

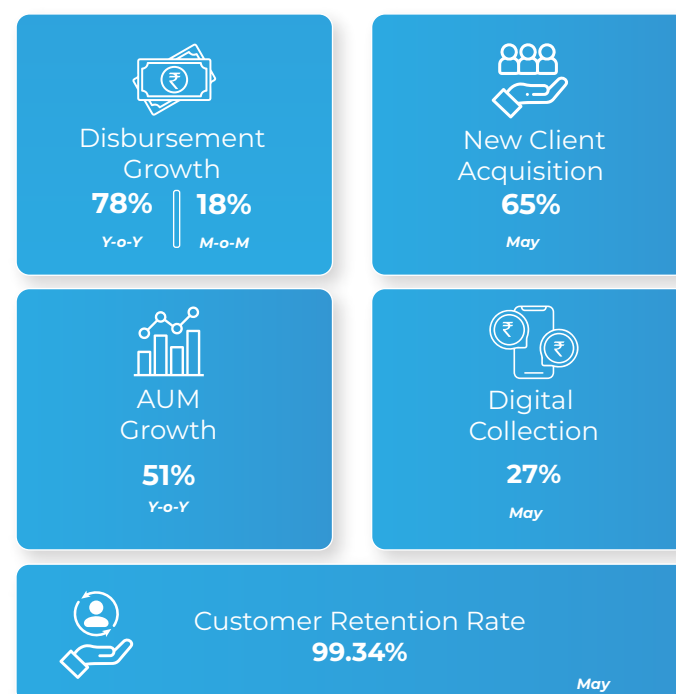
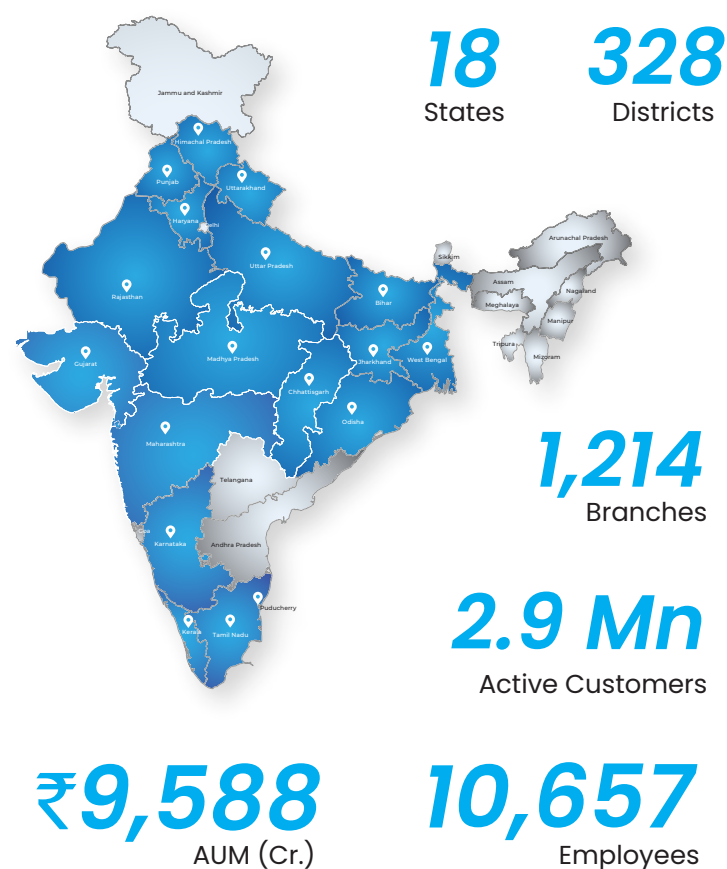
FEATURED

## Muthoot Microfin launches digital-first 'Suvidha Loan'



Muthoot Microfin has launched its '360 degree' digital finance facility called 'Suvidha Loan' to empower customers with quick access of funds. The new facility offers a loan ranging between ₹10,000 and ₹30,000 to customers within a 30-minute timeframe. This service is accessible through the company's Mahila Mitra customer App. The entire process from loan disbursement to loan collection will be paperless and conducted digitally via the app, with minimal manual intervention.

Mr. Sadaf Sayeed, CEO, Muthoot Microfin said, "Muthoot Microfin has conceptualized Suvidha Loan to empower microfinance customers, strengthening our commitment towards digital inclusion of rural India. This enables customers to borrow at her discretion and convenience without being dependent on a loan officer or joint liability group. With the use of our in-house created 'Mahila Mitra' app and credit scorecard, together with integrated household level credit bureau, digital KYC, and penny drop verification, we can analyze a customer on 40 different parameters in a matter of minutes. We can decide on a loan within 15 minutes and disburse it in 30 minutes."



