

**PROFESSIONAL TRAINING REPORT ON  
SUNDARAM FINANCE PRIVATE LIMITED**

Submitted in partial fulfillment of the requirements for the award of

**Bachelor of Commerce**  
by

**SUBHASRI. R**  
**Register No. 41740305**



**SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA**  
**INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**(DEEMED TO BE UNIVERSITY)**  
**CATEGORY-1 UNIVERSITY BY UGC**

**Accredited with Grade “A++” by NAAC | 12B Status by UGC | Approved by AICTE**  
**JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**SEPTEMBER - 2023**



# **SATHYABAMA**

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**[www.sathyabama.ac.in](http://www.sathyabama.ac.in)**

## **BONAFIDE CERTIFICATE**

This is to Certify that this Internship "Training in Sundaram Finance Private Limited-Chennai" is the bonafide record of work done by Subhasri. R (Reg No:41740305) From 4<sup>th</sup> Sep to 13<sup>th</sup> Oct 2023. Who carried out the internship Training report entitled "Finance".

**Dr. Robin Bharma**

Internal Guide

**Ajay Kumar Rendla DGM – CCPD**

External Guide

**(Dr. G. Bhuvaneshwari. MBA, Ph.D.)**

**Dean-School of management Studies**

**Submitted for Viva voce Examination held on \_\_\_\_\_**

**Internal Examiner**

**External Examiner**

## Internship Certificate



**SUNDARAM FINANCE**  
*Enduring values. New age thinking.*

October 16<sup>th</sup>, 2023

### WHOMSOEVER IT MAY CONCERN

We hereby certify that Ms. Subhasri R (Reg No: 41740305) studying B.Com General in Sathyabama Institute of Science and Technology, Chennai has completed her Internship in our organisation from September 4<sup>th</sup>, 2023 to October 13<sup>th</sup>, 2023.

Performance during training: Good

**For Sundaram Finance Limited**

**Kartik Swaminathan T**  
**Head Learning & Development**

**Sundaram Finance Limited**

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Regd. Office: 21, Patullos Road, Chennai – 600 002, India    PAN : AAACS4944A    CIN: L65191TN1954PLC002429  
Ph : +91 44 2852 1181    [www.sundaramfinance.in](http://www.sundaramfinance.in)    Email: [wecare@sundaramfinance.in](mailto:wecare@sundaramfinance.in)

## **DECLARATION**

I Subhasri. R, hereby declare that the presented report of Internship titled “FINANCE” is prepared by me after the completion of one month under the guidance of (Dr. Robin Bharmaraj) Internal Guide and (Ajay Kumar Rendla – DGM CCPD) External Guide at Sundaram Finance pvt ltd. is submitted in partial fulfilment of the requirements.

**Date:**

**SUBHASRI. R**

**Place: Chennai**

**SIGNATURE OF THE CANDIDATE**

## ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneshwari, MBA., Ph.D. Dean, School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my **guide Dr. Robin Bharma.** for her valuable guidance, Suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the school of management studies who were helpful in ways for the completion of the project.

**SUBHASRI. R**

## **ABSTRACT**

A study on the functioning department of the Sundaram Finance Private limited. Through this industrial training I understood the present conditions on Sundaram finance. This report discusses the skills and experience gathered during the period of training.

## Executive Summary

The main objective of the internship is to full fill the requirement of the Bachelor of Commerce program as prescribed by the UG. An intern has to prepare project report at the end of the internship period but the main objective of the internship is to get the hands-on experience of the real-world organization. The internship was completed with the objective of getting practical knowledge in the Finance department of **“SUNDARAM FINANCE Pvt. Ltd”**.

The first responsibility I was assigned on this internship period was to observe and understand the walk-in customers and the queries raised by them. As an intern, I realized that I was successful to gather a lot of significant learning experiences which would be helpful in my future career. I was actively involved in the department activities.

I also attempted to gather more information on basic job functions of the working staffs on different work backgrounds. It was commendable to see how whole heartedly they welcomed, acknowledged and appreciated new ideas and knowledge. I have provided few recommendations based upon my understanding and knowledge. I successfully completed all the assigned duties and handed them over to the DEPUTY GENERAL MANAGER at the end of the internship. I thoroughly enjoyed the challenges that came along every single day. I could also bring some minor improvisations during my internship which were able to leave their marks. These lessons that I have learned will be a valuable one for my future endeavours as well.

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# CHAPTER 1

## INTRODUCTION

This report is a short description of one month internship carried out in Sundaram finance as a compulsory component of B.Com. At the beginning of the internship, I formulated several learning goals, which I wanted to achieve.

To understand the functioning and working condition of a manufacturing company.

To see what is like to work in a professional environment.

To get experience in working in another with persons from another culture

To enhance my communication skill

To build a network The internship report contains an overview of the internship company and the activities, tasks and projects that I have worked on during my internship. Finally, I give a conclusion on the internship experience and my learning goals that I have achieved.



### **SUNDARAM FINANCE PVT LTD**

is a non-banking financial company that has grown over the past decades on the foundations of dedicated customer service, fair business practices, efficient, safe and trusted financial policies. Sundaram Finance was listed in Dun & Bradstreet's India's Top 500 companies for 2014.

- My internship at was one of the most informative and experience I have gained so far in my academics. I did my internship in Finance department;
- It was a good experience to gain knowledge as well as to enjoy the company's hospitality during internship.
- In this internship period, I learnt about the process of fresh forms, renewal, renewal consolidation, part payment, matured payment, intern interest, pre-mature payment and renewal addition.
- This internship report contains my activities that were done in the company. The following chapter a description of the organization
- SUNDARAM FINANCE LTD(SF) and the activities that are undertaken by the firm.

After which is a reflection on my functioning, the knowledge gained during the internship is described. Finally, conclusion on the internship experience according to my learning goals are provided.

## **1.1 Company profile**

Founder : T.V. Sundaram Iyengar & Sons

Founded in the year : 1954

Corporate Address : No 21, Patullos Road, Mount Road Chennai-600002, Tamil Nadu. [WWW.sundaramfinance.in](http://WWW.sundaramfinance.in)

Business operations : finance

Market cap : 205.87 B

Company Secretary : Sri P Viswanathan

Management details : Chairman - Sri S Viji

Managing director : Sri T T. Srinivasa Raghavan

Directors : S. Ram, P.N. Venkataramani, S. Mahalingam, S. Prasad, S. Ravindran, Ms Shobhana Ramachandran, Rajiv C. Lochan

Sundaram Finance has grown over the past decades on the foundations of dedicated customer service, fair business practices, efficient, safe and trusted.

#### **1.1.1 Company's Vision:**

"To be the most respected NBFC in the country".

#### **1.1.2 Company's Mission:**

"To deliver the "Sundaram Experience" to all customers, big and small, in keeping with the ethos of the company".

