached including 13,287 women



Zero fatalities in our operations



100 training sessions conducted benefitting 8,179 individuals across 80 villages



681 SHGs formed for community strengthening and institution building



120 K women impacted through our livelihood development program

Governance (G)



100% DEI training for senior management



5 out of 6 independent directors



Zero cases of discrimination and harassment



Zero cases of money laundering, insider trading and conflict of interest



Zero cases of cybersecurity breaches or threats

Best-in-class ESG scores

←

→

Name of the ESG rating provider	Ratings
SES ESG research private limited	75 (B+)
NSE sustainability ratings & analytics limited	73
CRISIL ESG ratings & analytics limited	64 (strong)
Standard & poor's (S&P) global corporate sustainability assessment (only NBFC to qualify for S&P CSA yearbook)	70 (industry average 29)

↓

Score: 100 (industry avg. 10) Financial inclusion

Score: 100 (industry avg: 20) Human rights

Score: 100 (industry avg: 23) Customer relations

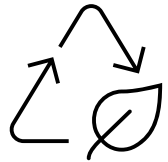
Score: 91 industry avg. 32 Privacy protection

Note: (1) Highlights for FY25

70

Key Pillars of ESG - Fostering Sustainable and Responsible Operations

Responsible operations and social impact are embedded into the operating model



01

Environmental stewardship

- Environment management system-like processes for monitoring energy, water, waste, and emissions with measurable targets.
- Focus on energy efficiency, digital-first services, and climate risk management
- Calculation of Scope 1,2,3 including Financed Emissions is now in place. The emissions are regularly tracked.
- Targeting 5% annual reduction in energy use



02

Social empowerment

- Expanding financial access for underserved communities, women, and first-time borrowers
- Purpose-driven products such as gold loans, MSME, affordable housing and micro-lap for livelihood support
- Capri foundation initiatives in education, healthcare, digital literacy, and rural empowerment
- Employee wellbeing through health, wellness, skills training, and safety policy
- Goal to reach over 200 K women beneficiaries by 2030 under CSR initiatives



03

Governance excellence

- Strong governance foundation with top management-level ESG steering committee chaired by the managing director
- Robust policies on ethics, equality, human rights, safety, ABAC, whistleblower and data privacy
- AI-enabled cyber and data protection systems to safeguard customer information
- ESG-linked evaluations for senior management and supplier accountability
- Integration of ESG KPIs in leadership goals with compliance to SEBI BRSR, GRI, and NGRBC

