

MUTHOOT MICROFIN LAUNCHES NEW CUSTOMER APP

Muthoot Microfin has launched a new 'android mobile application' for customers to stay connected with the organisation. The App, named Mahila Mitra, will enable customers to instantly overview their loan details and learn more about their transactions.

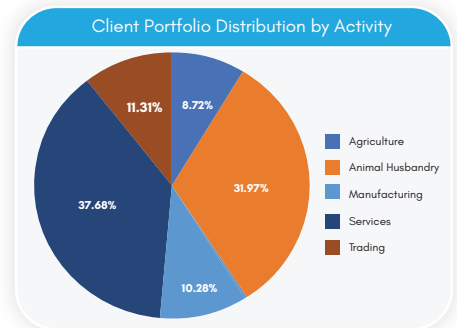
The App will further help users for easy repayment of loan instalments through digital channels like UPI, Netbanking, payment cards. Mahila Mitra has a simple and easy interface design to facilitate intuitive navigation and smooth functioning even for novice users. The App is convenient, fast, secure and does not interfere with the user's privacy.

Commenting on the new App, Mr Sadaf Sayeed (CEO) said, "Launch of Mahila Mitra is an effort by the organisation to introduce digital financial services and payment solutions to the bottom of the pyramid communities in India. We think this is the right time to launch the App considering the lockdown situation and necessity of ensuring safety among our customers and employees."



Operational Highlights	
Districts	276
Branches	708
Active Clients	18,73,099
Disbursement (May)	₹ 0.18 Cr
Total Disbursement	₹ 14,458 Cr
Field employees	6,697
Total Employees	6,972

Client per capita Income/month	Percentage
<= 1000	00.21%
1000 - 1500	01.00%
1501 - 2500	14.42%
2501 - 3500	40.70%
3501 - 5000	36.53%
5000 Above	07.14%





SUCCESS FOLLOWS THOSE WHO PERSEVERE

LOAN ID- BDBG@3983

Parwati Sahu eagerly smiles at her customers as she welcomes them every day to her shop, but the smile on her face lights up further on seeing the first glimpse of her three children returning from the nearby school. They come straight to her arms after school and together they go back home after shop closes around 7 pm.

Parwati's ambition in life is to create a good life for her children. She wanted her children to gain good education which she never had. Parwati says, "My children can concentrate better on their studies, and they are all doing better at school, thanks to the present financial stability of my family".

Thirty-year-old Parwati Sahu is the mother of 3 children and lives in a small village on the outskirts of Jabalpur in Madhya Pradesh. To support her family, she along with her husband set up a small fruits & vegetable shop at the nearby Garha market 12 years ago, but with limited resources at the shop, they struggled to generate enough income to support her family's needs.

Parwati then had an idea of opening a small cosmetic and fancy bangle shop nearby, as she witnessed people

rushing for these products at the market.

However, the capital to start a new venture remained a problem. She approached local financiers but lack of collateral security played a major hurdle in getting loans. Luckily for her, she was introduced to Muthoot Microfin at this time and was excited to know about the institution's hassle-free loan procedures.

Parwati joined Muthoot and immediately availed a microfinance loan. She invested the entire first cycle loan amount of ₹30,000 to start her new but modest bangle shop. Muthoot Microfin also gave her trainings on business acumen and financial literacy. Parwati worked hard and eventually started to earn good income from the business. Slowly, she developed her shop from the humble beginnings, brought in several fast-moving items and employed two women from her village, further enabling them to support their families.

When she started her association with Muthoot Microfin, Parwati was barely able to keep up with their daily family expenses. Now she is a successful woman entrepreneur and a role model in her community.



FINDING THE RIGHT FINANCIAL PARTNER

LOAN ID- BDBG@3983

Radha R who lives in a small town on the outskirts of Pollachi in Tamil Nadu had gone through tremendous hardships in the past to make a living out of her small and single machine tailoring shop.

She started the tailoring unit five years ago to support her family as the expenses grew while her husband's income remained insufficient to meet the family expenses. However, despite getting enough orders for stitching from her locality, she could not fulfil the orders on time as her sewing machine was too old and she didn't have enough materials to support her efforts.

Radha struggled to make both the ends meet and desperately wanted to revamp her business by purchasing a new sewing machine. She approached local money lenders for a loan but the demand for collateral security and exorbitant interest rates remained an obstacle to raise funds. During that time, a Muthoot Microfin Relationship Officer visited her unit and explained about the organisation's financial offerings without any collateral security.

She was excited and soon joined a Joint Liability Group

at the neighbourhood and availed her first cycle microfinance loan of ₹25,000.

She bought a modern sewing machine and utilised the balance amount to purchase other tools and materials for the unit. Subsequently, her productivity increased double fold and she was also able to expand her product lines that brought more customers. Within months, her client base increased and profit from the unit hit a minimum of ₹500 a day.

A few years later, Radha expanded her business by opening a grocery store adjacent to her tailoring unit with further loans from Muthoot Microfin. The microfinance loan enabled Radha to buy essential commodities in bulk at wholesale prices and this helped her gain increased profit margin at the grocery shop.

Radha is grateful to the organisation for offering timely financial support for her. She says, "Muthoot Microfin came to my life as a surprise and at a very critical time, I never looked back to my hardship days ever since my association with the organisation: I would recommend Muthoot to all people I know".

TN, PONDICHERRY ZONE DISTRIBUTES KABASURA KUDINEER

Extending the fight against the Covid-19, Muthoot Microfin's Tamil Nadu and Pondicherry zones organised awareness campaigns by distributing herbal concoction Kabasura kudineer to the public.

On May 23, Muthoot team distributed 'Kabasura Kudineer' (the siddha medicine - believed to boost immunity and having cultural relevance in the state) at eight major public places in the Pandy and Thiruchitrambalam areas.

Muthoot Microfin conducted a second campaign on June 6 at Covid-19 hotspots and vulnerable areas in Chennai and Erode. The organisation ensured that all safety protocols pertaining to Covid-19 are followed at the venues.

Hundreds of people from different walks of life consumed the herbal concoction, believed to increase people's immunity in the fight against Covid-19. Prominent personalities including health care workers and police personnel took part in the program and lauded Muthoot Microfin for conducting the awareness program.



MUTHOOT MICROFIN DISTRIBUTES FACE MASKS IN VADODARA

In order to encourage people to use face masks amid the spread of Covid-19, Muthoot Microfin's Gujarat zone on June 1st distributed face masks in Vadodara and created awareness among people on the importance of wearing masks at public places.

The organisation distributed more than 1000 masks to staffs and patients of Gotri General Hospital, traffic police personnel and platform dwellers in the city.

Through this effort, Muthoot Microfin stands in support and aid to the vulnerable sections during this most challenging time. Wearing masks in public places and public transit has made mandatory in the city.