#### **1.1.3 Founder of the company:**

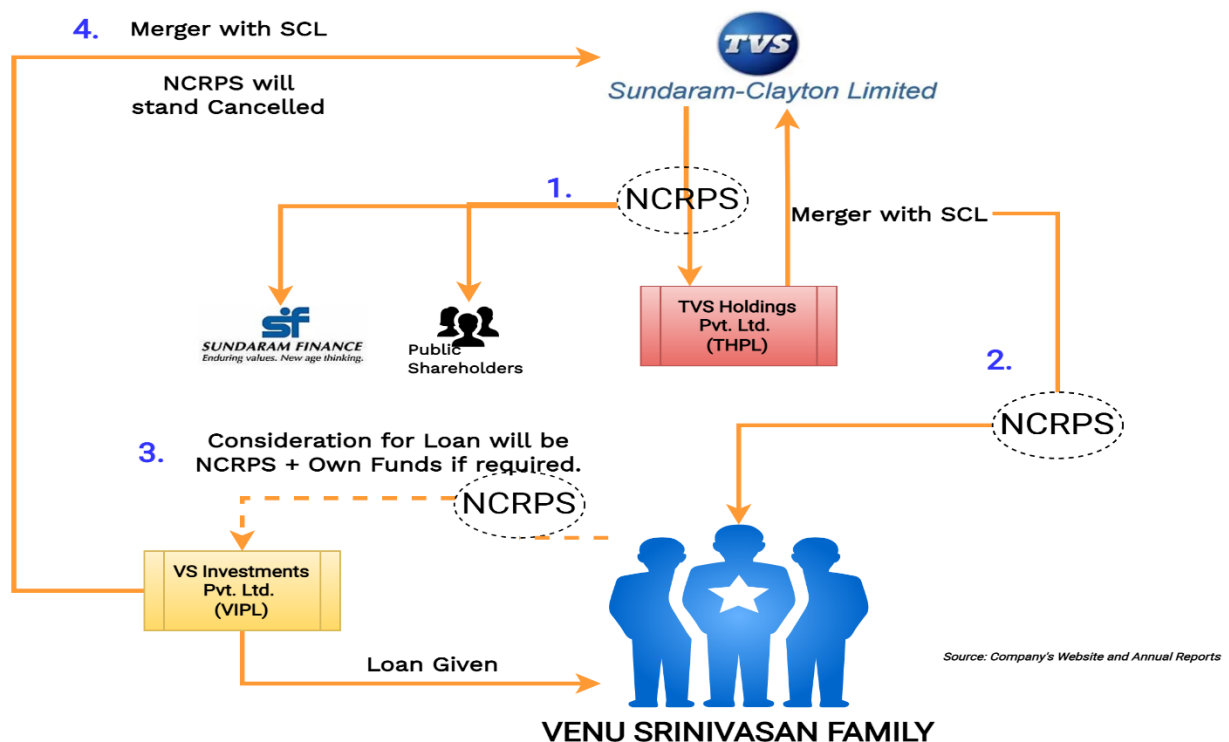
The company was founded by Sri T. S. Santhanam. He has a rich experience in the automobile and road transport sector for nearly six decades. He was the founder, director and First managing director of Sundaram Finance limited and has served on various committees constituted by the central Government and Reserve bank of India on various aspects relating to growth and development of the road Transport and non & banking Financial Companies. The company gets its funds from the main sources namely, financial policies.

#### **1.1.4 History:**

Sundaram Finance was established in 1954 when Sri T. S. Santhanam, the Founder, envisioned the future of hire-purchase finance in India. The company was started with a paid-up capital of Rs. 2 Lakhs and promoted by Madras Motor & General Insurance Company which was then one of the leading insurance companies in India prior to nationalisation in 1971. Started with the primary objective of financing the purchase of commercial vehicles, the company, has today grown into one of the most trusted financial services groups in India. It has a nation-wide presence of nearly 640

branches, over two lakh depositors and three lakh commercial vehicle and car finance customers. Today, Sundaram Finance Limited has a diversified presence in Mutual Funds, Housing Finance, General Insurance, IT, Business Process Outsourcing and Retail Distribution of a wide array of financial services and products. The company's Diamond Jubilee in August 2014 was preceded by the birth centenary of its Founder in November 2012. The company was started with a paid-up capital of Rs.2.00 Lakhs and promoted by Madras motor and general insurance company. and later went public in 1972. The Company's shares were listed in the Madras Stock Exchange in 1972 and in the National Stock Exchange in January 1998.

### Issuance and Re-Organisation of Shares as part of the Restructuring Transaction



#### 1.1.5 Sundaram Group Entities:

The Sundaram finance group offers a diverse portfolio of products and services from below mentioned group of companies.

- 1954 – Sundaram Finance
- 1996 – Sundaram Mutual (Mutual Fund Business)
- 1999 – Sundaram Home (Home Loan Business)

- 2000 – Royal Sundaram (Insurance Business)
- 2001 – Sundaram Business Services (Out sourcing Business)
- 2018 – Sundaram Finance Holdings (Investments)

#### 1.1.6 Industry Profile:

NBFCs act as a financial intermediary that accept deposits, providing credits and playing a crucial role in the channelling scarce financial resources to capital generation.



#### 1.1.7 Corporate Philosophy

Sundaram Finance embraces a philosophy that combines Growth, Quality and Profitability and remains rooted to its ideal of protecting and enhancing shareholder value. The founding philosophy of the company is that everything begins with the customer and the very genesis of the company was a response to a widely felt need among road transport operators for a fair and reasonable dispensation of financial assistance. Our Founder, Late Sri T S Santhanam, enshrined in the company, the core values which we call - The Sundaram Way - that have been our guiding light, through the decades. While we are deeply rooted in our values and proud of our heritage, we are also constantly innovating in terms of technology and processes to deliver the unique Sundaram Experience.

## **Community Activities**

Sundaram Finance together with its subsidiaries is involved in a number of community focused activities that exemplify its strong commitment to the society. Some of the major initiatives that the company is involved in, are in the areas of health, education, environment and preservation & promotion of the country's rich culture and heritage. Sundaram Medical Foundation, a non-profit Trust that runs Dr. Rangarajan Memorial Hospital exemplifies the commitment of the Sundaram Finance Group to the community and its citizens. It occupies an eminent position in the healthcare sector of India as a model of cost-conscious, affordable, healthcare delivery and corporate involvement in social projects. Foremost among the many causes that the Group is involved with, in the field of education is Lakshmi Charities, established 37 years ago. A charitable educational institution, it assists meritorious students from the lower income groups pursue higher education. About 1500 students, predominantly college students, are provided assistance each year. All through the year the company is involved in other community activities such as maintenance of a public park in Chennai, ecology awareness campaigns, children's music programmes, and art and craft workshops. We are also closely associated with the Sundaram Finance Mylapore Festival, that showcases folk art, music and dance, again with emphasis on children.

