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ACCOLADES


MUTHOOT PAPPACHAN FOUNDATION TO PROMOTE PERFORMING ARTS

Mr. Thomas George Muthoot, Director - MPG

Muthoot Pappachan Foundation, the CSR arm of Muthoot Pappachan Group (MPG) has launched an institutional dance scholarship program in association with Bengaluru based Attakkalari Centre for Movement Arts.

“It is the first-of-its kind proposition wherein a corporate has come forward to support students meritoriously, who are keen to pursue their career in dance”, said Mr Thomas George Muthoot, Director – MPG.

The scholarships are earmarked for select students securing admission to the one-year diploma course at the Attakkalari Centre for Movement Arts in Bengaluru. Each award comprises Rs 1 lakh for annual fee and Rs 1.5 lakh to meet other expenses.

“We are happy to be associated with Attakkalari Centre for Movement Arts. It is our endeavour to preserve the untainted quality of this art form for the generations to come. Considering the rich heritage of our country and its contribution to the traditional and contemporary art forms to the world of Performing Arts, we are committed in providing opportunities to aspiring dancers in their pursuit of taking the legacy ahead”, he added.

Attakkalari founder and artistic director Mr. Jayachandran Palazhi said, “With this tie-up, we aim to reach out to the students to fulfil their dream by supporting them financially. We are happy to receive the support of a business house like Muthoot Pappachan Group in promoting Performing Arts”.


OBSERVATORY

PER CAPITA INCOME/MONTH

PER CAPITA INCOME	PERCENTAGE
< = 1000	00.94 %
1000 – 1500	14.00 %
1501 – 2500	53.47 %
2501 – 3500	25.54 %
3501 – 5000	05.91 %
5000 Above	00.13 %

FACTS AND FIGURES

GROUP LENDING	
Districts	95
Branches	304
Centres	116307
Active Members	1070746
Disbursement (May)	228.41Cr
Total Disbursement	4449.61 Cr \$ 700.95 mn
Repayment Rate	99.75 %
PAR> 30 Days	0.25 %

Conversion to dollar as on 16/07/15 \$63.48.

MSGB LOANS	
Current Portfolio	168.98 Cr
Total Disbursement	203.43 Cr

PERSONNEL STRENGTH	
Field Staff	3354
Total Staff	3444


muthoot
 PAPPACHAN
MICROFINANCE



FROM BLAMING DESTINY TO DREAMING HIGH

Loan ID: MOGP#189/3c

“Few years back, I had been running from one bank to another hoping to get a small loan for the expansion of my business but everyone turned me down as I have nothing to provide them as collateral security. I thought my dream to start a small provisional store in our area will never come true until I was introduced to Muthoot Microfinance” Jayanthi recalls with a smile.

Hardly three years ago, 38 year old Jayanthi and her family (consisting of her husband and two teenage daughters) from rural Mugapur West near Chennai in Tamil Nadu, was a typical example of a low income household trying to meet two ends on a daily basis. Jayanthi’s husband, who runs a small Travel agency in the locality, was the only bread winner of the family. His income alone wasn’t enough for the family as their children’s education requirements began to grow substantially every year along with other expenses. Jayanthi on her spare times tried to run small businesses (including a saree selling venture near her community) but without much luck. But she knew the potential for a provisional store in the locality and approached banks in the hope of getting the initial capital and was rejected every time for

the lack of collateral security the banks were demanding. She could do nothing but blame her destiny and was utterly disappointed.

Jayanthi’s fortunes took a somersault the moment a Muthoot Microfinance RO from Chennai branch visited her 3 years ago while covering the community as part of street survey. She never expected to get a business loan in such a quick time, that too without giving any collateral security. Jayanthi availed the first cycle loan and started her business. Easy weekly repayment system also suited her well. Her business grew in quick time and now she is in her third cycle of loan. Her daily income increased to Rs 500 a day now from a meager Rs 200 at the time of her first loan cycle and expected to touch the Rs 600 mark soon. By the end of the year, Jayanthi expects her business to reach a new level and wants to give employment to at least one woman in her community.

For Jayanthi and her family, association with Muthoot Microfinance helped them transform their life like many other people in their community. She feels that one reason for the success of Muthoot Microfinance is its commitment in serving the client

- Total profit (EBIT) for FY 2015-16 as of May 31, 2015 is at 52.53crores.
- Total profit (EBIT) for the previous fiscal same period was 30.59 crores.
- The profits increased 72% in May, 2015 year on year.
- Operational Income for FY 2015-16 as of May 31 is at 64.28crores.

- Opened branches in Nashik, Maharashtra and Vidisha, Madhya Pradesh.
- Bangalore-1, Piravom, Ottappalam, Chavakad, Chennai-9, Nagarkovil-1 branches crossed 15000 clients in June.
- MSGB Loans added 5476 clients in June.
- MSGB Loans disbursed over Rs. 27.28 crores in June.
- IGL-Dairy added 4397 dairy farmers in June, disbursing Rs 11.19 crores.
- Dairy Loan Outstanding as on 30th June is Rs 102.15 crore from 59518 Dairy Farmers.
- Training team conducted 130 internal training programmes in June.
- A total of 1054 employees were benefitted through the internal training programmes.



