

### ACCOLADES

## Mr. Sadaf Sayeed wins 'CEO of the Year' award at CMO Asia National Awards



Muthoot Microfin CEO, Mr Sadaf Sayeed has won the 'CEO of the Year' award at CMO Asia's 7th National Awards held at Mumbai on 27th August. The award recognises the leaders who play a key role in aligning company strategies with business goals and succeed in contributing to the growth of the organisation through sustainable competitive advantage.

Commenting on the award, Mr Sadaf said, "This is a recognition we received for running the organisation with flexibility during the tough pandemic times, by employing strategies suitable for the period and to stay ahead of competitors in the industry. This was possible only through proper guidance and support from our directors."

The independent jury comprising of industry veterans and thought leaders went through a rigorous and independent process - combined with detailed analysis including the contender's contribution to growth, financial performance, service, and innovation - to select the winners.

### OBSERVATORY

#### Operational Highlights

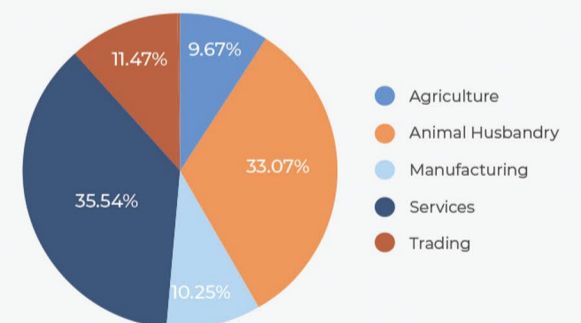
Districts	269
Branches	786
Active Clients	18,18,991
Disbursement (Aug)	₹ 382.31 Cr.
Total Disbursement	₹ 17,867.75 Cr.
Field employees	7,080
Total Employees	7,346

#### Client per capita Income/month

#### Percentage

< = 1000	00.16 %
1000 – 1500	00.73 %
1501 – 2500	10.87 %
2501 – 3500	30.91 %
3501 – 5000	35.67 %
5000 Above	21.66 %

#### Client Portfolio Distribution by Activity



## IMPACT

# Becoming a successful entrepreneur

Parwati Devi from Sharda nagar in Purnia district of Bihar has struggled a lot in her childhood, and hence, she was determined to ensure that none of her children should endure the hardships she did growing up.

Before associating with Muthoot Microfin, Parwati worked at an electric shop and later started her own shop but without much success. Sales at the small-scale electric shop were dull, and it barely turned profitable. However, she was confident that, she can turnaround the business if she could invest more money.

Meantime, she was introduced to Muthoot Microfin by a friend and immediately joined a neighbourhood JLG after understanding the organisation's simple loan procedures. The company offered Parwati, not only finance but also financial literacy and business acumen trainings she needed to flourish as a businesswoman.

The training and capital equipped her with the tools and skills to build a sustainable and profitable enterprise. In just six months Parwati was able to grow her business and now supplies electrical items to other smaller shops in the town. Her shop is now well-stocked, she employs two neighbours, and her husband has also joined to support the operations.

Parwati is now on her second cycle loan of ₹45,000 and has almost tripled her weekly earnings to ₹6000 now from ₹2000 at the start of the loan. Her success has transformed the lives of not just Parwati's family, but also her employees and their families. She now plans to send her children to better educational institution so that they can reach their full potential and achieve their dreams.

Parwati Devi says "I never imagined getting a fast and hassle free loan with proper business training that could change my life for good; I would like to continue my association with Muthoot Microfin for my future business expansions and would recommend the company to all who wants to succeed in their life".



LOAN ID - - 1105630101000890

# Enabling finance & support system



Kavitha Devi from Rajgarh in Churu district of Rajasthan runs a small cosmetics' shop which gave her financial independence and allows her to provide for her family. Before she started the business ten years ago, her husband was the sole earner and didn't have a reliable source of income. The poor financial situation was putting a strain on her family life.

Kavitha was determined to find a way to contribute to the household income and started the cosmetics' shop with whatever little she had saved. However, she didn't have enough fund to update her stock at regular intervals as cosmetic business needs change with fashion trends. Her business began to decline and once again she became reliant on her husband's unpredictable income.

Having forced to run the shop with paltry income, she kept seeking ways to improve the situation. However, all her attempts to secure a loan failed on her inability to produce collateral security demanded by the financiers. After learning about Muthoot Microfin from a friend, Kavitha got excited about the collateral free loans. She soon approached the company and joined a JLG to avail first cycle loan of ₹30,000. She used the entire amount to buy trendy items into her shop. Her customers gradually increased on new product arrivals and eventually, her weekly profit hit ₹3500 within six months.

After availing her second cycle loan of ₹ 45,000, she introduced fast moving and cheap cosmetic items which fetched more customers and income. Increased income allowed Kavitha to absorb all the family expenses.

With her business growing steadily, Kavitha now plans to open a new shop and venture into textile business.

Kavitha says "Timely support from Muthoot Microfin hasn't just helped improve my ability to provide for the family, but it has also benefitted me to establish strong relationships within the community. Being part of a loan group with other women from my village has allowed me to build a strong support system".

# Muthoot Microfin holds Covid, natural disaster relief programs across states

Muthoot Microfin held vaccination drives and awareness programs to prevent Covid-19 as a part of the organisation's Community Outreach Activities in Tamil Nadu, Madhya Pradesh, Maharashtra, and Chhattisgarh. More than 2000 people from the vulnerable communities were directly benefitted from the vaccination drives and awareness programs.

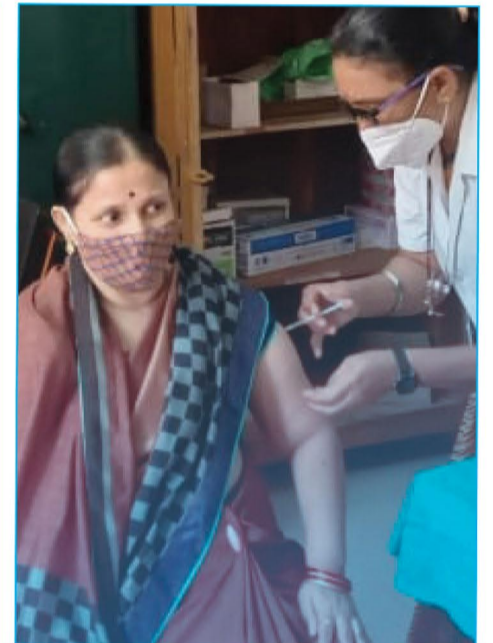
The organisation's Sivagiri branch in Tamil Nadu donated Covid care materials and traffic signal hoardings to Sivagiri police station. Sattur branch in the state associated with Public Health Department and helped vaccinate more than 100 villagers. More than 2000 face masks and sanitisers were donated to the local government hospital.

Meantime, Madhya Pradesh region distributed 250 grocery kits to families who were severely hit and displaced by the recent flash floods in Sheopur. Medical kits containing face masks and sanitisers were also distributed in the wake of pandemic.

Maharashtra team, in association with Manjaram Government hospital, organised vaccination drive, Cowin portal registration assistance and health awareness program for the villagers. More than 100 villagers took their first vaccine at the program.

Chhattisgarh team conducted vaccination drive for vulnerable sections and programs to raise awareness

about preventive measures against the pandemic as well as other health-related and sanitation issues. The program held at Bhanpuri village also distributed medical kits with sanitisers, face masks and sanitary napkins.



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