

# COMMUNITY OUTREACH ACTIVITIES

2024-25



# Introduction

At Muthoot Microfin, community outreach transcends as a core operational philosophy, intrinsically and continuously woven into the fabric of the company's strategic goals and its symbiotic relationship with the communities it serves. Embracing these activities as a fundamental social covenant, Muthoot Microfin spearheads vital initiatives such as empowering financial literacy education, essential healthcare and relief camps; strategically coordinating targeted health programs with local authorities to reach the most vulnerable, and impactful skill development workshops designed to foster self-sufficiency. Executed often by forging collaborative partnerships with local entities, these multifaceted efforts fulfil a dual mandate: propelling business objectives forward while tangibly elevating community living standards. The demonstrable, positive transformation in the lives of thousands within vulnerable populations serves as a powerful affirmation and catalyst, continually fuelling Muthoot Microfin's unwavering commitment to sustained and meaningful societal engagement.

## Activity Stats

| DATE         | EVENT                         | BENEFACTORS                 | LOCATIONS             |
|--------------|-------------------------------|-----------------------------|-----------------------|
| Jan-24       | BLOOD DONATION CAMP           | 18 UNITS OF BLOOD COLLECTED | NAGPUR                |
| SEP 28, 2024 | FLOOD RELIEF KIT DISTRIBUTION | 100                         | BIJNOR                |
| SEP 12, 2024 | FLOOD RELIEF KIT DISTRIBUTION | 100                         | PUSAD                 |
| SEP 12, 2024 | FLOOD RELIEF KIT DISTRIBUTION | 100                         | JEHANABAD             |
| SEP 11, 2024 | FLOOD RELIEF KIT DISTRIBUTION | 100                         | KUSHALNAGAR           |
| SEP 13, 2024 | FLOOD RELIEF KIT DISTRIBUTION | 200                         | JAMNAGAR              |
| NOV 2, 2024  | FLOOD RELIEF KIT DISTRIBUTION | 550                         | BIHAR                 |
| OCT 19, 2024 | HEALTH CHECK UP               | 250                         | TURUVEKERE            |
| OCT 26, 2024 | HEALTH CHECK UP               | 350                         | TIPTUR                |
| JAN 18, 2025 | M-SWASTH /MML HEALTH CHECKUP  | 170                         | SURAJPUR AND BILASPUR |
|              |                               | <b>1920</b>                 |                       |

# Muthoot Microfin Bijnor Branch Distributes Flood Relief Kits

Muthoot Microfin Limited has been proactively responding to the concerns of the flood-affected communities through its community outreach program. The natives reeling under the impact of unprecedented calamity have been sympathised with with tangible and intangible support.

Muthoot Microfin Limited distributed flood relief kits to the residents of Ravali village in Bijnor, Uttar Pradesh, who have been displaced by the catastrophe. The distribution camp was preceded by Jithendra Singh, Division Manager of Muthoot Microfin Limited.

Effective humanitarian actions aimed to ensure the reinstatement of basic needs were kept in the foreground while Muthoot Microfin distributed flood relief kits with groceries and other essential supplies to 100 families from the affected communities.



# Muthoot Microfin Pusad Branch Distributes Flood Relief Kits



Muthoot Microfin Limited has been actively engaged in community outreach programs since its inception. While carrying out relief activities during natural calamities such as floods, the institution offers unwavering support to needy people.

On 12th September 2024, Muthoot Microfin Limited distributed flood relief kits to the residents of Wadat and Dhanj villages in Maharashtra who have been affected by the flood. Rasul Shek, Associate Vice President (Operations), Muthoot Microfin presided the event.

The flood relief kits with groceries and other essential supplies were distributed to individuals and families famished and severely impacted by the recent floods in the region. The initiative aimed to provide immediate relief to those in need and help them recover from the devastating effects of the natural disaster.



# Muthoot Microfin Kushalnagar Branch Distributes Flood Relief Kits



Muthoot Microfin Limited distributes 100 flood relief kits to flood-affected communities in Kodagu on 11th September 2024. The initiative was spearheaded by the Kushalnagar branch and was attended by dignitaries including ASI Umavathi of Siddapura police station.

The flood relief kits, which contained groceries and other essential supplies were distributed to individuals and families who were severely impacted by the recent floods in the region. The initiative aimed to provide immediate relief to those in need and help them recover from the devastating effects of the natural disaster.

# Muthoot Microfin Extends Helping Hand to Flood-Affected Families in Jamnagar



Muthoot Microfin Ltd. has taken a significant step towards community relief by organising a flood relief activity at its Jamnagar branch. The initiative aimed to provide immediate support to families affected by the recent heavy rains in the region. Approximately 200 people benefited from the distribution of essential grocery kits.