REMARKABLE TURNAROUND WITH TALENT IN HAND

Loan ID: ADOO #1330/SC

Parakodu is a small village in Kerala's Pathanamthitta District where living standards of most of its inhabitants remain modest. 52 year old Girija Mohan and her family was one among the hundreds of families living in half poverty until her fortunes turned two years ago. Girija, her husband Mohan, who is a daily labourer, and their three children were entirely dependent on Mohan's income which is not at all sufficient to meet their day to day expenses. Girija had tried to open small businesses in the past to earn a living but failed mainly due to lack of capital investment. However she never lost her confidence as she knew her talent in painting and artistry could be utilized to make some earning for her family, but the capital investment to start even a small venture remained an obstacle in front of her.

The scenario changed all of a sudden for Girija after an RO from Muthoot Microfinance's Adoor branch visited her house. She and her neighbours formed a group and were given first cycle loan of Rs 15,000 just three days later. Girija bought a sewing machine and started to

work from home and also bought some necessary items for her glass painting and other artistry ventures. The business bloomed in quick time as her tailoring and artistry works began to bring reasonable income to the family.

Girija's daily income raised to Rs 300 a day just a couple of months after she was given the loan from nothing beforehand. She is now on her second cycle of loan of Rs 30,000 and already her income shoots up to Rs 500 a day. She now employs a women and getting good orders from nearby and away shops and also from individuals.

Girija attributes all her success to Muthoot Microfinance and their operations style which suits the poor and the needy well. Girija and her companions were also benefitted from various skill training and financial literacy programs organized by the company over these years. She now plans more ventures in the future and to expand her existing business and wants to continue her association with Muthoot Microfinance.

BREAST CANCER AWARENESS & DETECTION



In order to create awareness on breast cancer and encourage more women to undergo regular cancer check-ups, Muthoot Microfinance, Samathanapuram branch organised Cancer Detection & Awareness Camp in collaboration with Cancer Prevention Centre, Tirunelveli at Murugankurichi-Samuthayakoodam on 23 may 2015.

More than 100 women attended and benefitted from the awareness session. In the check-up, no attendees were diagnosed with basic breast cancer symptoms.

The key objectives of the initiative was to create awareness among the people about cancer and importance of cancer detection at an early stage, since cancer can be cured if diagnosed and treated at an early stage.

Dr Ramaganesal from the Cancer Prevention Centre headed the screening program. Social investigators - Ms Niranjana and Ms Mohanapriya gave an awareness class to the gathering on how to self-identify the early symptoms, facts, causes & availability of treatment for the condition.

TAKING THE SMAC ROUTE TO CONNECT WITH CUSTOMERS

SMAC technologies are growing at a massive pace, enabling organizations to connect with their customers at a personalized level.

Social, Mobile, Analytics, and Cloud (SMAC) is emerging as a key business enabler for many organizations. It creates an ecosystem which enables organizations to get closer to customers and get maximum reach with minimum overheads. At Muthoot Fincorp, we are aggressively using SMAC technologies for driving customer engagement and improving transparency.

With customers becoming more tech-savvy, the need for more services powered by digital technologies such as SMAC is becoming profound. Social media has provided businesses with new ways to reach and interact with customers, while mobile technologies have changed the way people communicate. To share an example, for granting gold loans and unsecured loans, we are experimenting with rating the customers through social media. This is happening for the first time in the retail business and has gained momentum in our branches.

Further, we have provided a 'missed call' facility to our customers to get the balance and transaction history. The same facility is being used across our call centres for more customer acquisition and for providing business with more cross-sell and upsell opportunities.

THE VALUE OF ANALYTICS

Analytics allows businesses to see when and where to grow and invest. Given this, we are investing a lot in data management analytics and reporting.

Data management and analytics have helped us create a robust customer platform for our new product named 'Muthoot Special Gold Loan' where customer data is deduped across our data mart to analyse if any miss-sell has taken place.

With our huge database, business and marketing teams are sending SMSs to

raise awareness about various products and also trying to bring more and new customers by analysing the transaction history of customers and providing customers with the right product at the right time. We have launched an online payment portal, which enables customers for repayment of their loans and also a dynamic cloud-based portal for customers to buy gold online.

We have provided our customers smartphone apps for locating branches, getting connected with the branches for real-time updates, and also for various other services. As a part of our corporate social responsibility initiative, we are providing customers with blood donor information through the smartphone application. Further, we have provided employees with smartphone apps for updating daily collections and microfinance collections, thereby reducing the burden on the branches for effective monitoring and management.

As a part of Muthoot Fincorp's cloud initiative, we have a replica of our branches' database in the cloud on a real-time sync basis and the cloud data is being used in real time for various online audits for assessing the portfolios, as well as for providing instant reminders to various hierarchies for business triggers, approvals, etc. Using the cloud data, we are providing senior management with business-critical MIS for managing business, which helps them in instant decision making. In addition, smartphone applications have been provided to top management members for managing, monitoring, and analysing business on the move.

REACHING OUT TO TECH-SAVVY COMMUNITIES

Through Muthoot Fincorp website and social media marketing tools, we are trying to reach and

connect with the tech-savvy communities and increase engagement through discussions and debates on new products. This helps in product analysis and getting instant feedback from customers.

SMAC technologies are spreading faster than any other technologies in the recent past. With today's customers demanding personalized service, the use of SMAC technologies is only going to grow further. To sum up, a satisfied customer is the best business strategy of all—and this is where SMAC technologies deliver true value.

Jayakrishnan P.

Associate Vice President-IT
Muthoot Pappachan Technologies

