



MUTHOOT MICROFIN WINS PRESTIGIOUS AWARDS AT ASIA PACIFIC HRM CONGRESS

Muthoot Microfin has won CMO Asia's the 'Asia's Best Employer Brand' award and 'Organizations with Innovative HR Practices' award at the 2019 Asia Pacific HRM Congress held at Taj Yeshwantpur, Bengaluru on Sep 17, 2019.

Mr Subhransu Pattnayak (VP-HR) and Mr Radhakrishna Eale (DVP - Training and Development) received the awards at the ceremony. Muthoot Microfin has won the awards for its innovative people practices and was recognized for achieving high levels of employee engagement and its well-established leadership intent.

The awards are hosted by World HRD Congress & Stars of the Industry Group and endorsed by World federation of Human Resources Professionals & CHRO Asia.





DETERMINED TO SUCCEED

Loan ID- TENK@466/SC

Thirty-year-old housewife turned entrepreneur Bismi M from Thenkasi in Tamil Nadu greets customers with a bright smile at her fancy shop. The mother of two children runs her shop in Paraiyadi street, Thenkasi with loans from Muthoot Microfin. Her sales skill along with variety of items at the shop helped her business to achieve success to an extent that she pays for rent, household expenses and school fees for her children.

Four years back, Bismi's smile was not that bright. Her husband's daily wage was not enough for the family as they struggled to afford everyday expenses. A friend of her, who owned a fancy shop in another part of Thenkasi encouraged Bismi to start her own.

Despite her eagerness, Bismi didn't had any capital to start the business. Luckily, she was introduced to Muthoot

Microfin at that time and was briefed about microfinance loans and its opportunities.

She soon joined Muthoot and availed the first cycle loan of ₹10,000. She utilised the amount to rent a shop near her home and also to purchase items in to the shop to begin with. Bismi would set up her stand outside the shop to display and work until late evening. As her business grew, she took out second cycle loan of ₹35,000 and upgraded the store. Now, Bismi's daily income has hit ₹900 from a meagre ₹300 in the beginning.

As the business grew, Bismi rented a larger and more comfortable house to accommodate her family. Her next dream is to build her own house and to open a new shop in the vicinity to expand.



SUCCESS FOLLOWS THOSE WHO PERSEVERE

Loan ID- PLHV@507/SC

Dhanalakshmi from Thirunellai in Palakkad, a 44-year-old mother of two children, believes that determination and perseverance are the key drivers of success.

Ten years ago, Dhanalakshmi and her husband started a family business of making crispy bakery items at home. Unfortunately, a few years later both became ill and was unable to continue the business. The family experienced financial hardship, as they were unable to meet everyday expenses and children's educational needs.

Even after they recovered, they were unable to continue the business due to lack of capital to start it all over again. At that time, she learned about Muthoot Microfin from a friend and decided to avail the services. Dhanalakshmi was provided a first cycle loan of ₹10,000 and she utilised the entire amount to purchase raw

materials in bulk and upgraded the stove. Soon, her expertise enabled her to expand the product line and revamp the business.

She availed further microfinance loans from the company and slowly expanded her business. With fresh funds and possibilities, Dhanalakshmi began to earn profits up to ₹1,000 a day. Dhanalakshmi's determination ensured a better life for the family.

She is now able to meet all the household expenses and children's education. She is very thrilled with the positive outcomes that have resulted from the success of the business, and her husband is very proud that she is able to contribute to the financial stability of the family.

SPECTACULAR EVENTS MARK 1st EDITION OF 'MM TALENTS DAY'

Muthoot Microfin celebrated its first leg of 'MM Talents Day' at Kochi on September 14, 2019. The first ever edition of the event - a platform for Muthoot Microfin employees to showcase their artistic skills, witnessed some outstanding performances by talented employees from across Kerala. Mr Thomas Muthoot (Managing Director) along with Mr Sadaf Sayeed (CEO) and top management officials jointly inaugurated the event.

The spectacle that continued till late hours had pleasant interventions of programs like Chat with CEO and award presentations for top honours that include Star Branch winners. Kottayam Region went on to win the overall championship by edging out other regions and was presented with an ever-rolling trophy.



MULKI BRANCH OFFERS 'SCHOOL KITS' TO ORPHANAGE

Employees of Mulki branch in Karnataka visited the CSI orphanage in the region with school kits and other gifts and spend the entire day with the children on Sep 10, 2019.

School kits containing - note books, school bag, pen, pencil, crayons, pouch, eraser, scale and personal hygiene products like toothpaste, toothbrush, soap and coconut oil - were distributed to 60 underprivileged children staying at the orphanage.

Mulki Sub Inspector of Police, Hanumanthappa inaugurated the program and praised Muthoot for organising the event to help children.

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