### **1.1.8 Strong Values**

- ❖ Faith.
- ❖ Depositor Confidence.
- ❖ Institutional Trust.
- ❖ Investor Steadfastness.
- ❖ Employee loyalty.

These five pillars support the strong edifice of Sundaram Finance.

An edifice built in 1954, when Shri T. S. Santhanam envisioned the future of Hire-purchase Finance in India. Sundaram Finance was promoted by Madras Motor Insurance Company, a part of the reputed TVS Group. A visionary ahead of his times, Shri Santhanam identified the opportunities that arose as a fledgling nation embarked on the path of development, anticipating the important role the finance industry would play in the emerging market scenario in the country.

It was his foresight and entrepreneurial instincts, which laid the foundations of Sundaram Finance. Foundations that would ensure a secure future.

### 1.1.9 Reaching Out

- Driven by the sincerity of Shri Santhanam's concern for commitment to and passion for the small truck operators, at a time when the focus was only on financing large truck operators, Sundaram Finance emerged as a leading financier of the transport sector. Devoting its services to the growth of the road transport industry, Sundaram Finance is today synonymous with automotive financing in the country.
- Today, Sundaram Finance has a nationwide network supported by a dedicated team of service-oriented personnel, who ensure personalized customer service. Sundaram Finance remains true to its core values of prudence, fairness, transparency and service excellence which have enabled it to emerge as a leader in its chosen field.

## 1.2 Industrial Profile

### NON-BANKING FINANCIAL COMPANY (NBFC)

Different Types of NBFCs



Source-cleartax.in

A Non-Banking Financial Company (NBFC) is a company registered under the Companies Act, 1956 engaged in the business of loans and advances, acquisition of shares/stocks/bonds/debentures/securities issued by Government or local authority or other marketable securities of a like nature, leasing, hire-purchase, insurance

business, chit business but does not include any institution whose principal business is that of agriculture activity, industrial activity, purchase or sale of any goods (other than securities) or providing any services and sale/purchase/construction of immovable property. A non-banking institution which is a company and has principal business of receiving deposits under any scheme or arrangement in one lump sum or in instalment by way of contributions or in any other manner, is also a non-banking financial company (Residuary non-banking company).

### **1.2.1 NBFC's and bank**

An NBFC cannot accept demand deposits

- It is not a part of the payment and settlement system and as such cannot issue cheques to its customers
- Deposit insurance facility of DICGC is not available for NBFC depositors unlike in case of banks.

### **1.2.2 Importance:**

- Non banking financial institutions have the following importance in Indian economy.
- Greater reach.
- Flexibility in tapping resources.
- Retail services to small and medium business.
- Important component of financial market.

### **1.2.3 Role of NBFCs**

- Development of sectors like Transport & Infrastructure
- Substantial employment generation
- Help & Increase wealth creation
- Broad base economic development
- To finance economically weaker sections

### **1.2.4 Functions**

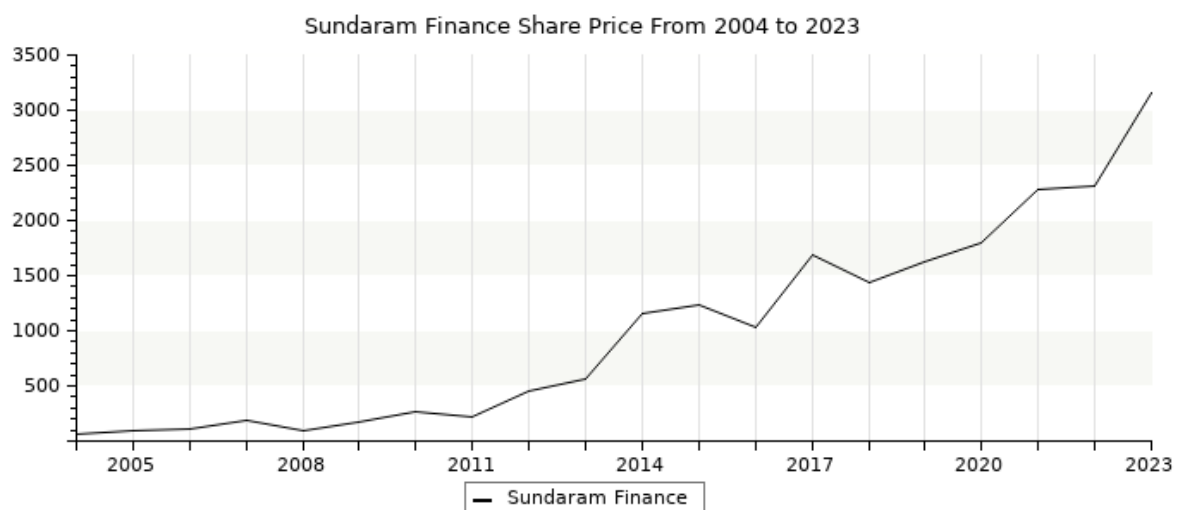
- Brokers of loanable funds
- Mobilization of savings

- Channelization of funds into investment
- Stabilize the capital market
- Provide liquidity

### 1.2.5 Current Scenario of NBFCS

The base of today's feebleness of Non- Banking Finance Companies can perhaps be traced back to early nineties. The buoyant capital market, in the first flush liberalization welcomed every issue with huge premiums and massive over subscription. This was the signal for several unscrupulous promoters to set up high profile finance companies and raise money from both the capital markets and through public deposits. The Reserve Bank of India for its part, progressively relaxed its regulatory hold over the industry and made it possible for the companies with little financial strength and even fewer scrupulous to raise large amounts of money from an unsuspecting public.

### 1.2.6 Market Capitalisation & Ratings:



The Company's shares were originally listed in the Madras Stock Exchange (MSE) in 1972, its first and only ever public offering, making it the first NBFC to be listed in MSE and were subsequently listed in the National Stock Exchange in 1998. The company has a market capitalization of Rs.18, 634 cr. on the equity share capital of Rs.111.10 cr. as on 31st March 2021.

The company's fixed deposits are currently rated "AAA" (Highest Credit Quality) by ICRA and CRISIL.

The long-term borrowings are currently rated "AAA" (Highest Degree of Safety), with a "Stable outlook" by ICRA and CRISIL. The short-term borrowings (including commercial paper) are rated "A1+"/P1+ (very strong degree of safety). The company's fixed deposits are currently rated "AAA" (Highest Credit Quality) by ICRA and CRISIL.

The long-term borrowings are currently rated "AAA" (Highest Degree of Safety), with a "Stable outlook" by ICRA and CRISIL. The short-term borrowings (including commercial paper) are rated "A1+"/P1+ (very strong degree of safety).