Board of Directors



CRO
Operational Risk Committee

HIA
Internal Audit

CCO
Compliance

BUSINESS HEAD
Credit Policy Committee

5 Independent Board of Directors
including one woman Director

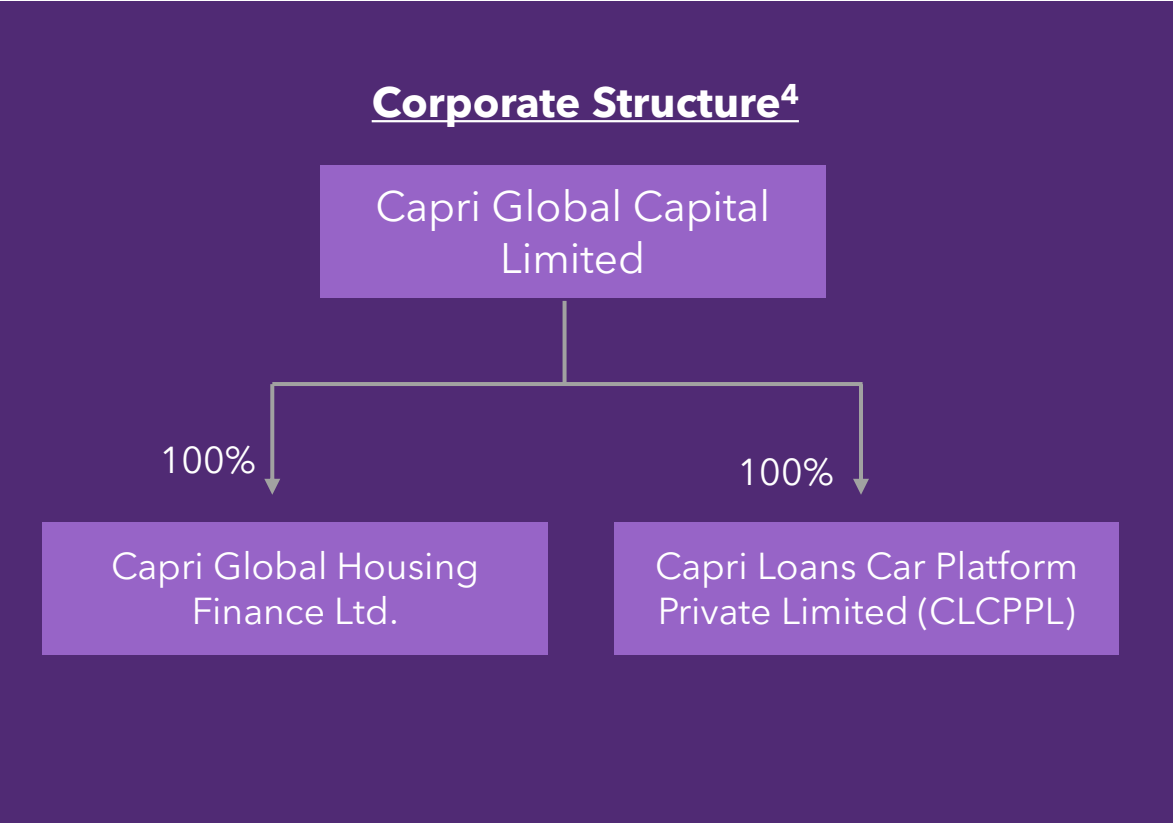
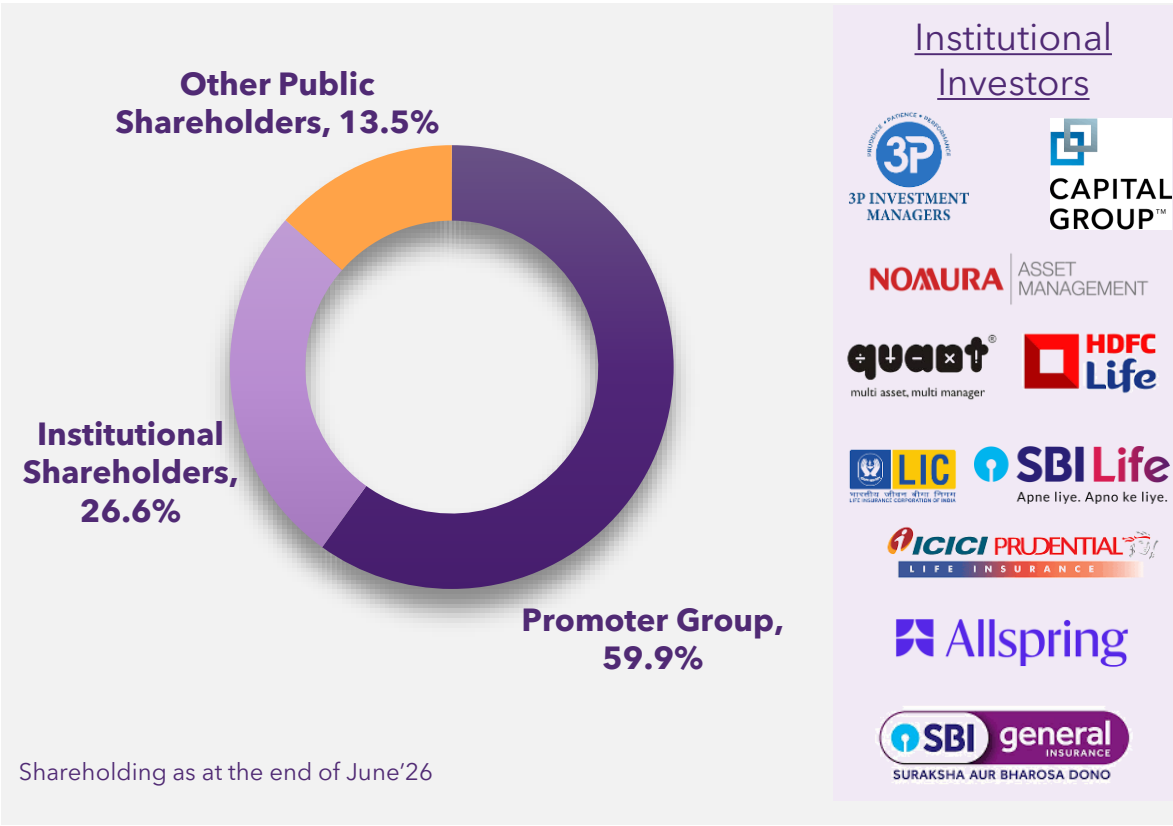
Separate Chairman and Managing Director

