



AFFORD MOTORS INDIA Pvt. Ltd.

Profile

About Us

Afford Motors India Pvt. Ltd. is a premier **ISO 9001:2008 certified** organization, recognized for its expertise in **business solutions, financial services, and strategic debt management**. Established in **January 2007**, we have built a reputation for delivering **efficient, results-driven solutions** tailored to the evolving needs of businesses across industries.

At Afford Motors, we go beyond traditional debt collection. Our **comprehensive business solutions** are designed to enhance **financial stability, risk mitigation, and operational efficiency** for our clients. With a deep understanding of financial landscapes and compliance requirements, we provide **non-litigation recovery services, asset verification, credit risk assessments, and end-to-end financial consulting**, ensuring seamless business operations.

Our team of seasoned professionals brings **years of expertise, precision, and integrity** to every project. We take pride in our **client-centric approach, ethical business practices, and commitment to excellence**, making us a trusted partner for corporations, financial institutions, and businesses seeking reliable financial solutions.

At **Afford Motors India Pvt. Ltd.**, we believe that **business success is built on trust, efficiency, and strategic planning**. We continuously adapt to market dynamics, leveraging technology and industry best practices to drive **growth, sustainability, and profitability** for our clients.

Partner with us to streamline your financial operations, mitigate risks, and achieve long-term business success.

Contact us today to explore how our solutions can empower your business!

Our Mission and Vision

Mission Statement

At Afford Motors India Pvt. Ltd., our mission is to empower businesses with strategic financial solutions that drive growth, stability, and operational efficiency. We are committed to helping organizations navigate financial challenges, mitigate risks, and enhance cash flow with customized business solutions, compliance-driven financial strategies, and proactive asset management.

We believe in integrity, professionalism, and client-centric solutions, ensuring that every business we serve receives personalized, ethical, and efficient financial services. Our approach prioritizes transparent communication, technological innovation, and industry best practices, allowing businesses to focus on expansion while we safeguard their financial interests.

Through continuous improvement and cutting-edge financial solutions, we strive to be the most reliable partner for businesses seeking sustainable success and financial resilience.

Vision Statement

Our vision at Afford Motors India Pvt. Ltd. is to become a leading force in business solutions, financial consulting, and risk management, setting new benchmarks in efficiency, transparency, and ethical financial practices. We aspire to be the trusted partner of choice for businesses seeking strategic financial guidance, cash flow optimization, and risk mitigation.

By leveraging technology, industry expertise, and a commitment to excellence, we aim to create long-term value for businesses, fostering an ecosystem where companies thrive without financial obstacles. Our vision is to contribute to a stronger, more resilient business community, ensuring that every organization we work with achieves stability, growth, and long-term profitability.

We are driven by our core values of trust, innovation, and excellence, and we continuously evolve to meet the changing financial landscape helping businesses turn challenges into opportunities.

Our Values

Integrity & Transparency

We operate with uncompromising honesty, transparency, and ethical standards in all our business dealings. Trust is the foundation of our relationships, and we ensure fairness and accountability in every interaction with our clients and stakeholders.

Professional Excellence

We approach every challenge with precision, diligence, and industry expertise. Our commitment to professionalism ensures that we deliver outstanding business solutions, maintain high-quality service standards, and build enduring relationships with our clients.

Strategic Expertise & Innovation

Our team of seasoned professionals brings deep industry knowledge, financial acumen, and a proactive approach to solving business challenges. We stay ahead of market trends, regulatory changes, and technological advancements, ensuring our clients receive the best solutions for sustainable growth and financial resilience.

Client-Centric Partnerships

We believe in fostering strong, long-term partnerships built on mutual trust and shared success. Every business is unique, and we offer customized financial solutions that align with our clients' goals, empowering them to optimize their operations and achieve financial stability.

Empathy & Ethical Responsibility

We recognize that financial challenges can be complex and sensitive. Our approach combines respect, understanding, and ethical responsibility, ensuring that businesses, employees, and stakeholders feel supported through every financial decision and strategy.

Commitment to Community & Growth

As a responsible corporate entity, we are dedicated to creating positive social and economic impact. We actively support local businesses, industry advancements, and economic growth, contributing to a stronger and more resilient business ecosystem.

Directors



Mr. Mehar Yadav
Managing Director



Mrs. Ritu Yadav
Managing Director

Message from the Directors

At Afford Motors India Pvt. Ltd., we believe in delivering innovative business solutions that drive growth, efficiency, and security. Founded by Mr. Mehar Yadav and Mrs. Ritu Yadav, our journey since 1997 has been built on a foundation of hard work, integrity, and fairness.