### **1.2.7 Current Status**

NBFI have improved their operations and strategies. Industry experts opine that they are much more mature today than they were during the last decade. In fact, aggressive strategies helped LIC housing finance to grab new customers and increase its market share in national mortgage market. The segment which was hit hardest was vehicle financing. Fortunately, since vehicle finance is asset-based business, their asset quality did not suffer as against other consumer financing business.

Deposit is taken care of the customers under the finance of the public.

Deposit high lights

- Over 1.72 Lakhs Depositors
- Total deposits aggregating over Rs. 2246.27 Cr. (Rs.22.46 billion)
- Renewal rate for deposits is more than 80 %
- Our Deposit scheme is rated MAAA/Stable by ICRA
- 'State of the Art' Information Technology.

### 1.2.8 Sundaram Finance Products



#### Car Finance



#### Commercial vehicle loan finance

# Tractor Loans



#SwitchToABetterLife

**Farm Equipment's**



# Equipment Finance

**Material Handling and construction equipment finance**



**SME Finance, Leasing**



**Working Capital Finance**

**Working Capital Loan:**

- ✓ Working capital Demand Loan
- ✓ Trans-lines (for transport operators)
- ✓ SF Express GST
- ✓ SF Smart Credit

**B. Enterprise Business Loan**

**C. Machinery Term Loan**

**D. Channel Finance**

## Working Capital Demand Loan (WCDL)



### Features

- Assessed and renewed every year
- Lesser pricing than Working Capital Loan
- Multiple WCDL Loans can be booked
- Option to close multiple loans in tranches as per your convenience

### Trans-lines



### Features

- Assessed method of income derivation
- Support to meet capital investment to maintain young fleet or expand fleet.

## SF Express GST & Smart Credit



### Features

- Loan Limit up to Rs. 1 crore. Avail loan as per your convenience:
- Fund Based Credit Facility, or
- Amortised business loan facility
- Combination of both
- Charge on Current Assets not required

## Enterprise Business Loan

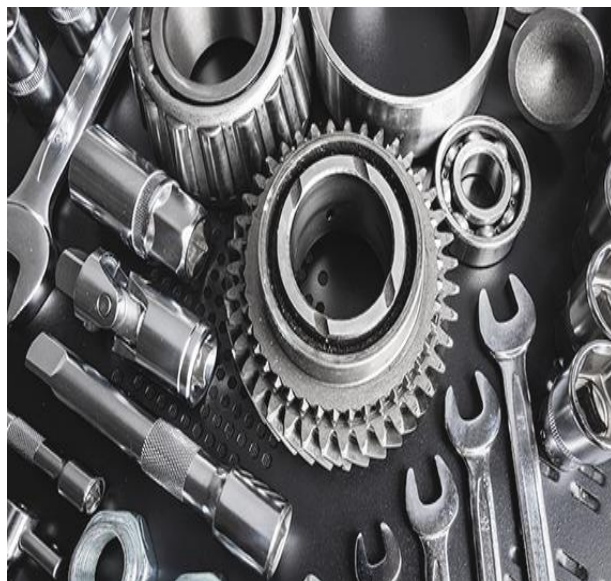
### Features

- ✓ Working capital converted as business loan
- ✓ Top up loans with speedy approvals

## Machinery Term Loan



**These Type of machines and Instruments they have to Fund**



### Features

- Finance for a wide range of General-purpose equipment
- Used Machinery Financing
- Top up loan

## Channel Finance



### Features

- ✓ Finance to Dealers to procure goods from companies
- ✓ Bills of Vendors will be discounted upon acknowledgement from companies
- ✓ Repayment period is based on the working capital cycle
- ✓ Vendors of the large companies can avail-Working Capital, Business Loans, Machinery Term Loan, Infrastructure Funding for Brown Field Project and Capacity Expansion.

## CHAPTER 2

### 2.1 Organisational Chart



## 2.2 Duties and Responsibilities of Department

### 2.2.1 FRESH FORMING PROCESS

I learnt to process fresh forms using Sundaram's finance software and got to know the various documents that are to be collected for fresh cases.

If it's a Proprietorship Company we have to collect KYC from the ANCHORS like,

1. Proprietorship PAN
2. Proprietorship Aadhar
3. Company Udhyam Certificate
4. Company PAN
5. GRTR
6. Financial Documents.
  - Bank Transactions for Last 6 Months
  - P & L Account and Balance sheet of the Company



**KYC IS MANDATORY**



In Case It is a Partnership Company we have to collect KYC from the ANCHORS like,

1. Proprietor PAN
2. Gaurantor PAN
3. Proprietor Aadhar
4. Gaurantor Aadhar
5. Company PAN

6. Partnership Deed

7. GSTR

7. Financial Documents.

- Bank Transactions for Last 6 Months
- P & L Account and Balance sheet of the Company.

## FUNCTIONAL DEPARTMENTS

### 3.1 FINANCE DEPARTMENT

#### 3.1.1 CREDIT BUREAU CHECK:

It is one of the most important things in all Banking and Non-banking Financial Companies. Credit bureaus collect the following types of information: Credit account information, including payment history, balance of an account, when the account was opened, date of the last activity, high credit on the account and the credit limit on the account. Debt collections. Bankruptcies.

Sundaram Finance Check your CIBIL (CRIF) Score Before Approving Your Loan.

- CIBIL is a record of your company's credit history, created from data submitted to CIBIL by lending institutions across India.
- The past payment behaviour of a company is a strong indication of its future behaviour.
- It is, therefore, important to understand that the CCR is heavily relied on by loan providers to evaluate and approve loan applications.
- Channel Finance
- Machinery Term Loan (MTL)

#### 3.1.2 Deposits

- Sundaram Finance offers attractive schemes to all its depositors. In fact, many of the depositors have a relationship with the company which spreads over three generations and view Sundaram Finance as synonymous with safety, security and service.
- The Company has been rated MAAA by ICRA signifying highest safety.

#### 3.1.3 Fixed Deposits

It is a deposit where the interest is being paid at Monthly/ Quarterly intervals.

| Interest Payment Date | Frequency of interest payable |           |
|-----------------------|-------------------------------|-----------|
|                       | Monthly                       | Quarterly |

|                          |             |                                   |
|--------------------------|-------------|-----------------------------------|
| Last Date of Every Month | Every Month | March, June, September, November. |
|--------------------------|-------------|-----------------------------------|

- Monthly Interest payment available for all the teams.

#### **3.1.4 Cumulative deposit**

- It is a deposit where the accrued interest is payable on Maturity along with the principal.

#### **3.1.5 NRI Deposit:**

##### **ACCEPTANCE OF DEPOSITS FROM NON-RESIDENT INDIANS (NRI)**

We accept deposits from NRIs on a non-repatriable basis.

