



MUTHOOT MICROFIN RECEIVES FLAME AWARDS FOR RURAL MARKETING INITIATIVES



Muthoot Microfin has won the silver medal at Flame Awards Asia 2019 for its direct marketing initiatives under the Banking & Finance Campaign of the year category. Flame Awards Asia is hosted by the Rural Marketing Association of India (RMAI).

The award honours the best and exemplary work in marketing and communication practices in rural markets of India. Mr Udeesh Ullas, Executive Vice President of the company, received the award at the ceremony held at Taj Santacruz hotel, Mumbai on 21st June, 2019.

Instituted in 2006, Flame Awards recognizes excellence in marketing & communication, promotion and initiatives across rural markets of India. Flame Awards is also one of the most coveted and exclusive rural marketing awards platform in the Indian subcontinent.

An expert screening jury of 30 members shortlisted the best entries from over 300 entries this year. Ernst & Young were the official tabulators for Flame Awards Asia.



Loan ID: MDBR@220/SC

SAMOSAS' FILLED WITH SUCCESS

Nayana Ravichandran from Padubidri in Udupi district of Karnataka says receiving the best micro entrepreneur award from Muthoot Microfin last August was one of the best moments of her life so far.

Her journey towards a successful entrepreneur wasn't that easy until Muthoot Microfin came to her life 4 years ago. As a housewife, Nayana was concerned about rising household expenses and wanted to supplement her husband's income.

Nayana realised she could start a samosa making business at her residence and can sell it for a margin. All she needed was some financial support. That is when she heard about Muthoot Microfin and approached the company for a loan.

With her first cycle loan, she bought a big gas stove to replace the old smoke-filled stove which can help her increase the production by fivefold a day. After a while, she got a big order from a nearby organisation and rented an auto rickshaw for delivery. She also appointed two staffs as her business grew in quick time.

She is now on her 4th cycle loan of ₹ 60,000 and plans to buy an auto rickshaw. Today, Nayana is confident of growing her business further and building a solid future for her children. She is proud of her journey from a homemaker to small entrepreneur and thankful to Muthoot Microfin for making the big difference in her life.



Loan ID: VDSP @953/SC

CHASING INEVITABLE SUCCESS

Housewife turned grocery store owner Jeyamani from Virudhunagar in Tamil Nadu says her business started with Muthoot Microfin loans gave her financial freedom and empowered her to provide for the family.

Until five years ago, Jeyamani's family was struggling to meet both ends. Her husband, a daily labourer was the sole bread winner but without a reliable source of daily income. The family's financial situation was putting a strain on their life.

At that time, Jeyamani decided to find a way to contribute to the household income and started a tiny kiosk adjacent to her home. However, she couldn't fill the racks with enough stocks due to lack of capital. Her business almost failed and once again Jeyamani and her children became reliant on her

husband's unpredictable income.

During that time, a Muthoot Microfin Relationship Officer visited her stall and introduced her to the company's services. Soon, she was granted the first cycle loan of ₹ 10,000. Apart from filling her stall with stocks, she saw this as an opportunity to gain better knowledge about running a business.

Gradually, Jeyamani built a loyal customer base for her business and availed second cycle loan of ₹ 40,000. Using the entire amount, she bought more items for the shop. With more items in the store, her business began to grow; her daily income now hit ₹ 500 from a meagre ₹ 100 earlier.

MFA WINS EKM 'C' DIVISION FOOTBALL LEAGUE

Muthoot Football Academy (MFA) has emerged champions of the Ernakulam District 'C Division' Football League. MFA thumped 'FF Academy' 9-0 in their last league game and remained unbeaten in the entire league.

The team registered 4 victories and a draw in the competitions held during the season at the Ambedkar and Don Bosco stadiums in Kochi. The team will play in the 'B Division' league from next season and will vie for further achievements in the 2nd best football league in the district.



MUTHOOT MICROFIN CELEBRATES WORLD ENVIRONMENT DAY



Celebrating World Environment Day, Muthoot Microfin organised several tree planting and sapling distribution drives along with awareness sessions on conserving nature.

Pathanamthitta branch in Kerala conducted an event at the branch premise on June 4, where 150 saplings were distributed. In Tamil Nadu, Cuddalore and Thiruchitrambalam branches organised programs on June 5 by planting trees at Sellamkuppam and Kootroad.

Chennai zone organised 9 separate events to mark the day. The zone conducted programs at Arani, Chennai, Kalambur, Kalpakkam, Karnodai, Perambakkam, Sholingur and Vikravandi. Public schools were chosen as the venue for programs at all these places.

Enthused by the campaign, local communities and administrative officials joined hands at all these places to promote planting of more saplings in public places.



The team held awareness sessions to spread the message on the importance of planting more trees to protect the environment. The participants at all the locations took a pledge to conserve the environment and not to indulge in any activities that would cause harm to nature.