Zero Disciplinary Actions
For Corruption and Complaints related to Conflict of Interest against Directors or KMPs

Training & Awareness Programs
On ESG Principles conducted for Board of Directors and KMPs

Shareholding

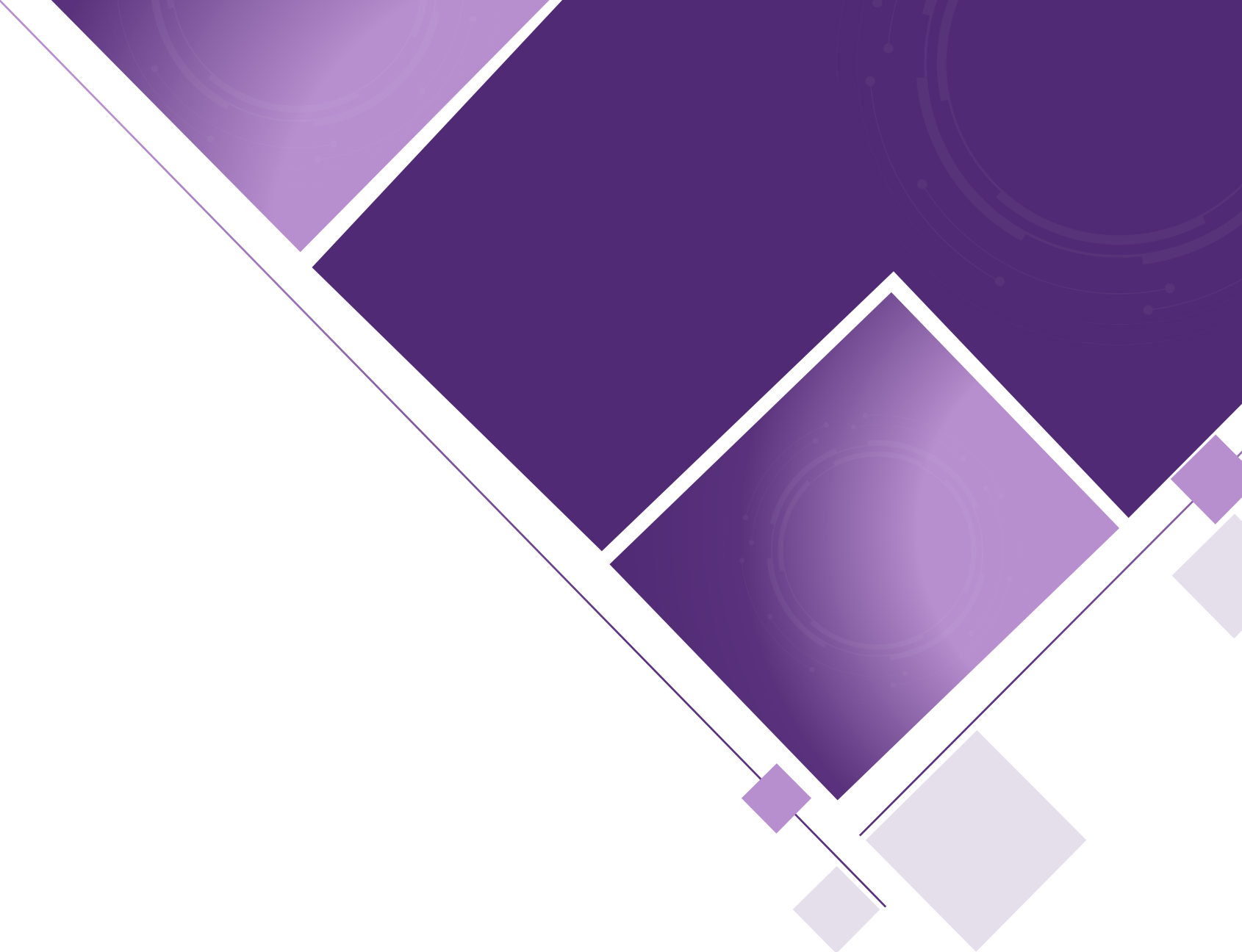
Ownership Structure & Capital Position



₹ 219bn US\$ 2.3bn² Market capitalisation¹	₹ 75.7bn Cons. Net worth³ (Jun'26)	₹ 962.2mn Paid-up Equity	₹ 1 Face Value
--	---	--	--------------------------------------

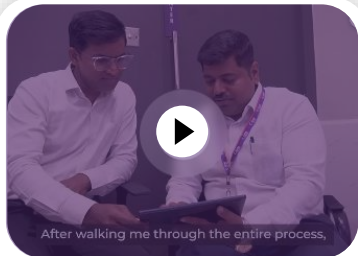
Note: 1. Market capitalization NSE on 30th June 2026, 2. FX (USD/INR): 95, 3. Not adjusted for DTAs, 4. Capri Global Capital Markets Pvt. Ltd., Capri Global Securities Pvt. Ltd. and Capri Global insurance Brokers Pvt. Ltd. were also incorporated in 2025.

6 Annexure



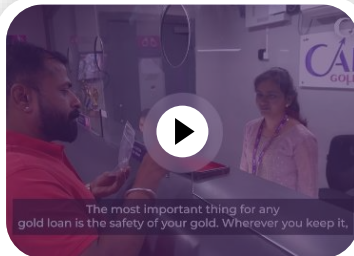
Delivering Impactful Customer Outcomes

Gold loans



"Capri staff explained everything to me clearly and shared all the details I needed; Interest rates offered were much lower. Best part was that disbursement was transferred to my account very quickly. My experience with Capri s has been extremely good."

- Anthony Baddali
(Tours and Travels Business)



"Capri offered me a good interest rate and very good per-gram rate as well. With the Capri App, making payments became very easy staff were extremely supportive and co-operative, the entire payment process has become very smooth."

- Raghvendra Bhat
(Event Management Business)

MSME loans



"When I applied for the loan, I didn't have to face a lot of difficulties. The staff from Capri Global came to see the property, my work & my documents. I had to go Capri office just once to collect the cheque."

- Arun Gupta
(Cosmetics Store)



"I am extremely grateful to Capri Global for helping me get my business done. I got my loan sanctioned in just 15-20 days. Today I have a surplus of good in my shop and every distributor in the area is eager to work with us."

- CG Baidnath
(Kitchenware Store)

Housing loans



"I was able to realize my dream only because of Capri Global Housing Finance Limited. Thank you for taking care of individuals like me."

- Raghavendra Joshi
(Rickshaw Driver)



"Today people respect me in my neighbourhood because of my own home. Thank you Capri Global Housing Finance Limited, for financing my dream home."

- Pravin Devekar
(Security Guard)

Building the Brand Capri Loans – Brand Ambassadors

Key Brand Ambassadors amplify the Brand message and build resonance and affinity with our target audience



Lady Superstar **Nayanthara** joins acclaimed actor **Pankaj Tripathi**, who continues his association with the brand, as Brand Ambassadors.

This partnership reinforces Capri Loans' commitment to building a **strong and relatable connect with regional audiences** across the country.