The terms and conditions governing the NRI deposits are given hereunder:

1. Acceptance of deposits can be made only by Indian Rupees through NRO Account payable at Chennai.
  - ✓ NRI Deposits shall be accepted only through payments made from the depositors NRO A/c in India. NRI Deposits with funds transferred from NRE or FCNR(B) A/cs will not be accepted.
  - ✓ NRI Deposits shall not be accepted by any inward remittances from overseas.
  - ✓ The NRI Depositor has to give the following declaration: The amount deposited with Sundaram Finance Limited represents amounts transferred from NRO Account. Further this amount does not represent inward remittance from Overseas to NRO account or transfer of funds from NRE/FCNR(B) accounts to NRO account."
2. The depositor has to give an undertaking as given in the Appendix.
3. The depositor has to furnish his NRO bank a/c No. as both the principal and the interest shall be credited to the depositor's NRO bank a/c only.
4. Tax will be deducted at the rates prescribed by the Income Tax law in force from time to time from the interest amount irrespective of the quantum of interest.
5. The procedure for submitting the self-declaration form for non-deduction of tax is not applicable to NRI deposits. In case the depositor is not assessable to

income tax in India, an exemption certificate to that effect can be produced to us from any of the decentralised Income Tax Offices at Chennai, Bangalore, Kolkata, Hyderabad, New Delhi or from the I.T.O. (N R I Circle), New Marine Lines, Mumbai 400 026 so that no income tax is deductible at source.

6. In case, the depositor is a resident of the country covered under the Double Tax Avoidance Agreement (DTAA), we may deduct tax at the rate prescribed in the DTAA for the country in which the depositor is residing. In order to deduct tax at source at the rate prescribed in the DTAA, the depositor should sign and send us the DTAA form given in Appendix -2 along with form 10F duly attested by concerned Consulate/Embassy/Income Tax Authorities of the country the NRI Depositor lives in.
7. The depositors are requested to furnish details of their Indian and overseas address.
8. No loan against NRI Deposits will be allowed.

### 3.1.6 Interest Rate

#### Fixed Deposits

| Team (Months) | Monthly % p.a | Quarterly % p.a |
|---------------|---------------|-----------------|
| 12            | 6.96 %        | 7.00 %          |
| 18            | 6.96 %        | 7.00 %          |
| 24            | 7.21 %        | 7.25 %          |
| 36            | 7.21 %        | 7.25 %          |

#### Cumulative Deposits:

| Team Months | Rate (p.a at Quarterly Rests) | Maturity value for |            | Effective Yield % p.a |
|-------------|-------------------------------|--------------------|------------|-----------------------|
|             |                               | Rs.10,000/-        | Rs.1,000/- |                       |
|             |                               |                    |            |                       |

|    |        |            |           |        |
|----|--------|------------|-----------|--------|
| 12 | 7.00 % | Rs. 10,720 | Rs. 1,720 | 7.20 % |
| 18 | 7.00 % | Rs. 11,100 | Rs. 1,110 | 7.33 % |
| 24 | 7.25 % | Rs. 11,500 | Rs. 1,155 | 7.55 % |
| 36 | 7.25 % | Rs. 12,410 | Rs. 1,241 | 8.03 % |

- ✓ Minimum Deposit Rs.10,000/- per account
- ✓ Interest rates on existing deposits remain unchanged till maturity.

### **3.1.7 Leasing**

- Sundaram Finance diversified into leasing in 1981, when leasing was still in its conceptual stages in the country.
- Pioneering the growth of leasing with its flexible, cost-effective and tailor-made leases, Sundaram Finance, today counts among its clientele some of the most reputed blue-chip companies.

### **3.1.8 Car Finance**

Economic liberalization saw the entry of many foreign car manufacturers in the country. Realising the high growth potential of the car market, Sundaram Finance launched Sundaram car and utility vehicles. Supported by a large country wide network, strong dealer relationship and its customized services, Sundaram Finance has attained a position of strength in its area, servicing a very large customer base.

### **3.1.9 Prudence & Vision**

- Sundaram Finance achieved its leadership position by a unique combination of traditional conservatism and judicious dynamism. The values envisioned and inculcated by Shri T. S. Santhanam have endured and inspired the professional workforce at Sundaram Finance to a very high degree of commitment and dedication.
- The prudent practices followed by the Company such as strong credit appraisal skills, effective receivables management, well defined documentation and procedures have become industry bench marks.

- At Sundaram Finance, people are its most valuable assets. The Company conducts regular in-house training programmes that help motivate employees and improve leadership and managerial abilities.
- Every employee at Sundaram Finance is proud to represent an institution that values professional integrity, above all else. Sundaram Finance not only invests in its people but also in the latest advanced state-of-the-art technology.
- It set industry standards by computerising and networking all its offices through a variety of communication media including VSAT installations. These ensure efficient and smooth functioning of all its systems and procedures resulting in better customer service.

#### **3.1.10 Sundaram Finance loans**

- Working Capital Loan (WCL)
  - Working Capital Demand Loan (WCDL)
  - Trans- Line (for transport operators)
  - SF Express GST
  - Small Credit
- Enterprise Business Loan (EBL)

#### **3.1.11 Method of interest credit**

1. Interest payments through RBI Electronic Clearing Service/EFT/NEFT/NECS
2. Interest payment by way of at par cheques.

#### **3.1.12 Maturity options available**

- On maturity the depositor can opt for:
- Payment of maturity amount.
- Renewal of maturity amount.
- Renewal for lower multiple of Rs 1000/- (subject to a minimum balance of Rs 10000/- in the deposit account).
- Renewal for a higher multiple of Rs 1000/- by giving a cheque for the differential amount. (Remittance should reach the company at least one day before the date of maturity).



**SUNDARAM FINANCE®**  
*Enduring values. New age thinking.*



**Golden opportunity to make a deposit now!**

**Attractive**  
**555**  
**days**  
**deposit**  
**scheme**

**High-five to triple five!**


| Days       | Regular (% p.a.) |                    |                               | Senior citizens (% p.a.) |                    |                               |
|------------|------------------|--------------------|-------------------------------|--------------------------|--------------------|-------------------------------|
|            | Fixed Deposits   |                    | Rate (% p.a. at Annual Rests) | Fixed Deposits           |                    | Rate (% p.a. at Annual Rests) |
|            | Monthly Interest | Quarterly Interest |                               | Monthly Interest         | Quarterly Interest |                               |
| <b>555</b> | 7.49             | 7.53               | 7.75                          | 7.81                     | 7.86               | 8.10                          |

Minimum deposit ₹10,000 per account | Interest rates on existing deposits remain unchanged till maturity  
For further details, please refer the company's website and deposit application form.

**ATTRACTIVE INTEREST RATES**  
**GUARANTEED RETURNS**




ACCREDITED FOR HIGHEST SAFETY

 1800 572 1840 | 
  [deposithelpdesk@sundaramfinance.in](mailto:deposithelpdesk@sundaramfinance.in) | 
  Contact nearest Sundaram Finance branch

Sundaram Finance provide Triple Five to High Five Scheme on Customers

- It means 555 Days Deposit Schemes.