With decades of expertise, we continuously adapt to new technologies to streamline operations, enhance security, and improve client experiences. Our success lies in empowering businesses with smart, scalable, and reliable solutions while fostering a culture of innovation and excellence.

Together, we move forward—stronger, smarter, and future-ready.

— Mehar Yadav & Ritu Yadav
Managing Directors

Administration



With over 16 years of expertise in financial solutions, Mr. Pillai is a strategic leader who values collaboration and efficiency. His deep understanding of NBFC operations enables him to drive innovation and optimize business processes.

Mr. Rituraj Pillai
Director



A dynamic leader with over 15 years of experience, Mrs. Kaur is known for her strong leadership and growth-driven approach. Her ability to streamline operations and inspire teams ensures long-term business success.

Mrs. Chanchal Kaur
Director



With over 16 years of experience, Mr. Jha upholds the values of hard work, discipline, and precision. His expertise in process optimization and strategic execution plays a key role in enhancing business performance and efficiency.

Mr. Amit Jha
Director



Bringing over 13 years of expertise in accounts and administration, Mrs. Nikhare specializes in financial management and operational excellence. Her keen attention to detail ensures stability, compliance, and sustainable business growth.

Mrs. Reena Nikhare
Director

Administration



With over 16 years of expertise in financial solutions, Mr. Jayant Meshram is a strategic leader known for his collaborative approach and operational efficiency. His in-depth knowledge of NBFC operations drives innovation and streamlines business processes.

Mr. Jayant Meshram
Director



A dynamic leader with 15+ years of experience, Mr. Bajoriya is recognized for strong leadership and a growth-driven mindset. Her expertise in streamlining operations and inspiring teams drives long-term business success.

Mr. Nayan Bajoriya
Director



With 16+ years of experience, Mr. Dubey exemplifies hard work, discipline, and precision. His expertise in process optimization and strategic execution drives business performance and efficiency.

Mr. Rajat Dubey
Director



With 16+ years of experience, Mr. Singh exemplifies hard work, discipline, and precision. His expertise in process optimization and strategic execution enhances business performance and efficiency.

Mr. Anup Singh
Director

Hierarchy



Mr. Mehar Yadav
Managing Director



Mrs. Chanchal Kaur
Director



Mr. Amit Jha
Director



Mr. Rituraj Pillai
Director



Mr. Anup Singh
Director



Mr. Jayant Meshram
Director



Mrs. Reena Nikhare
Director



Mr. Nayan Bajoriya
Director



Mr. Rajat Dubey
Director



Miss. Shivangi Suhane
Manager



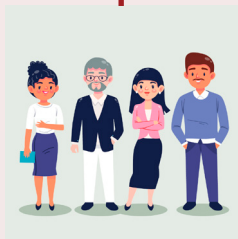
Miss. Ekta Ahirwar
Manager



Mr. Mayur Singh Pavaiya
Manager



Mr. Raj Rajak
Manager



Back Office
(09 - 10 Member)



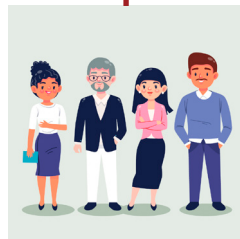
Back Office
(09 - 10 Member)



Back Office
(09 - 10 Member)



Back Office
(09 - 10 Member)



Back Office
(09 - 10 Member)



Field Force
(80 - 90 Member)



Field Force
(80 - 90 Member)



Field Force
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Field Force
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Field Force
(80 - 90 Member)

Services

Afford Motors India Pvt. Ltd.: Comprehensive Business Solutions for Debt Recovery, Asset Repossession, and Receivables Management

At Afford Motors India Pvt. Ltd., we go beyond debt collection—we offer tailored, end-to-end solutions designed to optimize financial operations, enhance cash flow, and safeguard business assets. Our expertise lies in delivering strategic, technology-driven services that empower mid-to-large-sized organizations to manage their financial receivables efficiently while ensuring compliance with legal and regulatory frameworks.

Our Core Services:

Debt Collection

We provide a structured and professional approach to debt recovery, helping businesses reduce bad debts and improve their financial stability. Our customized strategies ensure maximum recovery with minimal operational disruption.

Asset Repossession

When assets, vehicles, or properties need to be reclaimed due to default, our repossession services offer a secure and legally compliant process to help organizations regain control of their assets swiftly and efficiently.

Receivables Management

We assist businesses in maintaining healthy cash flows by implementing strategic receivables management solutions. By minimizing delinquencies and optimizing collections, we enable organizations to focus on their core operations without financial strain.

