



Duration: 6-9 Months

CMP (Rs)	Target (Rs)	Potential Upside (%)
292	321	10%

MARKET DATA

No. of Shares	16.4 Cr
Market Cap	4,786 Cr
52-week High / Low	388/241
BSE Code	540749
NSE Code	MASFIN

Why MAS Financial Services Ltd.?

- ✓ **Strong Growth Opportunities**
- ✓ **Direct Distribution to aid faster growth**
- ✓ **Stable NIMs and stable credit costs to offset Opex pressures enabling delivery of strong RoA**
- ✓ **Asset quality to remain stable**

About the Company

MAS Financial Services Ltd. (MAS) is a diversified financial services provider focused on low-income groups and economically weaker individuals operating small businesses, as well as SMEs having limited access to formal financing channels. The company operates through 189 branches across 12 states and Union territories. MAS also carries out its business through a pan-India network of 182 NBFC partners which contribute to ~33% of business sourcing.

Investment Rationale

- A. Eyeing 2x AUM in the next 3 years:** MAS' management has reiterated its aspiration of doubling the AUM over the next 3-4 years (a loan growth CAGR of 20-25%), supported by demand-led growth and a scaled-up distribution network. As the company pushes for the next leg of growth, it will look to diversify its AUM mix. While the core MSME and Wheels products will continue to drive healthy growth, MAS will look to foray into Used Cars (currently in the pilot phase) and Supply Chain Financing (as a subset of MSME loans for New and Existing customers). In terms of the salaried personal loans, MAS will cap its mix at 10% of overall AUM. Additionally, MAS expects to scale up the housing finance portfolio meaningfully (aiming to grow at 30-35% CAGR over the medium term), thereby increasing its contribution to ~10-15% in the consolidated AUM. We expect MAS to deliver a healthy ~24% CAGR AUM growth over FY24-26E.
- B. Strengthening direct distribution:** Eyeing faster growth, MAS will continue to expand its direct distribution network by adding 20-30 branches in the next 6-9 months. The management expects the share of direct distribution to improve to 70-75% over the medium term vs ~67% as of Mar'24. The company will also look to further strengthen its geographical presence to reduce its dependence on the Top-4 states. While the core geographies in the West (mainly Gujarat and Maharashtra) have immense growth potential, having pre-empted the growth potential in Delhi NCR, Tamil Nadu, Karnataka and Telangana, MAS plans to foray into these geographies to kick-start its next leg of growth. Over the medium term, MAS expects the newer geographies to contribute meaningfully in its endeavour to double AUM over the medium term.
- C. Recent rating upgrade to aid CoF:** Recently, MAS's credit rating was upgraded to AA- (Stable) from A+ (Positive) by CARE. This ratings upgrade will aid CoF improvement by 15-25bps over the next 6-9 months. Given that a larger chunk of the company's borrowings are MCLR linked, the company will negotiate rates with its lenders supported by the upgrade. This will also enable MAS to tap borrowings in the capital market.
- D. Recommendation:** We recommend a BUY rating on the stock with a TP of Rs 321/share, implying an upside of 10% from the CMP.

Financial Summary

Y/E	NII (Rs Cr)	PPOP (Rs Cr)	PAT (Rs Cr)	EPS (Rs)	ABV (Rs)	P/ABV (x)	RoA (%)	NNPA (%)
Mar								
FY23	332	318	201	12.3**	84.3	3.2	2.9	1.5
FY24	408	421	248	15.1	100.4	2.7	3.0	1.5
FY25E	530	533	313	19.1	115.9	2.3	3.1	1.5
FY26E	658	657	385	23.5	133.8	2.0	3.1	1.5

Disclosures:

The following Disclosures are being made in compliance with the SEBI Research Analyst Regulations 2014 (herein after referred to as the Regulations).

1. Axis Securities Ltd. (ASL) is a SEBI Registered Research Analyst having registration no. INH000000297. ASL, the Research Entity (RE) as defined in the Regulations, is engaged in the business of providing Stock broking services, Depository participant services & distribution of various financial products. ASL is a subsidiary company of Axis Bank Ltd. Axis Bank Ltd. is a listed public company and one of India's largest private sector bank and has its various subsidiaries engaged in businesses of Asset management, NBFC, Merchant Banking, Trusteeship, Venture Capital, Stock Broking, the details in respect of which are available on www.axisbank.com.
2. ASL is registered with the Securities & Exchange Board of India (SEBI) for its stock broking & Depository participant business activities and with the Association of Mutual Funds of India (AMFI) for distribution of financial products and also registered with IRDA as a corporate agent for insurance business activity.
3. ASL has no material adverse disciplinary history as on the date of publication of this report.
4. I/We, authors (Research team) and the name/s subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect my/our views about the subject issuer(s) or securities. I/We (Research Analyst) also certify that no part of my/our compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report. I/we or my/our relative or ASL or its Associate does not have any financial interest in the subject company. Also I/we or my/our relative or ASL or its Associates may have beneficial ownership of 1% or more in the subject company at the end of the month immediately preceding the date of publication of the Research Report. Since associates of ASL are engaged in various financial service businesses, they might have financial interests or beneficial ownership in various companies including the subject company/companies mentioned in this report. I/we or my/our relative or ASL or its associate does not have any material conflict of interest. I/we have not served as director / officer, employee etc. in the subject company in the last 12-month period.