### 3.1.13 On Maturity

Maturity Intimation Letter is being sent 15 days in advance of the maturity date.

### 3.1.14 Renewal of Deposits

The depositor has to surrender the Original Deposit Receipt duly signed along with the renewal form. Deposit can be renewed from the date of maturity only if renewal instructions are received within 2 months from the date of maturity. Otherwise, the same will be renewed prospectively. Renewal with loan is not possible.

### 3.1.15 Maturity Payment

**Your  
creditworthiness  
is entirely  
in your  
control!**



**SUNDARAM FINANCE®**  
Enduring values. New age thinking.

**RBI's important classification on payment of dues**

|       |               |
|-------|---------------|
| SMA 1 | 31 to 60 days |
| SMA 2 | 61 to 90 days |
| NPA   | > 90 days     |

***SMA or Special Mentioned Account & NPA or Non-Performing Asset denote stress in the borrower's repayment behaviour***

**Also note:**

|                 |                                                                                                          |
|-----------------|----------------------------------------------------------------------------------------------------------|
| Date of default | Starts when loan instalment is not paid by due date                                                      |
| Out of NPA      | Happens when arrears of all instalments and dues on all accounts are paid by end of respective due dates |

**Pay on time.**

**Protect your credit score!**

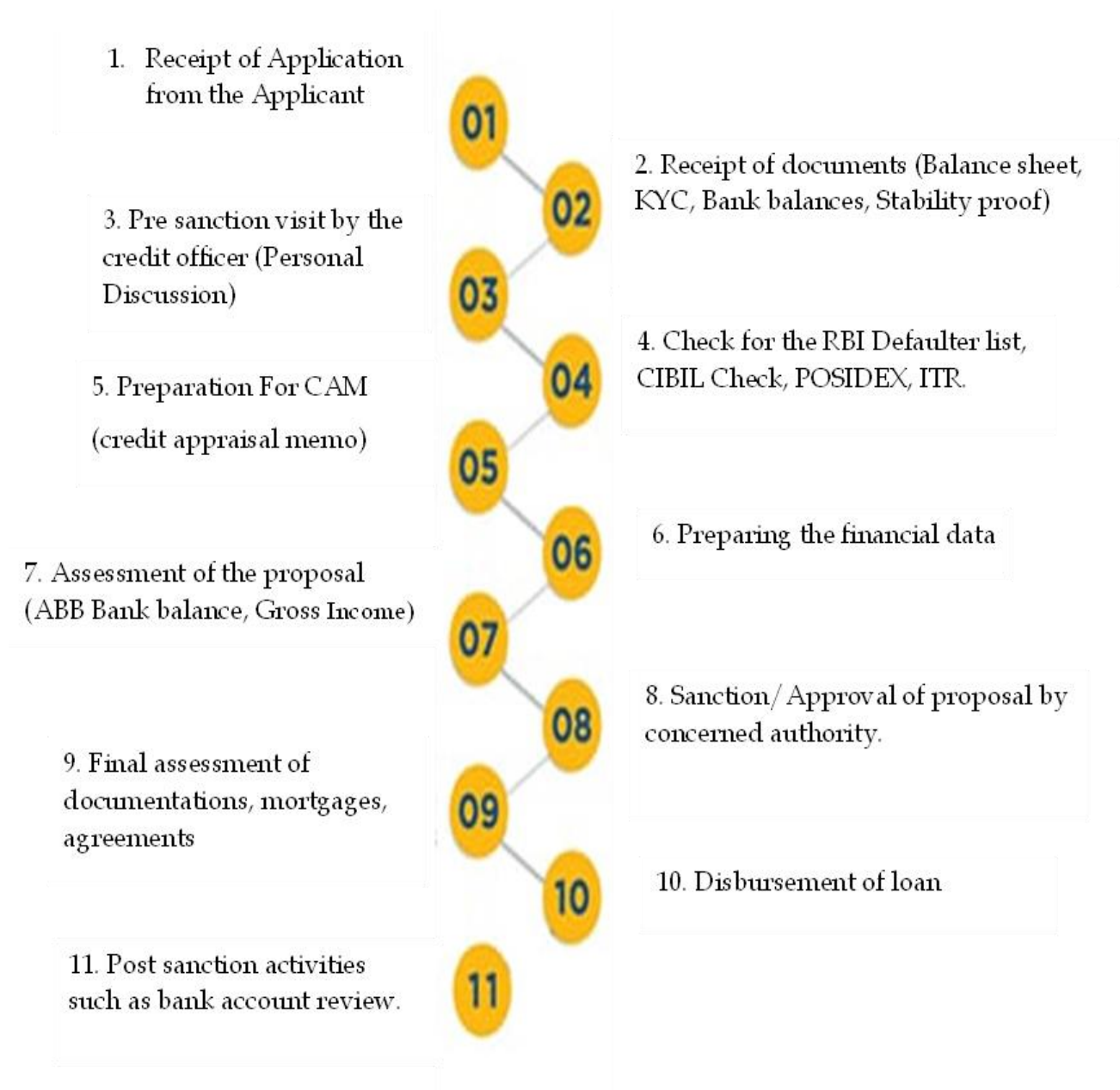
For more information, please [CLICK HERE](#)

In case of repayment, the depositor has to sign on the reverse of TDR affixing a Revenue stamp with Instructions for repayment along with a copy of cheque leaf consisting of Bank Account details.

### 3.1.16 Premature Payment Withdrawal

The company reserves the right to allow, at its absolute discretion, withdrawal of deposit before maturity. Where a deposit is so allowed to be prematurely withdrawn the relative deposit receipt must be discharged by all the depositors in case of A or S/s deposit and by the first named depositor in case of N or S/s deposit.

### 3.1.17 CAM PROCESS (Credit Appraisal Memo)



### 3.1.18 Examples for CAM Process:

#### M/S Posh Innovations Review CAM for MTL

| CAM Date       | Review Date          | Group Name               | Source of proposal                                                             |
|----------------|----------------------|--------------------------|--------------------------------------------------------------------------------|
| 25.03.2022     | 24.03.2023           | NA                       |                                                                                |
| Constitution   | Incorporation Date   | Application No           | Borrower Contact And Address                                                   |
| Proprietorship | 2008                 | SME/***/2021-22          | Name: Mr. Ravi                                                                 |
| Takeover(Y/N)  | Funding Arrangements | Account Strategy         | Designation: CEO                                                               |
| No             | Multiple Finance     | Grow                     | Contact No: 1234567890                                                         |
| Industry       | Sector/ Activity     | MSME/ Emerging Corporate | Mail id:<br><a href="mailto:abc@poshinnovations.in">abc@poshinnovations.in</a> |
| Engineering    | Manufacturing        | Small Enterprise         | Address: 46,Industrial Estate, Mettupalayam, Pondicherry.                      |

Here, this is the Application on CAM.