By providing essential supplies to those in need, Muthoot Microfin has demonstrated its commitment to social responsibility and its dedication to supporting communities during times of crisis.





# Muthoot Microfin Extends Helping Hand to Flood-Affected Bihar



Muthoot Microfin recently organised a flood relief camp in Bihar to aid those affected by the devastating floods. The event occurred on November 2nd, 2024, at the Biraul and Berichowk MML branches. The camp was graced by several esteemed dignitaries and officials who presided over the gathering. The event's main objective was to distribute much-needed flood relief food packets to the families who had suffered significant losses due to the floods. A total of 550 families were the beneficiaries of this compassionate initiative.

Muthoot Microfin's timely intervention has provided much-needed relief and support to the flood-affected communities in Bihar. By organising such relief camps, the organisation demonstrates its commitment to social responsibility and reinforces its position as a trusted partner in the nation's development.

## Muthoot Microfin Conducts Free Health Camp in Turuvekere, Karnataka



Muthoot Microfin organised a free health camp in Turuvekere, Karnataka, on October 19, 2024. The event was overseen by M.R. Veeranna, Regional Manager; A.J. Siddharth, Division Manager; Murali, Area Manager; Thimmagowda, Branch Manager; and the entire Turuvekere Branch team.

The health camp provided essential healthcare services to approximately 250 individuals from the local community. The camp offered a range of health check-ups, including blood pressure, eye and ear check-ups, blood sugar, and general health consultations. Additionally, free medicines and healthcare articles were distributed to underprivileged and needy people.



This initiative aligns with Muthoot Microfin's commitment to social responsibility and its dedication to improving the well-being of communities. By organising such health camps, the company aims to make a positive impact on the lives of people in need.

# Muthoot Microfin Tiptur Branch Conducts Free Health Check-Up Camp

Muthoot Microfin organised a free health camp in Turuvekere, Karnataka, on October 19, 2024. The event was overseen by M.R. Veeranna, Regional Manager; A.J. Siddharth, Division Manager; Murali, Area Manager; Thimmagowda, Branch Manager; and the entire Turuvekere Branch team.

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## Muthoot Microfin conducted a Free Health check-up Camp at Surajpur and Bilaspur in collaboration with M-Swasth



To raise awareness about health issues, encourage preventive care, and improve overall community well-being, Muthoot Microfin organised a free medical health check-up camp on January 18, 2025, at Gopalpur village (Odisha) and Hemu Nagar village (Chhattisgarh). Muthoot Microfin, has always been keen in acknowledging the needs of the underserved community through its Community Outreach Activities (COA). Approximately 170 families benefited from the event, organised in collaboration with M-Swasth.

This initiative reflects the company's commitment to addressing the challenges faced by vulnerable groups and promoting their long-term growth and development. Muthoot Microfin continues to play a pivotal role in fostering positive change and creating opportunities for those who need it the most.



# Muthoot Microfin conducted a Free Health check-up Camp at Surajpur and Bilaspur in collaboration with M-Swasth

Muthoot Microfin Limited organised a blood donation camp as a part of its community outreach initiatives on Jan 24. The one-day programme organised by the Nagpur Regional Office in association with Nashikrao Tirpude Blood Center Nagpur was aimed to create awareness on the importance of blood donation among communities.

Thirty individuals, including Muthootians donated blood. A total of 18 units of blood was collected at the program which was facilitated by experienced medical professionals, guaranteeing a smooth and secure donation process.



## Broadening financial access through extensive financial inclusion campaigns



Muthoot Microfin has demonstrated a strong commitment to financial inclusion through its extensive workshop programs conducted in FY 2024-25. Across eight states, including Chhattisgarh, Haryana, Maharashtra, Punjab, Rajasthan, Uttarakhand, Gujarat, and Madhya Pradesh, a total of 86 programs were organised in association with RBI and Sa Dhan, reaching a significant 5,022 participants. These workshops strategically covered rural, urban, and semi-urban areas, indicating a broad-based approach to reach diverse communities. Notably, Haryana witnessed the highest number of programs (21) and participant attendance (1,168) under this initiative. Furthermore, Muthoot Microfin successfully completed 27 workshops in collaboration with MFIN, further amplifying their outreach efforts. These joint programs focused on Madhya Pradesh, Haryana, and Maharashtra, engaging an additional 1,538 participants. This collaborative approach emphasises Muthoot Microfin's dedication to expanding financial literacy across different regions. The combined efforts highlight a robust strategy aimed at empowering individuals through knowledge and fostering greater financial inclusion.

# Impact Assessment

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