

FEATURED

King Khan Joins the Muthoot Pappachan Group

Bollywood superstar Shah Rukh Khan joins as the new brand ambassador for the Muthoot Pappachan Group. This exciting collaboration marks a new chapter for Muthoot Pappachan Group. Shah Rukh Khan's iconic status further amplifies the brand message and resonates deeply with its valued customers.

For over three decades, Shah Rukh Khan has captivated audiences across India and the globe. His journey from a young outsider to "King Khan" embodies the spirit of resilience, hard work, and achieving dreams – values that perfectly align with Muthoot Pappachan Group's mission.

Shah Rukh Khan's universal appeal transcends age, background, and social status. With his warmth, approachability, and success story, Shah Rukh Khan embodies the very essence of whom we strive to empower.

We are confident that this partnership will not only strengthen the Muthoot Pappachan Group brand but also create a powerful connection with our customers. Through Shah Rukh Khan's voice, we will continue to share stories of financial empowerment, inspiring women and their families to take control of their financial futures. Together, we're excited to embark on a new chapter, empowering dreams across India!

Glazing in confidence



LOAN ID - 1100310101157908

Vasantha, a 45-year-old resident of Alathur, Kerala, exemplifies the transformative power of microfinance. Running a bakery business, she has not only secured her family's income but also witnessed her son join the venture. Her story sheds light on how Muthoot Microfin empowers women entrepreneurs like Vasantha across India.

Vasantha's journey began with a daily income of around ₹500. However, her determination to grow her business led her to Muthoot Microfin Limited. Through a series of six loans, culminating in a current loan of ₹75,000, Vasantha was able to purchase the necessary materials to increase production significantly expanding her bakery offerings. She witnessed a substantial rise in daily income to ₹1000-₹2000.

Muthoot Microfin's support went beyond just providing capital. Financial literacy training programs equipped women like Vasantha with the skills to manage their finances effectively. This will help them strategize and grow their businesses.

With the timely injection of capital, Vasantha was able to increase her family's income, create a sustainable business venture, and inspire the likes of her son and many others to become involved in the business.

Vasantha's story is not unique. Muthoot Microfin empowers countless women entrepreneurs across India, fostering financial independence and economic growth.

Perseverance Prevails



LOAN ID - 1100880101157867

Kokila, a small entrepreneur from Tirucadayur, Tamil Nadu, has been running a successful petty shop for the past 4 years. Kokila leads a family of four – her husband and two children. With a monthly income of ₹8,000, making ends meet was a challenge. However, Kokila's determination to build a better life for her family led her to access more financial aid.

Getting financial support was not easy for Kokila as money lenders did not provide loans without any collateral or guarantee. It was around then that Kokila met a Relationship Officer at Muthoot Microfin Limited. Impressed by Kokila's potential, Muthoot Microfin granted her a loan. Now, in her third loan cycle, Kokila has secured ₹75,000. This crucial financial support allowed Kokila to invest in her petty shop, expanding her inventory and catering to a wider customer base.

With the loan, Kokila's hard work and experience of four years in the business came to fruition. Her monthly income grew significantly to ₹12,000, a well-deserved reward for her perseverance.

Her success story is an example of the effectiveness of the microfinance model. Kokila is now on her third loan cycle, a sign of her growing business and her trust in Muthoot Microfin's support. Kokila's story is a shining illustration of how Muthoot Microfin empowers small entrepreneurs like her to achieve financial independence and build a brighter future for themselves and their families.

Muthoot Microfin Partners with SBI to Empower Rural Women Entrepreneurs



In a move conceived to empower women entrepreneurs in rural and semi-urban India, Muthoot Microfin Limited announced a strategic co-lending partnership with the State Bank of India (SBI). This collaboration will allow Muthoot Microfin to extend its financial services to a wider range of women-led businesses in rural areas.

The partnership will focus on providing loans to members of Joint Liability Groups (JLGs) involved in agriculture, allied activities, and other income-generating enterprises. Loan amounts will range from ₹10,000 to ₹3 lakh, offering a significant financial boost to these rural entrepreneurs. This initiative is expected to be a major milestone for Muthoot Microfin's ongoing efforts to support women's economic development.

Fulfilling a Daughter's Dream

Like many hardworking flower merchants, Nagendra's dream of affording his daughter's wedding seemed an impossible feat. Daily business expenses made saving a lump sum, feel out of reach. Hope arrived with Muthoot Fincorp Ltd's Swarnavarsham scheme. Unlike other options, Swarnavarsham's flexible Easy Daily Instalment (EDI) plans fit perfectly into Nagendra's budget. With a minimal 3-month EDI, he was able to purchase a 5-gram gold coin, finally starting his journey towards securing his daughter's future.



The ease and accessibility of Swarnavarsham inspired Nagendra to keep investing. He placed a total of 3 orders, gradually accumulating 20 grams of gold. For Nagendra and countless others, Swarnavarsham is more than just a scheme; it's a lifeline. It allows individuals like him to turn the dream of gifting gold into a reality.

MPG UPDATES

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.

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