

FEATURED

Muthoot Microfin Limited Conferred with ASSOCHAM Outstanding Financial Performance Award



Sadaf Sayeed

Muthoot Microfin Limited has been conferred with the Runner-Up Award for Outstanding Financial Performance at the 18th ASSOCHAM Annual Summit & Awards. The organisation was awarded under the Class of NBFC- MFIs.

Muthoot Microfin Limited CEO, Mr Sadaf Sayeed received the honour on behalf of the company at a ceremony held in Mumbai on October 19. The Award was jointly presented by Shri N S Viswanathan, former Deputy Governor of RBI and Shri Ajay K Chaudhari, Executive Director of RBI.

The 18th ASSOCHAM Annual Summit & Awards on Banking and Financial Sector Lending Companies was aimed at recognising, rewarding and celebrating exemplary models of inclusive growth and sustainable development within the banking and financial sectors.



IMPACT STORY

Flavours of Success

Pushpalatha, at the age of 32, is living her dream after an extraordinary journey that changed her life into an inspiring tale of resilience and entrepreneurship. Pushpalatha and her husband started their canteen business in Chikkamagaluru, Karnataka with their own savings and hard-earned money. For over a decade, their family had been serving the locality, creating a fair customer base. However, their aspirations were much higher than their resources allowed.

Despite facing a financial crunch, Pushpalatha made a courageous decision to expand her business by availing microfinance loans from Muthoot Microfin Limited. Further, she attended financial literacy trainings by the organisation which changed her course of life forever. This training proved to be a game-changer, equipping her with the knowledge and skills needed to make informed financial decisions.

Armed with newfound finance and knowledge, Pushpalatha strategically utilized her resources. With perseverance and dedication, she found prosperity and repaid the first cycle of loan promptly. Later she received second cycle loan of ₹65,000 and injected more capital into the business allowing her to further enhance the operations.

Today, Pushpalatha's canteen is a bustling hub. With a well-managed menu, excellent service and a welcoming ambience, the canteen attracts customers from far and wide. Pushpalatha's business acumen, coupled with the experience gained over years, has resulted in steady weekly earnings ranging from ₹3,000 to ₹4,000.

Pushpalatha's success resonates beyond the walls of her canteen. She has become a source of inspiration for aspiring entrepreneurs in her community. Her journey highlights the importance of determination and wise financial management.

Pushpalatha's entrepreneurial spirit and the timely financial support from Muthoot Microfin Limited have transformed a small canteen into a thriving business.



Baking Dreams

In the quaint town of Kuttanchery, Thrissur, Kerala, a remarkable story of determination, hard work and entrepreneurial spirit unfolded. Soumya P C, along with her husband, ventured on a challenging journey in the bakery business.



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Despite their limited resources, they envisioned a future where their bakery products would delight the taste buds of their customers.

The journey was not without its challenges. Limited funds, market competition and the responsibility of managing a team were hurdles they had to overcome. However, Soumya's unwavering determination and expertise in baking fuelled their ambition to succeed.

Muthoot Microfin Limited. played a pivotal role in Soumya's success. By providing financial assistance through a collateral free loan and expert guidance on money management, Muthoot Microfin Limited empowered Soumya and her husband to expand their bakery business. The loan not only helped in purchasing advanced baking equipments but also enabled them to run two shops and supply bakery items to local businesses.

Soumya and her family have been in this business for the past 15 years. By providing employment to 12 people, they contributed to local livelihoods, fostering economic stability in the locality. Additionally, their bakery items have become a source of pride for Kuttanchery, representing the small town's culinary excellence.

With her third cycle loan of ₹60,000, Soumya further expanded her business operations. Her bakery unit now has a yearly turnover of ₹ 3 lakh per year. Through her bakery business, Soumya not only achieved financial stability but also became a catalyst for positive change in the society.

Her journey showcases the potential within every individual to overcome challenges, pursue their passions and create a better future for every hard-working individual.

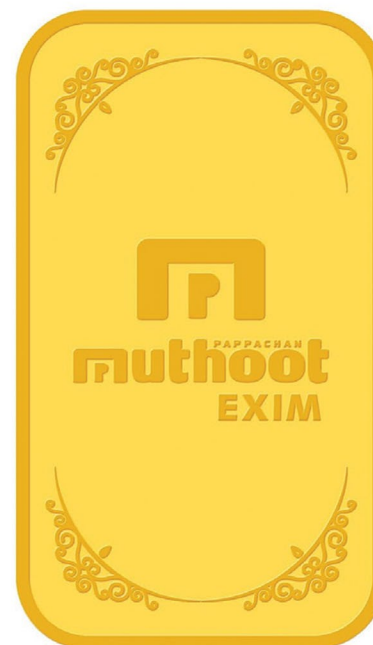
MPG UPDATE

Muthoot Exim Private Limited's Swarnavarsham jewellery receives 'Amazon Choice' badge

Muthoot Exim Private Limited's Swarnavarsham jewellery (affordable BIS Hallmarked gold ornaments and coins) which is available on Amazon e-commerce platform since July 2023 has garnered increased sales of gold bars, coins, and ornaments during the latest 'Amazon Great Indian Festival' - featuring the 'Amazon's Choice' badge assigned by the e-commerce platform on its product.

Muthoot Exim Private Limited is the precious metal vertical of the Muthoot Pappachan Group. The flagship products of the division include Swarnavarsham and Swethavarsham. Muthoot Gold Point, run by Muthoot Exim Private Limited purchases used gold from customers.

Amazon's Choice



LIVE

Muthoot Microfin Limited participates in G20 Think Tank policy advocacy workshop

Mr Sadaf Sayeed, CEO, Muthoot Microfin Limited represented the organisation at the G20 Think Tank workshop on the Indian Development Model organised by NITI Aayog on 7th November, 2023 in New Delhi. The workshop deliberated on key policy updates on working together towards an inclusive India with the aim of social development.

The session focused on "Inclusive India & Social Development" transcended mere discussions and ventured into in-depth analysis, introspection and ideation. The session also emphasized the need for designated responsible agencies to ensure accountability and efficiency in executing proposed strategies.



Sadaf Sayeed (CEO, Muthoot Microfin Limited)



Get In Touch



Administrative Office
Muthoot Microfin Limited,
5th Floor, Muthoot Towers
M.G. Road, Kochi - 682 035, Kerala, India


www.muthootmicrofin.com


Send your feedback to
mpower@muthootmicrofin.com



+91 484 427 7500.

f @ t v i n /MuthootMicrofin