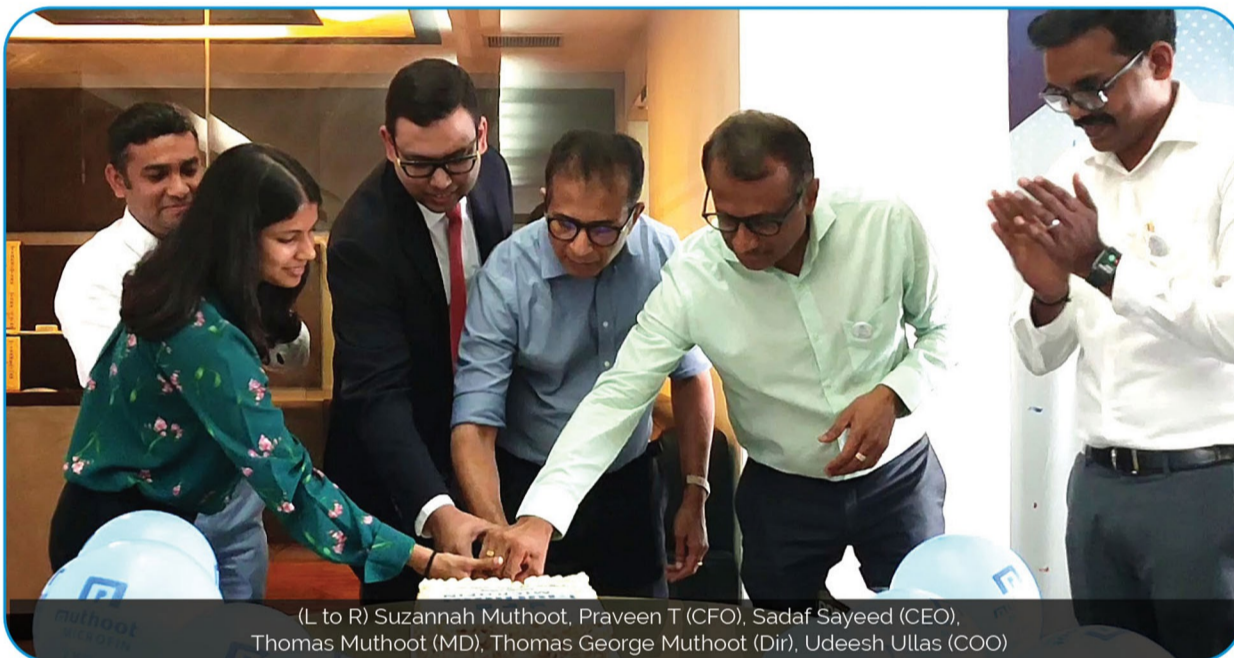


LIVE

# Muthoot Microfin clocks 2 million active customers, ₹ 6000 Cr AUM



(L to R) Suzannah Muthoot, Praveen T (CFO), Sadaf Sayeed (CEO), Thomas Muthoot (MD), Thomas George Muthoot (Dir), Udeesh Ullas (COO)

Muthoot Microfin Ltd. has achieved a remarkable feat by registering 2 million active customer base and an Asset Under Management of ₹6000 crore in the FY 2021-22.

Muthoot Microfin Managing Director Mr. Thomas Muthoot said, "It really is an extraordinary achievement to be proud of and reinforces our commitment to positively impact the lives of millions of underserved people by improving their financial well-being. The potential for future growth and the scope to innovate in this segment, are quite high, especially in the wake of the new microfinance regulatory framework issued by RBI – which emphasizes and empowers the role of NBFC-MFIs in reaching out to sections of our society at the bottom of the economic pyramid".

Muthoot Microfin CEO Mr Sadaf Sayeed said, "We are proud to serve 2 million rural households. Having focused on catering to the life cycle needs of BoP customers, reaching 2 million household gives us tremendous satisfaction. The new liberalized regulation will give us ample scope to innovate and offer customized products to our customers. I am sure that FY23 will see a new era of growth for MFI industry and Muthoot Microfin would be a leader in that space."

