

FEATURED

Financial literacy campaign in association with the RBI and Sa-Dhan crosses 6000 beneficiaries



Muthoot Microfin Limited's financial literacy campaign in collaboration with the Reserve Bank of India (RBI) and Sa-Dhan has benefitted more than 6000 individuals across 22 districts in 13 states as of August 2023, making a significant stride towards promoting financial literacy and inclusion.

These workshops serve as a beacon of empowerment, equipping rural individuals with the knowledge and skills needed to navigate the complex world of finance. The sessions are tailored to address the unique financial challenges faced by micro entrepreneurs, ensuring that they emerge as confident and financially savvy individuals.

By imparting practical insights into savings, investments, and financial planning, these workshops empower participants to make informed decisions about their financial future.

Furthermore, by promoting financial literacy among women, we are advancing economic empowerment and building a more resilient and financially inclusive society.

A Small Business Triumph in Sericulture



LOAN ID - 1110920101001520

Leelavathi's life took an unexpected turn when she lost her husband, leaving her with the responsibility of providing for her family. Against the backdrop of this challenging situation, she decided to venture into a field that her family had been traditionally involved in for the last four decades – sericulture.

Determined to make a success of her newfound venture, Leelavathi, aged 42, from Chickaballapur district in Karnataka, embarked on a journey of self-improvement. She understood that to thrive in the sericulture business, she needed to gain extensive knowledge and hands-on experience. After completing her training, Leelavathi was ready to put her skills to the test. She envisioned starting her own sericulture business, a dream that required substantial investment in materials and equipment.

Undeterred by the financial challenge, she decided to use her savings to procure the necessary materials. However, starting a business from scratch is never easy, and Leelavathi soon found herself facing financial constraints. This is where Muthoot Microfin Limited,

stepped in to support her. Recognizing Leelavathi's determination and potential, Muthoot Microfin Limited provided her with a loan of ₹ 55,000 rupees soon after she completed her three-day CGT training. This was her first loan with the organisation.

Leelavathi was soon able to purchase the required materials, expand her sericulture operations, and improve the overall quality of her production. Today, Leelavathi serves as an inspiration to many in her community, especially to women facing similar challenges. Leelavathi's story is evidence to the transformative impact that access to finance can have on individuals and their communities. Through her perseverance and with the support of Muthoot Microfin Limited, she has secured a brighter future for herself. Now, Lilavathi's dream is to start a Small Factory of Sericulture, which will transform her family's traditional sericulture trade into a thriving enterprise.

Stitching Success with determination

Ichalkaranji, a bustling town in Maharashtra, is home to countless dreams and aspirations. Among its hardworking residents, here's the success story of Supriya Chavan, who, with the support of Muthoot Microfin Limited, has transformed her life and her tailoring business.

Supriya Chavan, aged 29, and her husband Kuldip Chavan have been running a small tailoring business in Ichalkaranji for the past 8 years. While they possessed the talent and expertise, they lacked the necessary financial resources to expand their business and serve a larger clientele. This limitation choked their growth and potential, leaving them with dreams yet to be realized.

That's when Muthoot Microfin Limited stepped in to make a difference in Supriya's life. Supriya applied for her first microloan from Muthoot Microfin Limited 3 years ago, which marked the beginning of a transformative journey. With her first loan of ₹ 30,000, Supriya invested in new sewing machines, high-quality fabrics, and additional workspace. This enabled her to take on more orders and deliver quality products promptly.

As the business started growing, Supriya continued to rely on Muthoot Microfin's financial assistance. Now in the third cycle of loan for a substantial amount of ₹ 70,000 and honed skills, Supriya is able to manage her investments and expand her business even further. Her income has doubled since she started associating with Muthoot Microfin Limited, and she has even started saving for future needs.

As Supriya Chavan continues her entrepreneurial journey, she proves that with determination and access to finance, dreams can indeed be stitched into reality. Her success story is a beacon of hope for many others in Ichalkaranji who aspire to achieve their dreams.



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Tides of Hope: Flood Relief Activity at Junagadh, Gujarat



Muthoot Microfin Limited conducted a flood relief activity on August 8th, 2023 in Junagadh, Gujarat. The dedicated volunteers of Muthoot Microfin Limited's Junagadh branch distributed essential grocery kits to flood-affected families in Khadiya Vistar, Kadiyavad, Dolatpura, and 66KV areas, where heavy rains disrupted lives. Over 100 households benefitted from this community outreach program.

Muthoot Microfin Ltd. CEO Sadaf Sayeed participates in the ELETS 8th BFSI Leadership Summit

Sadaf Sayeed, CEO of Muthoot Microfin Limited, participated in a stimulating panel discussion at the ELETS 8th BFSI Leadership Summit. The event centered on embracing digital transformation in the BFSI sector, its opportunities and challenges. Mr Sayeed emphasized the remarkable strides technology has made in supporting the BFSI industry and articulated how digitization has enabled Muthoot Microfin Limited to extend its services to the grassroots. He also lauded the tremendous success of UPI, illustrating its impact even at a global level. Mr Sayeed also remarked how technological advancements have led the BFSI sector to streamline operations, ensuring quality product offerings.



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