

LIVE

Muthoot Microfin to offer Digital Healthcare to customers through E-clinics



With an aim to offer accessible & affordable Digital Healthcare facilities in rural India, Muthoot Microfin has collaborated with M-SWASTH to set up e-clinics in its branches. The organisation has already launched 12 e-clinics across Kerala, Bihar, Jharkhand and Uttar Pradesh in the first phase.

E-clinics are specially designed small kiosks that are equipped with a tablet or laptop for a video consultation with a doctor as well as medical equipment for a basic vitals check-up including Temperature, Blood Pressure, Weight, Blood Sugar, Blood Count, etc. It is a simple and easy approach to get medical treatment that's affordable, quick, and reaches out to rural areas. The customer and her entire family members can take advantage of the facility.

Trained Asha Worker will operate the E-clinics, and dedicated staff will be stationed in each E-clinic throughout Muthoot Microfin branch operating hours. The Muthoot Microfin branches will raise awareness of the facility, and customers can receive preventative care education/awareness from ANM/GNM staff. In near future, basic (over-the-counter) medicines will be made available at these E-clinics.

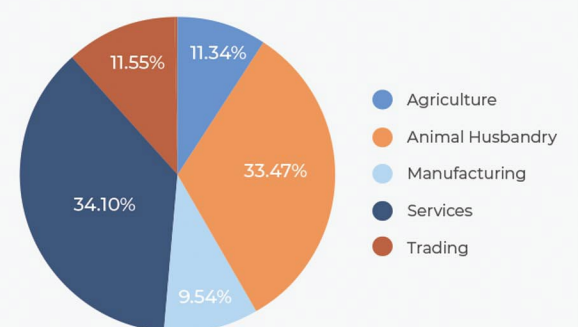
OBSERVATORY

Operational Highlights

Districts	277
Branches	893
Active Clients	20,16,748
Disbursement (Feb)	₹ 613 Cr.
Total Disbursement	₹ 20,906 Cr.
Field employees	7,759
Total Employees	8,054

Client per capita Income/month	Percentage
< = 1000	00.13 %
1000 – 1500	00.62 %
1501 – 2500	09.25 %
2501 – 3500	26.08 %
3501 – 5000	33.62 %
5000 Above	30.29 %

Client Portfolio Distribution by Activity



IMPACT

Regaining accomplishments

Thirty seven year old Nafeesa Abid Ahmed's fragrant flower mart situated at Bhopal's busy market street is the one spot no one can miss due to its mind blowing fragrance. With all types of flowers for all purposes, Nafeesa knows how to attract and retain customers.

However, her journey to success was not an easy one as she was forced to shut down her mart due to covid-19. During that time she and her family survived on food supplies by the government. Later, when the pandemic eased and the market reopened, she approached Muthoot Microfin through a friend. She was looking for some financial assistance and was impressed with the organisation's easy and collateral-free financial offerings.

She availed her first cycle loan of ₹20,000 and spent the money to renovate her shop and introduced large varieties of flowers from the big flower market. She also bought flowers directly from village farmers to make fresh garlands and bouquets. Nafeesa also employed two women and trained them on different flower art works used for big occasions.

Nafeesa's dedication to her business paid off enabling her to sustain her family in a good way. Her daily profit now hit ₹1000 from a meagre ₹200 before the loans. She is now in her third cycle loan and wishes to expand further by opening another shop in the nearby busy market street.

A thankful Nafeesa says "Muthoot Microfin loans helped me to regain my lost business; I would urge all people to stay strong during difficult times as there are organisations like Muthoot around to help you, I will definitely recommend Muthoot Microfin to anyone who wants to succeed in life".



LOAN ID -1103820101052321

Striving for success



LOAN ID - 1101300201135370

Thirty-nine years old Parimala Mathiyazhagan from Maathakottai village in Thanjavur, Tamil Nadu started 'mobile ironing service' three years ago with the financial support from Muthoot Microfin.

When the pandemic struck everywhere, her village too was severely affected. She and her husband found it difficult to earn livelihoods. Parimala then decided to start her own venture and started a small mobile ironing unit with whatever savings she had. However, she couldn't afford to bear all the expenses and was looking for capital when she was introduced to Muthoot Microfin by a friend.

Parimala found the organisation's loan procedures suitable to her and availed first cycle loan of ₹30,000. She utilised the amount to buy another ironing cart and stockpiled enough coal to establish a second unit for her husband.