Legal Support Services

We understand that financial recovery often requires legal expertise. Our dedicated legal team provides specialized services, including:

- **RRC through Tehsildaar under Madhya Pradesh Lok Dhan Adhiniyam/Niyam** – Assisting in the Revenue Recovery Certificate (RRC) process for efficient debt recovery under state laws.

- **153(3) IPC Cases** – Handling legal proceedings related to dishonored cheques under the Indian Penal Code.
- **Section 138 of the Negotiable Instruments Act** – Expert legal support for cheque bounce cases, ensuring swift resolution.
- **SARFAESI Act Implementation** – Facilitating debt recovery and asset security under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act.
- **Arbitration & Dispute Resolution (Section 9 of the Arbitration Act)** – Providing legal assistance for interim measures to protect business interests in arbitration cases.

Technology-Driven Communication & Monitoring

To enhance operational efficiency, we integrate advanced technology into our services:

- **Voice Logger-Based Calling Solutions** – Our recorded line calling solution ensures accurate, verifiable, and legally compliant customer interactions. With automated call documentation, businesses gain transparency and efficiency in communication.

Why Choose Afford Motors India Pvt. Ltd.?

- **Customized Strategies** – Every business is unique. We develop solutions tailored to meet your specific financial and operational requirements.
- **Expertise & Experience** – With extensive industry knowledge, our team ensures seamless execution of debt collection, asset management, and legal compliance.
- **Client-Centric Approach** – We prioritize exceptional customer service, offering dedicated support and prompt resolution to client queries.
- **Technology-Enabled Solutions** – Leveraging the latest tools, we provide reliable, transparent, and data-driven services.

When you partner with Afford Motors India Pvt. Ltd., you gain more than a service provider—you gain a strategic ally committed to your financial success. Let us help you safeguard your assets, streamline operations, and drive profitability with our holistic business solutions.

Our Addressable Market

Afford Motors India Pvt. Ltd. is a dynamic and diversified company operating across multiple sectors, delivering excellence through its innovative solutions and customer-centric approach. Our existing business portfolio includes:

- **Financial Institutions** – Providing tailored financial solutions and services.
- **Manufacturing** – Engaged in high-quality production processes and industrial solutions.
- **Overhauling Services** – Offering maintenance and refurbishment solutions for clients.
- **IT Solutions** – Delivering cutting-edge technology solutions to streamline business operations.
- **Logistics** – Ensuring efficient supply chain and transportation services.
- Future Prospects

As part of our strategic expansion, Afford Motors aims to venture into the Automotive Industry, focusing on:

- **Dealership Operations** – Establishing a strong presence in vehicle sales and services.
- **Integrated Sales & Solutions** – Providing end-to-end automotive solutions, combining technology, customer engagement, and after-sales support.

With a vision for growth and innovation, Afford Motors India Pvt. Ltd. is committed to redefining industry standards and delivering value-driven solutions to its clients.

Benefits for Our Client

At Afford Motors India Pvt. Ltd., we are committed to delivering exceptional value to our clients through our expertise, efficiency, and customer-centric approach. Our key benefits include:

- **Vast Industry Experience** – Years of expertise across multiple sectors enable us to provide insightful and reliable solutions.
- **Seamless Operations** – A well-structured and smooth working model ensures hassle-free service delivery.
- **Rapid Response Time** – We prioritize quick and effective communication to address client needs promptly.
- **Efficient & Effective Processes** – Streamlined workflows enhance productivity and customer satisfaction.
- **Advanced Telecalling Services** – A dedicated and professional telecalling team ensures proactive customer engagement.
- **Comprehensive Documentation Support** – We provide thorough and well-managed documentation to ensure transparency and compliance.
- **Secure Handling & Management** – Proper handling facilities ensure the safety and integrity of all transactions.
- **Transparency & Trust** – We maintain clear and open communication, fostering long-term client relationships built on trust.

With a focus on excellence, Afford Motors India Pvt. Ltd. ensures that every client receives the highest level of service, efficiency, and professionalism.

Location

Jabalpur

Mandla, Narsinghpur, Sidhi, Satna,
Katni, Singrauli, Dindori, Shehdol

Indore

Ujjain, Dhar,
Dewas, Pittampur,
Ratlam, Khandwa

Bhopal

Hoshangabad,
Raisen, Pipariya,
Sahajpur,
Bhaghmugaliya

Sagar

Beena, Damoh,
Tikamgarh,
Chhatarpur, Khurai,
Vanda

Gwalior

Datiya, Murena,
Ashok Nagar, Gunna

Chhindwara

Seoni, Balaghat

Ahmedabad

Upcoming
Location

Agra (U.P.)

