



Date: May 29, 2024

To,

BSE Limited
Corporate Relationship Department,
2nd Floor, New Trading Wing,
Rotunda Building,
P.J. Towers, Dalal Street, Mumbai 400 001

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (E),
Mumbai 400 051

Scrip Code: 544055

Scrip Code: MUTHOOTMF

Dear Madam/Sir,

Sub: Press Release

Pursuant to Regulation 30 of SEBI (Listing Regulations and Disclosure Requirements), 2015, we hereby submit the Press Release with respect to the strategic collaboration of Mr. Shah Rukh Khan as the brand ambassador of Muthoot Pappachan Group, of which the Company is also part of.

The same is also available on the website of the company at www.muthootmicrofin.com

We request you to kindly take the above information on record.

Thanking you,

Yours faithfully,
For **Muthoot Microfin Limited**

Neethu Ajay
Company Secretary and Chief Compliance Officer
Membership No. A34822

MUTHOOT MICROFIN LIMITED
CIN:L65190MH1992PLC066228

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Press Release

Muthoot Pappachan Group Announces Shah Rukh Khan as New Brand Ambassador

India, May 29, 2024: Muthoot Pappachan Group (MPG), a 137-year-old leading business conglomerate in India, popularly known as Muthoot Blue announces Shah Rukh Khan as its brand ambassador. This strategic collaboration represents a significant milestone for MPG, reinforcing its brand presence and a new way of connecting with a diverse audience across India. Muthoot Pappachan Group is the promoter of India's leading NBFCs including **Muthoot FinCorp Limited (flagship Company of the Group), Muthoot Microfin Limited, Muthoot Capital Services Limited and Muthoot Housing Finance Company Limited.**

This collaboration demonstrates MPG's outlook and firm dedication to fostering the country's financial growth and aspirations. Shah Rukh Khan's iconic status further magnifies this narrative, resonating with customers across all age groups, while inspiring them to dream big.

Mr. Thomas John Muthoot, Chairman of the Muthoot Pappachan Group, expressed his enthusiasm about Shah Rukh Khan joining their team. "It's a significant milestone for us," he said. "Shah Rukh doesn't just bring his star power—he also embodies the humility and self-made success that align with our core values." **He continued,** "Shah Rukh Khan's journey mirrors our commitment to making services accessible at various touchpoints across our companies, reinforcing our mission to empower the common man across the nation. His life story perfectly illustrates the power of dreaming big and realizing those dreams."

Shaji Varghese, CEO of Muthoot FinCorp Limited said "Shah Rukh Khan represents more than just fame; he embodies humility and self-made triumph. He connects with our target audience as an ordinary individual who dreamed big and turned his dreams into reality."

In his role as the group's brand ambassador, Shah Rukh Khan will be seen in MPG's campaigns across multiple channels, promoting their services. These campaigns aim to showcase a range of financial products and services, echoing the group's commitment towards revolutionising access and streamlining convenience for all.

Shah Rukh Khan said, "Joining the esteemed Muthoot Pappachan Group as their brand ambassador is an exciting step. With a century-long legacy, MPG has immensely contributed to India's financial landscape. I look forward to inspiring individuals across the country to dream big as MPG turns those dreams into reality, with their easily accessible bouquet of products."

As Muthoot Pappachan Group moves towards heralding a future where financial inclusion is within reach for all, having Shah Rukh Khan as their new brand ambassador plays a significant role in achieving this milestone.

About Muthoot Pappachan Group

Founded in 1887, Muthoot Pappachan Group (MPG) is a significant entity in the Indian business landscape with nationwide presence and tailor-made products and services for its customers. The group which planted its roots in retail trading, later diversified into various sectors including Financial Services, Hospitality, Automotive, Realty, IT Services, Healthcare, Precious Metals, Global Services and Alternate Energy. Currently MPG has over 40,000 employees, serving customers through its over 5200 branches across the country with a disbursement of over Rs.60,000 crore disbursements in FY 24. Muthoot Pappachan Foundation, the CSR arm of the group facilitates the CSR activities for the entire group companies focusing on Health, Education, Environment and Livelihood (HEEL).