1. After application we should put their present request on CAM, like their demand loan money, Rate of interest, and their repayment date.
2. We should check their CRIF Score for the customers.
3. We have to check what is the purpose to taking Machinery Loan.
4. And how many machines they have and what is the purposes for those machineries.
5. Check the total Borrower group exposure.
6. Check Proposed Machines loan value via
  - Type of machine
  - Cost of machine
  - Industries
  - Category
  - Supplier Name

- Machine Name
  - Year of make, if it is used
  - LTV
  - Imported/Indigenous
  - Customs Duty
7. Check their Company Background. And Proprietorship KYC and personal Details, like their ages, Designation, Qualification, Profile.
  8. Top Three Customers and their relationship for their anchor we should check
  9. And Top Three Suppliers and their relationship for their anchors or dealers.

### **3.1.19 Company Main revenue stream is from**

- Deposits
- Industry Finance
- Bank Finance
- Debentures
- Commercial Papers.

### **Range of financial services and subsidiaries**

- ♣ From being the leader in hire-purchase, Sundaram Finance has spread its activities over a range of financial services encompassing Commercial Vehicle Finance, Car Finance, Farm Equipment Finance, Construction Equipment Finance, Tyre Finance, and Fleet Cards.
- ♣ Through its subsidiaries Sundaram Finance has a diversified presence in General Insurance, Mutual Funds, Housing Finance, Business Process Outsourcing, Information Technology Services and Retail Distribution of a wide array of Financial Services and Products. Its partnerships with Royal & Sun Alliance, UK for General Insurance and BNP Paribas of France for housing finance and Fund Services has brought together global expertise and technology with local expertise and knowledge.



Sundaram Finance has a diversified portfolio ranging from computers to aircraft.

### **Secure Future**

- Be it lenders, depositors, shareholders, customers or employees, Sundaram Finance has always enjoyed an excellent relationship with all its stakeholders.
- In fact, the company owes its impressive track record to these long-standing relationships. Today, Sundaram Finance has come a long way from its position of being the leading Hire-purchase Finance Company to become the leader in its chosen field.

### **Committed to Society**

- Sundaram Medical Foundation (SMF), a non-profit Trust set up in 1990, exemplifies the commitment of Sundaram Finance Group to the community and its citizens.
- Dedicated to setting new standards in quality healthcare to the community in a cost-effective manner without compromising on patient care, medical competence, service courteousness and compassion, Dr. Rangarajan Memorial Hospital is a hospital under SMF, where caring is not a sub-speciality in medicine. Endowed with a large corpus Fund, the hospital is today, equipped with up-to-date medical infrastructure and provides a wide range of medical services fulfilling a long felt need for providing quality healthcare at affordable costs.

### 3.1.20 Financial Analysis

The ratio/financial analysis of SUNDARAM FINANCE reveals: Net interest margin increased from 7.2% in FY21 to 7.8% in FY22. Net profit margins grew from 22.2% in FY21 to 23.0% in FY22. Debt to Equity ratio for FY22 stood at 1.1 as compared to 1.2 in FY21.

(Rs. In Cr.)

| <b>BALANCE SHEET OF<br/>SUNDARAM FINANCE</b> | <b>MAR 23</b> | <b>MAR 22</b> | <b>MAR 21</b> | <b>MAR 20</b> |
|----------------------------------------------|---------------|---------------|---------------|---------------|
| SHAREHOLDER'S FUNDS                          |               |               |               |               |
| Equity Share Capital                         | 111.10        | 111.10        | 111.10        | 111.10        |
| TOTAL SHARE CAPITAL                          | 111.10        | 111.10        | 111.10        | 111.10        |
| Reserves and Surplus                         | 7,626.30      | 6,779.82      | 6,067.41      | 5,436.26      |
| TOTAL RESERVES AND<br>SURPLUS                | 7,626.30      | 6,779.82      | 6,067.41      | 5,436.26      |
| TOTAL SHAREHOLDERS FUNDS                     | 7,737.40      | 6,893.09      | 6,179.45      | 5,547.37      |
| NON-CURRENT LIABILITIES                      |               |               |               |               |
| Long Term Borrowings                         | 0.00          | 20,472.17     | 21,353.36     | 0.00          |
| Deferred Tax Liabilities [Net]               | 0.00          | 0.00          | 0.00          | 0.00          |
| Other Long-Term Liabilities                  | 28.36         | 28.44         | 24.66         | 16.83         |
| Long Term Provisions                         | 38.91         | 42.76         | 24.11         | 30.72         |
| TOTAL NON-CURRENT<br>LIABILITIES             | 67.27         | 20,543.37     | 21,402.13     | 47.54         |
| CURRENT LIABILITIES                          |               |               |               |               |
| Short Term Borrowings                        | 30,514.08     | 7,363.11      | 6,860.05      | 27,336.75     |
| Trade Payables                               | 112.30        | 96.94         | 62.89         | 69.90         |
| Other Current Liabilities                    | 2,627.65      | 391.01        | 447.94        | 417.95        |
| Short Term Provisions                        | 0.00          | 0.00          | 0.00          | 0.00          |
| TOTAL CURRENT LIABILITIES                    | 33,254.03     | 7,851.06      | 7,370.88      | 27,824.60     |
| TOTAL CAPITAL AND<br>LIABILITIES             | 41,058.70     | 35,287.52     | 34,952.46     | 33,419.51     |
| ASSETS                                       |               |               |               |               |
| NON-CURRENT ASSETS                           |               |               |               |               |

|                               |           |           |           |           |
|-------------------------------|-----------|-----------|-----------|-----------|
| Tangible Assets               | 513.11    | 288.56    | 253.95    | 271.57    |
| Intangible Assets             | 0.00      | 3.21      | 5.43      | 9.14      |
| Capital Work-In-Progress      | 0.00      | 0.00      | 0.00      | 0.00      |
| Other Assets                  | 0.00      | 68.66     | 71.52     | 78.90     |
| FIXED ASSETS                  | 513.11    | 360.43    | 330.90    | 359.61    |
| Non-Current Investments       | 0.00      | 0.00      | 0.00      | 0.00      |
| Deferred Tax Assets [Net]     | 172.77    | 185.10    | 158.92    | 123.13    |
| Long Term Loans And Advances  | 0.00      | 0.00      | 0.00      | 0.00      |
| Other Non-Current Assets      | 435.07    | 328.10    | 280.14    | 210.99    |
|                               |           |           |           |           |
| TOTAL NON-CURRENT ASSETS      | 1,120.95  | 873.63    | 769.96    | 693.72    |
| CURRENT ASSETS                |           |           |           |           |
| Current Investments           | 5,062.82  | 5,318.67  | 4,052.40  | 3,937.74  |
| Inventories                   | 0.00      | 0.00      | 0.00      | 0.00      |
| Trade Receivables             | 32.42     | 18.26     | 20.15     | 20.80     |
| Cash And Cash Equivalents     | 1,070.25  | 617.13    | 693.17    | 629.81    |
| Short Term Loans and Advances | 33,755.20 | 28,400.15 | 29,403.86 | 28,044.70 |
| Other Current Assets          | 17.06     | 59.68     | 12.92     | 92.74     |
| TOTAL CURRENT ASSETS          | 39,937.75 | 34,413.89 | 34,182.51 | 32,725.79 |
| TOTAL ASSETS                  | 41,058.70 | 35,287.52 | 34,952.46 | 33,419.51 |
| Bonus Equity Share Capital    | --        | 106.52    | 106.53    | 106.53    |