Upcoming
Location

Delhi

Upcoming
Location



Legal Documentation

आयकर विभाग
INCOME TAX DEPARTMENT

भारत सरकार
GOVT. OF INDIA

AFFORD MOTORS I PRIVATE LIMITED

04/01/2007

Permanent Account Number
AAGCA0908A

Signature

(Amended)

Government of India
Form GST REG-06
[See Rule 10(1)]

Registration Certificate

Registration Number :23AAGCA0908A1ZJ

1.	Legal Name	AFFORD MOTORS I PRIVATE LIMITED
2.	Trade Name, if any	AFFORD MOTORS I PRIVATE LIMITED
3.	Additional trade names, if any	
4.	Constitution of Business	Private Limited Company
5.	Address of Principal Place of Business	NEAR 4TH BRIDGE, 1074, NAPIOR TOWN, SWAMI DAYANAND SARASWATI WARD, JABALPUR, Jabalpur, Madhya Pradesh, 482002

Form 1
Certificate of Incorporation

Corporate Identity Number : U50100MP2007PTC019186 2007 - 2008

I hereby certify that AFFORD MOTORS INDIA PRIVATE LIMITED is this day incorporated under the Companies Act, 1956 (No. 1 of 1956) and that the company is limited.

Given under my hand at Gwalior this FOURTH day of JANUARY TWO THOUSAND SEVEN.

(DR. RAJ SINGH)
Registrar of Companies
Madhya Pradesh and Chhattisgarh
(DR. RAJ SINGH)
Registrar of Companies
M. P. & Chhattisgarh
Government of India

5/17/22, 5:43 PM Company Master Data

Company Master Data

CIN U50100MP2007PTC019186
Company Name AFFORD MOTORS INDIA PRIVATE LIMITED
ROC Code RoC-Gwalior
Registration Number 019186
Company Category Company limited by Shares
Company SubCategory Non-govt company
Class of Company Private
Authorized Capital(Rs) 500000
Paid up Capital(Rs) 105000
Number of Members(Applicable in case of company without Share Capital) 0
Date of Incorporation 04/01/2007
Registered Address 1074, NAPIOR TOWN SWAMI DAYANAND SARASWATI WARD JABALPUR Jabalpur MP 482001 IN
Address other than R/o where all or any books of account and papers are maintained -
Email Id accounts@affordmotors.com
Whether Listed or not Unlisted
ACTIVE compliance ACTIVE compliant
Suspended at stock exchange -
Date of last AGM 30/11/2021
Date of Balance Sheet 31/03/2021
Company Status(for e filing) Active

Charges

Charge Id	Assets under charge	Charge Amount	Date of Creation	Date of Modification	Status
	Immovable property or any interest therein; Movable property (not being pledge)	2000000	16/06/2011	-	OPEN
	Movable property (not being pledge)	500000	10/08/2010	-	OPEN
	Book debts; Movable property (not being pledge); personal guarantee of directors	2200000	08/02/2017	-	OPEN
	Immovable property or any interest therein; Book debts; Movable property (not being pledge); Personal Guarantee of Directors	15000000	08/02/2017	14/10/2021	OPEN

Directors/Signatory Details

DIN/PAN	Name	Begin date	End date	Surrendered DIN
01126991	RITU YADAV	04/01/2007	-	
03298198	MEHAR YADAV	30/03/2019	-	

<https://www.mca.gov.in/mca/portal/companyLLPMasterData.do>

1/1

Our Clients

 **SBI card**

 **HDFC BANK**
We understand your world

 **HDB** FINANCIAL SERVICES

 **TATA**
TATA MOTORS

TATA CAPITAL

 **AXIS BANK**

HOME CREDIT

 **BAJAJ FINSERV**

 **Bandhan Bank**

 **IDFC FIRST Bank**

 **AU SMALL FINANCE BANK**
चलो आगे बढ़ो

IndusInd Bank

 **kotak**
Kotak Mahindra Bank

 **Fullerton India**

 **NISSAN FINANCE**

 **ESAF**
ESAF SMALL FINANCE BANK
Joy of Banking

 **HINDUJA LEYLAND FINANCE**

 **HeroFinCorp.**
Finance Made Easy

1one card

 **L&T Financial Services**
Two-wheeler Finance

 **POONAWALLA FINCORP**

SREI
Together We Make Tomorrow Happen

**Tahnk You
for your precious time**

Looking forward to collaboration !

Contact Us



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affordmotors.com



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Dayanand Saraswati No. 33, Jabalpur M.P. 482001