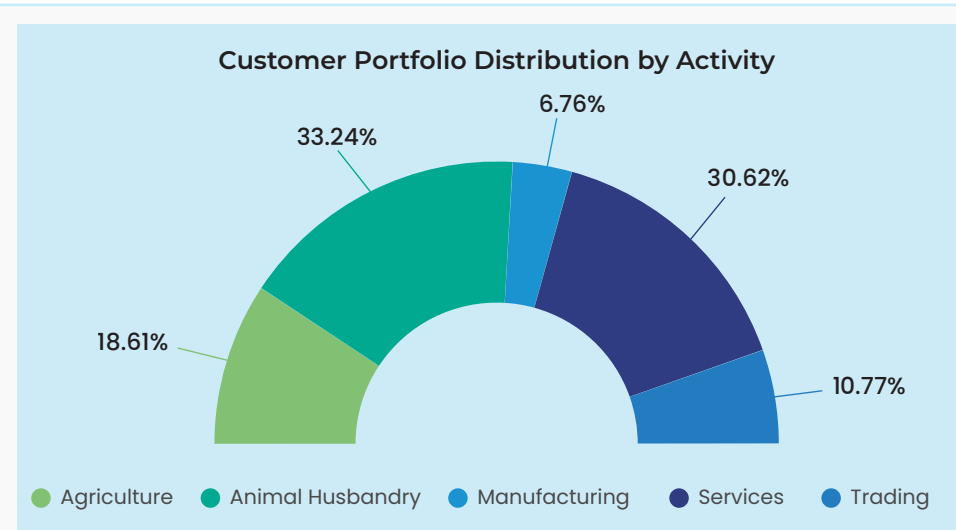
# Vending her way to success

Forty-four-year-old housewife turned micro entrepreneur Manishaben's entrepreneurial endeavours got a boon after her association with Muthoot Microfin a couple of years ago. Manishaben who lives in Ankaleswar, Gujarat started a vegetable shop from a rented thatched shop in the city outskirts. She was forced to do something of her own to earn extra revenue for the family as her husband's paltry income was not enough for leading a good life.

Manishaben borrowed money from friends and family to open the shop. However, the business didn't do well as she was unable to purchase fresh vegetables in bulk due to cash shortage. She was forced to run the shop with little profit for years and relied heavily on her husband's insignificant income to run the family of five.

Manishaben's fortune turned bright two years ago when she learned about Muthoot Microfin and its hassle-free loan procedures which don't require any collateral security to avail a loan. She immediately joined a JLC after understanding more about the organisation and took her first cycle loan of ₹40,000 and utilised the entire amount to develop her business. Within weeks after strategically employing the raised capital, her customer base began to increase and profits soared on a daily basis - which hit ₹600 after just a couple of months.

She also appointed a neighbour at the shop to assist her in the business. Muthoot Microfin also provided her with business skills training, and financial education. With new financing and improved skills and discipline, Manishaben successfully increased her business profits over time. Now, she can save money and afford to pay for her children's education. She and her husband also dream of expanding the business and having their own shop soon. They also plan to buy a two-wheeler to transport vegetables from and to nearby market. Determined women like Manishaben only needed the due support they deserved and Muthoot Microfin is proud to support her case.



INSURANCE PRODUCTS		
	Active Policies	Claims Settled
Credit shield	1,05,59,597	₹220.04 Cr
Sampoorna Swasth Shield	24,17,630	₹10.82 Cr
Griha Suraksha Shield	15,12,887	₹4.31 Cr



# Hard work brings success



Parvati Shivdutt, a 47-year-old housewife turned micro entrepreneur is now successfully runs a grocery store in Uruwa Bazar village in Gorakhpur district of Uttar Pradesh. Her story is a testament to the phenomenal support Muthoot Microfin provided to rural women in transforming their life.

During the covid lockdown, her family's financial means became severely constrained, and Parvati was required to work at the local market as a sales assistant to earn livelihood for the family. She was a good salesperson and trusting her skills, she stepped into her own business by opening a small shop adjacent to her home.

She brought in fast moving quality grocery items from the big market on a daily basis and was able to sell at comparatively cheaper prices. Her prices and quality products attracted more customers. Eventually, owing to her hard work and determination, Parvati was able to build strong connections

with her customers and earned a positive repute for her shop.

Parvati knew she needs to expand the business and was on the lookout for financial assistance. However, she was denied loans by local financiers on her inability to provide collateral security. Luckily for her, she came across Muthoot Microfin and after knowing its simple and hassle free loan procedure, she joined a JLG to avail first cycle loan of ₹40,000. Parvati procured enough commodities in bulk from nearby market and also started vegetable sales. Her daily profit rose to ₹1000. Her grocery shop continued to grow, and she was able to multiply her revenue by adding more products to the shelves.

Parvati is now running her business successfully and is able to maintain a healthy lifestyle for her family. She has started saving for her children's education. She has eventually become a symbol of pride for her villagers.





## ACCOLADES

## Muthoot Microfin joins RBI and Sa-Dhan to organise large scale financial literacy workshops

With an objective to empower individuals with the knowledge, skills, and tools necessary for informed financial decision-making, Muthoot Microfin in collaboration with RBI and Sa-Dhan will conduct 198 financial literacy workshops across 13 states from May 2023 to April 2024.

These workshops aim to create a positive impact by imparting invaluable financial knowledge and fostering financial literacy among the masses. The first step towards achieving this mission took place in Kursela, Bihar on May 25, where a pioneering program was successfully conducted. A total of 65 enthusiastic beneficiaries actively participated in the workshop and greatly benefited from the invaluable insights shared.

Through this concerted effort, Muthoot Microfin, RBI, and Sa-Dhan are dedicated to making a lasting difference in the lives of individuals, enabling them to take charge of their financial well-being and lay a solid foundation for a prosperous future.



## LIVE

## Muthoot Alwin's Badminton Academy wins yet another state level medal

Muthoot Alwin's Badminton Academy recorded yet another triumph at the state level as young prodigy Gauri Anand won the runner up trophy at the All Kerala state junior ranking championships held at Thiruvalla in May.

Gauri and her partner Joe Francis of RSC produced outstanding badminton throughout the six day tournament. The runner up finish is the highest achievement so far for young Gauri as she is aiming for more glories at the junior and senior levels. Muthoot Alwin's Badminton Academy had recently won many accolades at the two sub junior ranking tournaments held in April.



### Get In Touch



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