Together, the two Brand Ambassadors represent the company's vision of creating deeper resonance **with diverse customer segments across India.**



Building the Brand Capri Loans

Large-reach campaigns position Capri as a trusted partner in moments of need



The advertisement features the Capri Loans logo at the top left with the tagline "Farz Nibhaatey Hain". Below it, the text reads "Zindagi ke har mod par, zaroorat ke waqt jo saath de - Capri Loans". The central image shows a man in a white shirt and lanyard, likely Pankaj Tripathi, standing in a kitchen and talking to another man. Below this, there are two smaller images: one of a modern interior and another of a wedding ceremony with two ornate chairs. At the bottom, there are logos for MSME LOAN, GOLD LOAN, and HOME LOAN, along with the website "capri loans.in" and the hashtag "#ZarooratMeinSaath". A small disclaimer at the bottom left states: "Home Loans are brought to you by Capri Global Housing Finance Limited - wholly owned subsidiary of Capri Global Capital Limited."



#ZarooratMeinSaath
(Feb - March '26)

Following a successful awareness campaign for our target audience, we launched **Zaroorat Mein Saath** with Pankaj Tripathi to drive brand and product consideration. The campaign positioned Capri Loans as a brand that supports customers in moments that matter.



Campaign
Delivery

- Achieved **133 Mn+ cumulative reach** across platforms
- **TV ads on top Hindi news channels**, reaching **10 Mn+ viewers**
- **Digital campaigns** across YouTube, LinkedIn, Facebook, and Instagram, reaching **123 Mn+ users**
- Instagram collaboration with **Pankaj Tripathi**, delivering **9.3 Mn+ views**
- Enhanced branch visibility through on-ground collateral
- Featured across leading media platforms such as **ET Brand Equity, AFAQs, and Adgully**



Campaign
Measurement

YouTube Brand Lift Study confirmed a notable improvement in Brand Awareness among the exposed audience.

Building the Brand Capri Loans

High-impact media execution reinforces inclusive customer positioning

#TarrakiKeHaath

Our brand ad campaign with **Pankaj Tripathi** was designed to drive awareness and recall, while positioning Capri Loans as an inclusive, impact-driven brand. It was executed through a 360° media plan, achieving an overall **180 Mn+ cumulative reach**



Campaign measurement

- Outperformed 96% of Indian campaigns (1,887 studies) and 98% globally (Kantar database)
- Demonstrated high efficiency and strong message impact (Kantar Brand Lift Study)



The Campaign was recognized Best TV Advertising Campaign by Afaqs BankFin 360 (Excellence in BFSI Marketing Awards)

Awards and Recognition



"Best Brands - 2024" award at the ET Now Best Brands Conclave 2024



Corporate Environment Excellence Award by World Environment Council



The Economics Times - Most promising Leader of Asia in 2020 - 21



Best AI / Machine Learning initiative, Compliance initiative & New Application Development Awards - by Banking Frontiers 2025



The Economics Times - Best BFSI Brands 2019



National Housing Bank - Winner in the Category of Growth in Housing Loan (Asset size : ₹100 Cr to ₹ 500 Cr), 2025



Best TV Advertising Campaign for Tarakki Ke Haath by Afaqs Bankfin 360 - Excellence in BFSI Marketing Awards



"Great Place to Work" - Awarded for 5 consecutive years



Best CSR initiative in Non-Banking Sector by Bharat CSR & Sustainability Awards, 2025

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Thank You!



Mr. Hardik Doshi
hardik.doshi@capriglobal.in
M: +91 81083 45011

Ms. Shweta Daptardar
Shweta.Daptardar@capriglobal.in
M: +91 9930 794999

Our Vision

To create an inclusive & transformative credit ecosystem, with equal & fair access to capital for people & businesses and help them fulfil their potential.

Our Mission

Our mission is to empower more people and businesses with our versatile loan offerings. We believe in building pathways of prosperity for all towards a brighter & inclusive financial future. We aim to foster progress by bridging the gap between aspirations and opportunities with a new-age platform that helps deliver diverse financial goals.