Sr. No	Name	Designation	E-mail
1	Neeraj Chadawar	Head of Research	neeraj.chadawar@axissecurities.in
2	Preeyam Tolia	Research Analyst	preeyam.tolia@axissecurities.in
3	Omkar Tanksale	Research Analyst	omkar.tanksale@axissecurities.in
4	Uttamkumar Srimal	Research Analyst	uttamkumar.srimal@axissecurities.in
5	Ankush Mahajan	Research Analyst	ankush.mahajan@axissecurities.in
6	Dnyanada Vaidya	Research Analyst	dnyanada.vaidya@axissecurities.in
7	Aditya Welekar	Research Analyst	aditya.welekar@axissecurities.in
8	Prathamesh Sawant	Research Analyst	prathamesh.sawant@axissecurities.in
9	Akshay Mokashe	Research Analyst	akshay.mokashe@axissecurities.in
10	Eesha Shah	Research Analyst	eesha.shah@axissecurities.in
11	Shikha Doshi	Research Associate	shikha.doshi@axissecurities.in
12	Shridhar Kallani	Research Associate	shridhar.kallani@axissecurities.in
13	Shivani More	Research Associate	shivani.more@axissecurities.in
14	Suhanee Shome	Research Associate	suhanee.shome@axissecurities.in

5. ASL or its Associates has not received any compensation from the subject company in the past twelve months. I/We or ASL or its Associate has not been engaged in market making activity for the subject company.
6. In the last 12-month period ending on the last day of the month immediately preceding the date of publication of this research report, ASL or any of its associates may have:
 - i. Received compensation for investment banking, merchant banking or stock broking services or for any other services from the subject company of this research report and / or;
 - ii. Managed or co-managed public offering of the securities from the subject company of this research report and / or;
 - iii. Received compensation for products or services other than investment banking, merchant banking or stock broking services from the subject company of this research report;

ASL or any of its associates have not received compensation or other benefits from the subject company of this research report or any other third-party in connection with this report.

Terms & Conditions:

This report has been prepared by ASL and is meant for sole use by the recipient and not for circulation. The report and information contained herein is strictly confidential and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of ASL. The report is based on the facts, figures and information that are considered true, correct, reliable and accurate. The intent of this report is not recommendatory in nature. The information is obtained from publicly available media or other sources believed to be reliable. Such information has not been independently verified and no guaranty, representation of warranty, express or implied, is made as to its accuracy, completeness or correctness. All such information and opinions are subject to change without notice. The report is prepared solely for informational purpose and does not constitute an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments for the clients. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. ASL will not treat recipients as customers by virtue of their receiving this report.

Disclaimer:

Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment or strategy is suitable or appropriate to the recipient's specific circumstances. The securities and strategies discussed and opinions expressed, if any, in this report may not be suitable for all investors, who must make their own investment decisions, based on their own investment objectives, financial positions and needs of specific recipient.

This report may not be taken in substitution for the exercise of independent judgment by any recipient. Each recipient of this report should make such investigations as it deems necessary to arrive at an independent evaluation of an investment in the securities of companies referred to in this report (including the merits and risks involved), and should consult its own advisors to determine the merits and risks of such an investment. Certain transactions, including those involving futures, options and other derivatives as well as non-investment grade securities involve substantial risk and are not suitable for all investors. ASL, its directors, analysts or employees do not take any responsibility, financial or otherwise, of the losses or the damages sustained due to the investments made or any action taken on basis of this report, including but not restricted to, fluctuation in the prices of shares and bonds, changes in the currency rates, diminution in the NAVs, reduction in the dividend or income, etc. Past performance is not necessarily a guide to future performance. Investors are advised to see Risk Disclosure Document to understand the risks associated before investing in the securities markets. Actual results may differ materially from those set forth in projections. Forward-looking statements are not predictions and may be subject to change without notice.

ASL and its affiliated companies, their directors and employees may; (a) from time to time, have long or short position(s) in, and buy or sell the securities of the company(ies) mentioned herein or (b) be engaged in any other transaction involving such securities or earn brokerage or other compensation or act as a market maker in the financial instruments of the company(ies) discussed herein or act as an advisor or investment banker, lender/borrower to such company(ies) or may have any other potential conflict of interests with respect to any recommendation and other related information and opinions. Each of these entities functions as a separate, distinct and independent of each other. The recipient should take this into account before interpreting this document. The Research reports are also available & published on AxisDirect website.

ASL and / or its affiliates do and seek to do business including investment banking with companies covered in its research reports. As a result, the recipients of this report should be aware that ASL may have a potential conflict of interest that may affect the objectivity of this report. Compensation of Research Analysts is not based on any specific merchant banking, investment banking or brokerage service transactions. ASL may have issued other reports that are inconsistent with and reach different conclusion from the information presented in this report.

Neither this report nor any copy of it may be taken or transmitted into the United State (to U.S. Persons), Canada, or Japan or distributed, directly or indirectly, in the United States or Canada or distributed or redistributed in Japan or to any resident thereof. If this report is inadvertently sent or has reached any individual in such country, especially, USA, the same may be ignored and brought to the attention of the sender. This report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject ASL to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors.

The Disclosures of Interest Statement incorporated in this document is provided solely to enhance the transparency and should not be treated as endorsement of the views expressed in the report. The Company reserves the right to make modifications and alternations to this document as may be required from time to time without any prior notice. The views expressed are those of the analyst(s) and the Company may or may not subscribe to all the views expressed therein. Copyright in this document vests with Axis Securities Limited.

Copyright in this document vests with Axis Securities Limited.

Spotted a great trading opportunity,
but don't have enough funds?

We've got you covered

BUY MORE
PAY LATER

Now, get up to **75% additional funds**
required to purchase stocks

*Margin Trading
for Investments*

Switch to Buy More Pay Later (E-Margin) Facility from Axis Direct to get up to 75% additional funds required to purchase stocks.



Why activate Buy More Pay Later?

- Leverage assets to increase your buying power
- Access funds without liquidating your current assets
- No hassle of extra paperwork
- Activate at no extra cost

Enable now for free