### 3.1.21 Strategic Planning and Financial Planning & Analysis

This function, “FP&A” for short, is the true bridge between the Past and the Future. FP&A regularly creates strategic and financial plans that forecast what financial results (sales and expenses) will look like in future periods. Then, they compare actual results prepared with the assistance of the Financial Reporting and Control function to determine areas where the business can improve. With this “variance analysis” complete, they can then prepare more accurate forecasts for the future. A strong FP&A function will not only generate annual forecasts but will be able to update them even over the course of a day or two, and to run many scenarios that examine the effects of, say, losing a big customer or an economic contraction.

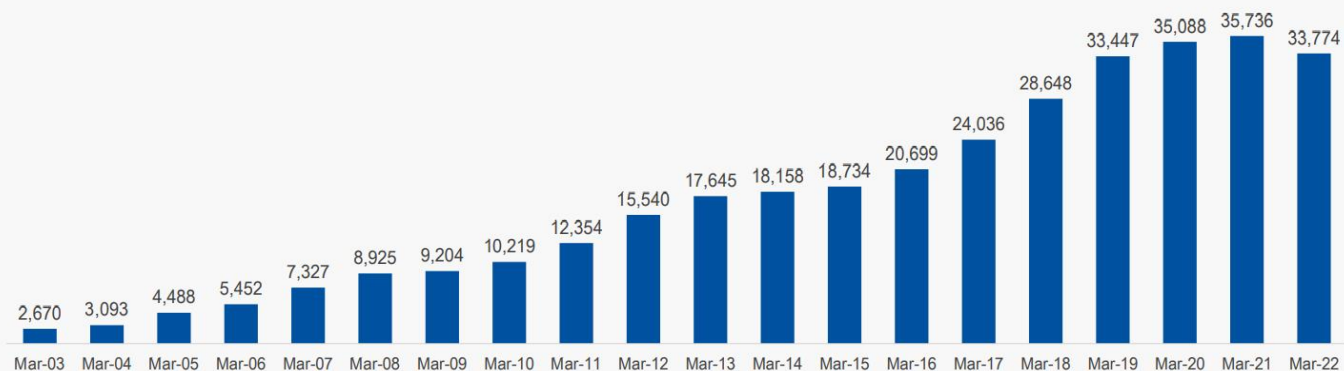
## Performance of Sundaram Finance

### SUNDARAM FINANCE – PERFORMANCE OVER LAST TWENTY YEARS



₹ in Crore

#### Receivables Under Management



## CHAPTER 4

### Swot Analysis

|                                            | Helpful       | Harmful    |
|--------------------------------------------|---------------|------------|
| Internal<br>Attributes of the organization | Strengths     | Weaknesses |
| External<br>Attributes of the environment  | Opportunities | Threats    |

#### 4.1 Swot Analysis of Sundaram Finance

##### 4.1.1 Strength

- skilled workforce
- high profitability and revenue
- barriers of market entry
- monetary assistance provided
- existing distribution and sales networks
- experienced business units
- Access to comparable industries is possible.
- The industry shows a strong relationship with suppliers and partners.
- The industry has unique products.

#### **4.1.2 Weakness**

- There is a competitive market
- The Structure of business units could be critical

#### **4.1.3 Opportunities**

- The market changes fast
- New Technologies are available at reasonable costs
- New Acquisition
- Growing demand
- Growth rates and profitability
- New markets

#### **4.1.4 Threats**

- Raising cost of raw materials
- The industry sees new market entrants
- Price changes are possible
- New products and technologies change demand
- External Business risk

### **5.Area Of Work**

During the internship period in an organization as an intern at Sundaram finance. I was given an opportunity to observe and learn the job functions of the financial Services. Where I had a chance to learn some important aspects of their work. It paved way to know about the processes that are carried out in the financial sector.

In this intern program I was asked to learn the job functions of all the working staffs. I was guided to enter the details of customer, checking out the forms and merging the details of the customer id in finance section in sundaram finance. I was asked check customer details and handled customer demand. I learnt to handle customers with lot of patience. I learnt to communicate empathetically.

I have asked to cheek the details of customer and make sure for the next process of scanning. I have asked to renewal the old forms and enter the new forms for the customers. I have learned to fill and process the fresh form Cases.

I have learned to renew the form that attained the maturity period of a form. I have learned to enter all the details of customer in Sundaram project that is needed to process a form in the Sundaram finance. Computer literacy is the ability to use computers and related technology efficiency.

#### **5.1 Other Skills Learned:**

- Being the keen observer
- Self-starter
- Being good at communication
- Being Appropriate
- Patience towards Customers
- Being updated
- Stepping out of my Comfort Zone

## CHAPTER 6

### Conclusion

The SUNDARAM FINANCE PVT LTD is one of the leading non-banking financial companies in India. The company deals in various types of financing like home finance, Commercial vehicle finance, Tractor finance, Tyre finance, Car finance, Insurance, Mutual funds etc.,

SUNDARAM FINANCE PVT limited has overcome number of risk to reach where it stands today. I thank my guides by Mr. Swaminathan, senior manager deposits and Mr. P. T. Vijaya Shankar, manager customer relations throughout the successful completion of my internship. On the first day, to build familiarity with the department and the activities done, I was asked to familiarize with the details given in the application for deposits. I was asked to note the documents needed and was instructed to fill forms that lagged few details based on query search using Sundaram deposits software. Basically, this internship taught me lot of things about deposits, I experienced the overall process of deposits like fresh deposits, renewal, renewal addition/consolidation, part payment, interim interest, maturity payment, Premature payment etc... I also had an experience to do financial ratio analysis based on 3 years balance sheet. From the analysis, it was found that current assets and liabilities are in an ideal ratio during 2015. Sales have also increased over the years with increase in total assets. Shares of the company are also increasing over the years, this shows the profitability status of the company is also increasing. Based on the analysis it was found that the cash position of the company should be increased in order to have better liquid position. I really appreciate the way I have been guided through this internship programme with SUNDARAM FINANCE PVT LTD beginning from the opportunity to take the time I needed to refresh and expand my knowledge in several areas concerning to Finance.

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