

RELIGARE FINVEST LIMITED LAUNCHES GUIDEBOOK FOR FAMILY MANAGED BUSINESSES IN ASSOCIATION WITH EDI

Ahmedabad, 16 December, 2013 – Religare Finvest Limited (RFL), the SME-focused lending arm of Religare Enterprises Limited, today launched ‘Mantras to W.I.N’ - a guidebook on Family Managed Businesses - in association with the Entrepreneurship Development Institute of India (EDI). The book has been curated as part of Religare’s thought leadership initiative and outreach programme for SMEs which are mainly Family Managed Businesses (FMBs).

The book was launched as a tool to provide FMBs with insights into managing and further building their business. It aims at catalysing their thought process and enabling them to take their next leap of growth. The theme of the book, which focuses on three important concepts, aptly stands out as the acronym in its title ‘W.I.N’ - **W- Wisely choose your values and leadership ; I- Improve strengths and resources ; N- Nurture growth and brace up for the future.**

‘Mantras to W.I.N’ is a step-by-step guide for FMBs to help them understand their company structure and enable them to build strong foundations on family strengths. It comes equipped with easy to consume information, engaging infographics and ‘Do-it-yourself’ tests to gauge their own aptitude, which will trigger them to self-analyse, evaluate and restructure themselves accordingly.

With a view to partner and reach out to likely readers of the book, RFL has decided to collaborate with EDI to do a special launch for its alumni. The company is also open to the idea of partnering with similar organizations and bodies to reach out to relevant audiences.

Commenting on the occasion, **Mr. Kavi Arora, Chief Executive Officer, Religare Finvest Limited** said, “Religare Finvest Limited is committed to not only making financing easier for SMEs through innovative, pioneering and industry-leading offerings but also providing them with solutions beyond finance that will enable them to become robust organizations in the long run. We understand that family businesses have immense potential and with this book, we would like to share our management experience from which the FMBs can learn and manage their businesses better and more efficiently. This book is our endeavour in becoming a complete growth-oriented partner for all our customers.”

About Religare Finvest Limited

Religare Finvest Limited (RFL) a subsidiary of Religare Enterprises Limited (REL) is a Small and Medium Enterprise (SME) financing focused NBFC. With a wide network of branches and ISO certification 9001:2008, RFL is committed to providing debt capital to power the growth of the SME’s which constitute as the backbone of India’s economy. RFL understands that each financial need is unique and offers customized solutions to empower the customer to prosper. With a belief that the customer’s success is their success, its presence in 25 branches across all major cities plays a vital role in nurturing the customers’ business while growing to a book size of over INR 11308 Crores. (As on 31st March 2013).

RFL has been awarded the Finnoviti 2012 award in the “Innovation in Process” category.
For more information, please visit www.religarefinvest.com

About Entrepreneurship Development Institute of India (EDI)

The Entrepreneurship Development Institute of India (EDI), an autonomous body and not-for-profit institution, set up in 1983, is sponsored by apex financial institutions, namely the IDBI Bank Ltd, IFCI Ltd, ICICI Ltd and State Bank of India (SBI).

EDI is engaged in promoting Entrepreneurship through education, research, training & institution building at national & international levels. The vision of the institute is to become a catalyst in facilitating emergence at competent first generation entrepreneurs and transition of existing SME's into growth-oriented enterprises.

For further information, please contact:

Shagun Sabharwal
Senior Manager- Corporate Communications
Religare Enterprises Limited
mediarelations@religare.com
T: +91 11 39126189
M: +91 9958768885

Aabhas Pandya
Fortuna PR
aabhas@fortunapr.in
M: +91 9811296079

Rakesh Sharma
Fortuna PR
rsharma@fortunapr.in
M: +91 98335 37679

Kushal Khosla
Fortuna PR
kushal@fortunapr.in
M: +91 9891865029