

LIVE

## Muthoot Microfin CEO receives The Economic Times 'Inspiring CEOs 2022' Award



Muthoot Microfin CEO, Mr Sadaf Sayeed has been conferred with the 'Inspiring CEO Award at the second edition of The Economic Times CEO Conclave.

Mr Sadaf Sayeed received the prestigious award from the Hon'ble Union Minister of State Mr Rameswar Teli at the conclave held in New Delhi on June 30, 2022. The conclave honoured Mr Sadaf Sayeed for his inspiring and strong leadership in creating opportunities during the times of VUCA.

Receiving the award, Mr Sadaf Sayeed said "I am honoured to be the recipient of this prestigious accolade. This is a humbling recognition and I understand the responsibility coming along with it. Being a microfinance company, we serve the underserved; and recognitions such as this are highly motivating to continue our efforts towards financial inclusion and women empowerment."

### OBSERVATORY

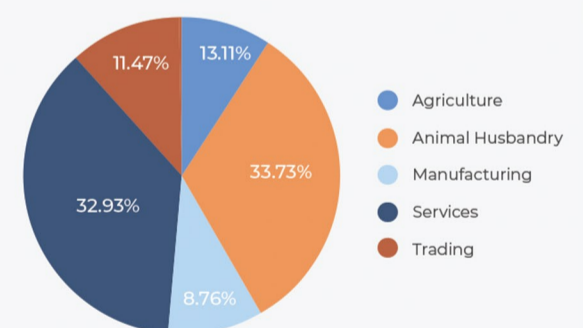
#### Operational Highlights

Districts	295
Branches	957
Active Clients	21,73,798
Disbursement (June)	₹ 529 Cr.
Total Disbursement	₹ 22,884 Cr.
Field employees	8,250
Total Employees	8,557

#### Client per capita Income/month

Client per capita Income/month	Percentage
< = 1000	00.12 %
1000 – 1500	00.60 %
1501 – 2500	08.93 %
2501 – 3500	24.99 %
3501 – 5000	33.10 %
5000 Above	32.26 %

#### Client Portfolio Distribution by Activity



## IMPACT

## Restarting with resilience & courage

Bharati Ghatage is a 52-year-old housewife turned entrepreneur residing in a small village near Tasgaon in Maharashtra. She and her husband reared cows and buffaloes and used to sell milk and other dairy products in the neighbourhood. However, the family was forced to sell all the animals to cover debt during the pandemic.

Bharati wanted to restart their dairy business post the pandemic and started looking for a loan, but all her attempts to secure one ended in distress as financiers demanded collateral securities and exorbitant interest rates. Luckily for her, Bharati was introduced to Muthoot Microfin by a friend at that time. She was thrilled to know about the easy and collateral free loans given by Muthoot Microfin to budding women entrepreneurs.

She availed her first cycle loan of ₹40,000 to purchase a milking buffalo. She soon resumed selling pure milk to her neighbourhood and regained orders from the village tea shops. Bharati worked hard to rebuild her lost business. Thanks to her honesty and good dealings with customers, the demand kept increasing. Then she bought another buffalo with calf and increased the milk production, and now even sells milk to nearby societies.

Gradually, her earnings surged, and profit increased to around ₹1000 a day on an average. Today, Bharati is a proud entrepreneur and has become financially self-sufficient. She provides a comfortable

life to her family. Apart from the loans, Bharati utilized her personal qualities of resilience and business acumen to get a hold on her life. She remains optimistic and wants to add more animals to her shed with further financial support from Muthoot Microfin. Her success story has become an example for her villagers as it reiterates the fact that, with little support through access to financial resources, an individual with initiative and courage can become an agent of change in their community.



LOAN ID :1108270101138877

## Striving to succeed

Geetha Selvam, a 51-year-old housewife from Thilaspeth in Pondicherry is now a successful entrepreneur after her association with Muthoot Microfin two years ago. Today, she earns good income from her small grocery shop situated adjacent to her house.



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Earlier, apart from Geetha's negligible tailoring works, the family was reliant on the income of her husband Selvam, who is a local cable TV technician. But when the pandemic hit the area, the family, like many others faced a lot of financial stress. The family survived the worst period with help from different quarters including food supplies from the government.

The situation prompted Geetha to start something that provides a decent, sustainable income. Her aspiration to grow from a small-time tailor to a grocery shop owner required assistance in the form of finance. She approached local financiers, but exorbitant rates and security requirements hindered to avail finance.

Meantime, a friend introduced her to Muthoot Microfin, and she became a member of neighbourhood JLG. Geetha availed her first cycle loan of ₹ 20,000 and utilised the amount to set up the grocery store. She is now on her third cycle loan of ₹ 30,000. With the amount, she has filled the racks of her store with fast moving items. She now earns at least ₹1000 a day in profits.

Today, her business is so successful that she pays for her own expenses, her children's education, and contributes to her family expenses and the family is

no longer dependent on her husband's income.

Muthoot Microfin loans and subsequent trainings helped Geetha to build up confidence and prove herself to be a successful entrepreneur. Her success story is an example for other women in the village. She says, "I'm so happy to be part of Muthoot Microfin, I believe without loans from Muthoot, our family life wouldn't be the way it is today".

# Muthoot Microfin organises “Plastic Hatao Dharti Bachao” campaign in UP

On the occasion of International Plastic Bag Free Day 2022, Muthoot Microfin organised an awareness campaign named “Plastic Hatao Dharti Bachao” on July 3 in Lahartara, Uttar Pradesh.

In an effort to raise awareness of the grave and urgent problem of plastic pollution in the environment, Muthoot volunteers from the Gorakhpur Zone and Lahartara branch distributed non-plastic bags in local communities.

The campaign educated people on the dangers posed by the plastic and why they need to give it up and adopt the greener alternatives such as cloth, paper and jute bags.



# Muthoot Microfin serves drinking water to Rath Yatra pilgrims

As a part of Community Outreach Activities, Muthoot Microfin served drinking water to thousands of devotees during the Rath yatra at Lord Jagannath temple premises in the Puri district of Odisha.

Thousands of devotees and tourists including foreigners throng the holy city of Puri during the festival. Serving drinking water comforted thousands of pilgrims & tourists during the heavily crowded festival.



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