She is now a successful micro entrepreneur earning around ₹1000 daily and providing employment to two people in her village. The success

of her ironing business has also enabled Parimala to save enough money to pay her children's education and to support her extended family whose financial situation had been devastated by the pandemic. She has now started a third ironing unit at a nearby area with the help of her mother-in-law which also makes good profit.

Today, Parimala is a source of inspiration for many women to work their way out of poverty. Acknowledging the support she received from Muthoot Microfin, Parimala says, "Lack of capital is a major problem for poor people like me, Muthoot Microfin came to my life at the right juncture and here I am today. I owe my success to the support received from Muthoot Microfin and will recommend it to all yearning micro entrepreneurs".

Microfinance to contribute 3.5% of overall GVA by 2025-26: MFIN Study

According to the recent report “Present and Potential Contribution of Microfinance to India’s Economy” published by MFIN along with NCAER (National Council of Applied Economic Research) - during 2018-19, the contribution of microfinance sector as a whole, to India’s GVA was 2.03%. The projected contributions of the microfinance sector to overall GVA, including the backward & forward linkages by 2025-26 would be a significant 2.7% in the base case scenario and nearly 3.5% in best case scenario.

Dr Alok Misra, CEO & Director said, “This study presents an analysis of its contribution to the overall economy in terms of income or ‘Gross Value Added’, a measure of the national economic output and employment. Though the sector accounts for only a small part of the financial sector, the employment created is estimated to be about 1.28 crore jobs by the sector as a whole and

38.54 lakh jobs by the NBFC-MFIs alone, a significant contribution to the generation of employment.”

On the release of the report, Dr Poonam Gupta, Director General – NCAER, said, “Microfinance has emerged as a major instrument for meeting the needs of lower income households by linking them to the financial resources to meet both productive and critical needs of credit. NCAER is proud to be involved in chronicling the contributions of the microfinance sector to the economy and highlighting the importance of sustaining positive links between credit and livelihoods.”

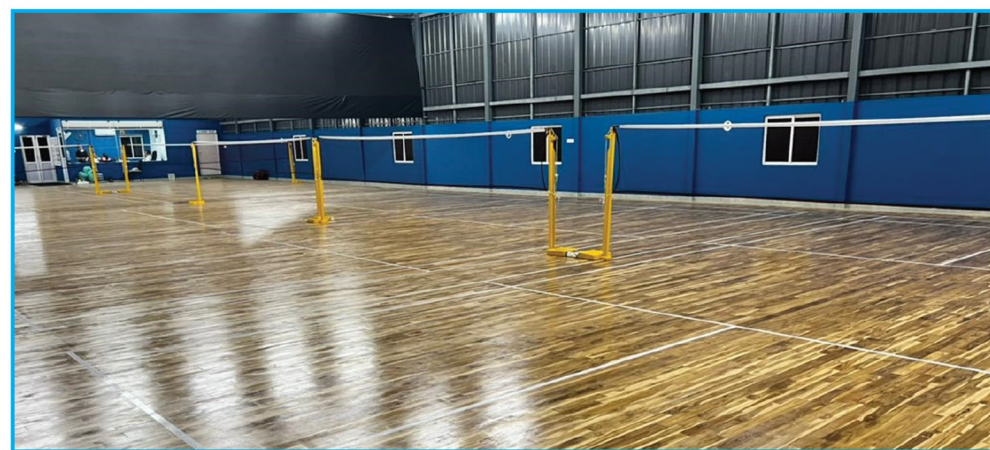
The sector’s contribution to employment is huge particularly in rural areas which accounts for around 70% of the microfinance operations – future growth will lead to more job opportunities locally and promote entrepreneurship among women who form >95% of the microfinance client base.

Muthoot Pappachan Group opens Badminton Academy in Kochi

With the goal of grooming players capable of winning medals for the country in international competitions, Muthoot Pappachan Group has set up a world-class badminton academy at Kaloor, Kochi, in association with former Indian badminton international Alwin Francis.

Mr. Thomas Muthoot, MD – Muthoot Microfin stated, “We have set up the badminton academy as a part of our commitment to nurture young talents at the grassroots level. Our goal is to encourage school kids to pick-up the sport of badminton at an early age under the guidance of some of the best coaches. Free coaching will be provided to talented players from economically backward families.”

Muthoot Pappachan Group, which runs cricket, football and volleyball academies, is one of the few corporate firms in the country engaged in promoting sports at grassroots.



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