### OBSERVATORY

#### Operational Highlights

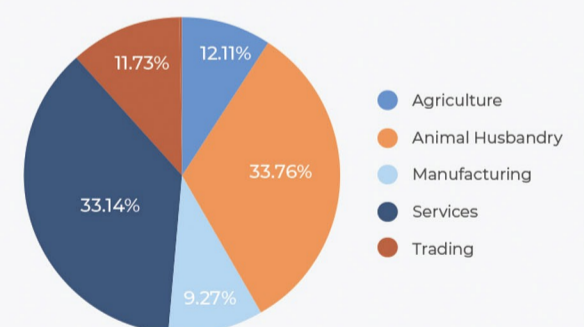
Districts	282
Branches	905
Active Clients	20,50,748
Disbursement (Mar)	₹ 673 Cr.
Total Disbursement	₹ 21,580 Cr.
Field employees	7,892
Total Employees	8,190

#### Client per capita Income/month

#### Percentage

<= 1000	00.12 %
1000 – 1500	00.61 %
1501 – 2500	08.95 %
2501 – 3500	25.17 %
3501 – 5000	33.22 %
5000 Above	31.94 %

#### Client Portfolio Distribution by Activity



**muthoot**  
PAPPACHAN  
**MICROFIN**

A Muthoot Pappachan Group Company

## IMPACT

## A Flowering Collaboration

Lakshmi Devi, a formally uneducated 38-year-old housewife from Sira in Tumkur district of Karnataka has been associated with Muthoot Microfin for the last 2 years. She is one example out of many who has built herself out of nothing with some financial assistance and training.

Lakshmi Devi used to work as a housemaid after her husband became unable to generate any income for the family. Her work as a housemaid would finish in the afternoon, so she approached a local flower dealer to sell flowers and garlands in the street. He was reluctant to supply flowers in credit and demanded advance payment. Lakshmi Devi was disappointed as she didn't have enough money to pay advance. She started looking for a loan and approached money lenders but her inability to produce collateral security halted further progress.

Meantime, she was introduced to Muthoot Microfin by a friend and got excited about the organisation's simple loan procedures. Lakshmi joined a JLG and took out her first cycle loan of ₹40,000. She started selling flowers and garlands in the busy street. Initial days were difficult due to tight

competition. However, slowly, she developed rapport with her potential customers and that helped her business.

Further, trainings offered by Muthoot Microfin helped Lakshmi Devi to become more confident to expand her business with more stocks. Her momentum of success did not stop and thanks to referrals from her loyal customers, Lakshmi Devi was able to find new orders. Her daily profit on a daily basis hit an all-time high of ₹1500 on a festival season day recently.

Now, she plans to open a makeshift shop to sell coconuts and bananas, and made tie up with a supplier in that regard. Lakshmi Devi says "I will seek Muthoot Microfin's support for my new business too. My association with Muthoot not only transformed my life but helped change my perspectives and enabled me to think of improving my enterprise all the time".



# Stitching Success together



LOAN ID -1107230101138655

Purnima Bareth, residing at Birkona village in Bilaspur, Chhattisgarh was a housewife before turning into a micro entrepreneur. Purnima was in the tailoring business for the last 5 years but only after availing a microfinance loan from Muthoot Microfin, her business got off to a profitable journey.

She started her tailoring unit in the beginning with only one sewing machine and couldn't afford to take more orders though her customer base was good. She was looking forward to raise some money to buy another sewing machine, but couldn't afford the usurious interest rates at which the local money sharks were lending.

Muthoot Microfin came to her life at that time as she was approached by a Relationship Officer as part of a street survey in her neighbourhood. She was thrilled to know about the simple collateral free loan procedures and immediately joined a JLG to avail her first cycle loan of ₹30,000. Purnima utilised the entire amount to buy a brand new sewing machine with embroidery facilities and bought enough raw materials in bulk apart from employing a lady to support her in tailoring.

She made dresses exclusively for ladies and kids and became well known for her fashionable but less expensive stitching in the community. Gradually, her daily profit from the business rose to ₹900 and she was able to expand the business by adding readymade kids wear after receiving orders from a nearby textile store.

Buoyed by the success of her tailoring business, she has set out on a goal of growing her business to ensure that she and her family can aspire for a good life. Purnima says she needs capital to buy new sewing and embroidery machines to open more shops and needs working capital to buy trending raw materials. She plans to take further loans from Muthoot Microfin to help her grow her business.

Purnima says, "I am thankful to Muthoot Microfin not just for the financial support but for the guidance and training provided by the organisation".

# Muthoot Microfin holds Strategy Meet & “Blue Knights” Award Night



Muthoot Microfin held its Annual Business Strategy meet and “Blue Knight” Award Night in Goa. Nearly 200 employees took part in the events held at Hotel Hyatt Centric from 8-10 April 2022.

Outstanding performers and those achieved service milestones received awards and recognition from top dignitaries including CEO Sadaf Sayeed.



Nishtha Award Winners



Individual Performance Award Winners



Blue Knight T10 Jersey Launch



Special Recognition for Tamil Nadu Team



Special Recognition for North Region



Blue Knight Awards Participants

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