

## Muthoot Microfin Wins SKOCH Award



Muthoot Microfin Limited has been honoured with two SKOCH Awards for its contributions to digital financial inclusion and insurance programs. The company won Gold in the "Best Customer Application on Digital Financial Inclusion" category for its Mahila Mitra initiative (1.73 million downloads, 4.2-star average rating), and another Gold for "Best Insurance Scheme" for its NatCat Insurance Scheme (2.66 million insured beneficiaries). The awards, which recognise entities driving positive socio-economic change, were conferred upon Muthoot Microfin on January 15, 2025, at Silver Oak Hall, India Habitat Centre, Lodhi Road, New Delhi, after a rigorous five-round selection process that included public opinion.

NatCat Insurance Scheme is a specialised natural calamity insurance product for Muthoot Microfin Limited's existing customers. With faster claim settlement within 0-7 days from the date of submission of documents, "Griha Suraksha" offers affordable insurance coverage to underserved communities. The NatCat Insurance Scheme, offering coverage of up to 1,00,000/- for home, 20,000/- for contents, 1,00,000/- for personal accidents, and protection of 3 EMIs in case of unforeseen circumstances, is priced at just 420/- for 3 years. This makes it one of the most accessible insurance options for communities previously excluded from such facilities due to financial constraints. Muthoot Microfin also drives financial inclusion through digital transformation, focusing on accessibility and security. The "Mahila Mitra" app, with vernacular support and integrated payment gateways, facilitates paperless transactions and efficient loan processing. Future goals include expanding payment options, enhancing user experience, and integrating financial literacy resources, aiming for 100% digital adoption and empowering customers to manage their finances effectively.

These achievements, validated through a rigorous selection process, solidify Muthoot Microfin's position as a leader in leveraging technology and innovative solutions to empower individuals and foster inclusive growth.

# Journey of Resilience

LOAN ID: 1105640101146129



In the serene hills of Mount Abu, Rajasthan, Pinki Kumari's life took an unexpected turn during the challenging times of the COVID-19 pandemic. With a husband who lost his job and became unemployed, Pinki, a mother of three—a son and two unmarried daughters—faced a daunting financial crisis. The family's situation was dire, with no income and limited resources to survive.

Faced with adversity, Pinki carried a strong desire to start a business. However, the lack of funds posed a significant hurdle. It was at this crucial juncture that Muthoot Microfin stepped in, placing their trust in Pinki's determination. Muthoot Microfin's support also extends beyond mere financial assistance. Recognising that sustainable entrepreneurship requires more than just capital, they initiate comprehensive financial educational programs. In March 2022, Muthoot Microfin extended a loan of ₹40,000, a lifeline that allowed Pinki to establish a small studio in Mount Abu. This venture proved to be a turning point, providing a steady income of ₹500 to ₹700 daily. The business flourished, bringing much-needed stability to the family's life.

The initial success fuelled Pinki's ambition to expand her business. After a year, she envisioned a ladies' clothing store, aiming to further enhance her family's financial standing. Once again, Muthoot Microfin recognised her potential and provided a loan of ₹75,000. The fact that Muthoot Microfin, after observing a year of consistent performance, readily provided further financial support speaks volumes about Pinki's ability to manage her finances and generate sustainable growth.

This second loan enabled Pinki to realise her dream, and the clothing store became a valuable addition to her existing business. They were no longer struggling to make ends meet but instead, were building a more secure and prosperous future. Her journey highlights the importance of believing in the potential of individuals and providing them with the necessary resources to achieve their dreams.

# Sparkle and Success

LOAN ID: 1110300101006544



Sumitra Singh's small imitation jewelry business was once a whisper, barely audible in the bustling marketplace of Harirajpur, West Bengal. Her daily earnings, a meagre ₹200, painted a picture of struggle and uncertainty. But Sumitra had a dream – a dream of expansion, of growth, of a more secure future for herself and her family.

That dream began to take shape when Sumitra connected with Muthoot Microfin Limited. Recognising her potential, Muthoot Microfin extended a helping hand in the form of a loan, providing the vital financial support she desperately needed. This was the turning point. With the initial loan, Sumitra was able to invest in a wider variety of materials, expand her product range, and enhance her stall's presentation. The impact was immediate. Customers, drawn to the new vibrancy of her display, began to flock to her stall. The once whisper of her business began to resonate with the sound of increasing sales.

The change was tangible. Sumitra's daily earnings, once a struggle to reach ₹200, doubled to ₹400. She was now earning significantly more, providing her with the financial stability she had long yearned for. The stress of barely scraping by began to ease, replaced by a sense of accomplishment and hope. Sumitra's success story didn't stop there. Confident in her growing business and the supportive partnership with Muthoot Microfin, she applied for a second cycle loan of ₹75,000. This further investment allowed her to explore new avenues, introduce innovative designs, and cater to a wider customer base.

This highlights how a small loan can ignite a spark of entrepreneurial spirit, leading to significant economic and personal growth. It's a shining example of how financial empowerment and freedom makes a real difference in the lives of people like Sumitra, turning dreams into reality.

## 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.

## Fostering Gratitude: Muthoot Microfin's Ashirbad Ceremony

Muthoot Microfin recently initiated an "Ashirbad Ceremony" for its new employees, a heartfelt gesture designed to acknowledge and honor the invaluable contributions of their parents and guardians. In a display of appreciation, the new hires presented their



parents a token using their first month's earnings as a symbol of gratitude. This event went beyond a simple exchange, aiming to foster a deeper sense of connection and respect within families. By acknowledging the sacrifices made by their families, employees gained a renewed sense of confidence and self-worth. This act of giving back instilled a sense of responsibility and encouraged positive life practices, reinforcing the importance of family bonds and mutual support. The sincerity of the concept, the act of giving back, resonated deeply, creating a meaningful experience for all involved.



## SRK Meets Muthootians

Launching the "SRK Meets Muthootians" contest to celebrate outstanding branch and individual performances. Qualify for a chance to meet Shah Rukh Khan by excelling in demonstrating exceptional delinquency reduction.

Branch Level: Achieve Star Branch WINS by March 2025 for a lucky draw entry, with 7 seats available for the winning branch's ROs, ABRM, and BRM.

Individual Level: ROs and BRMs can win by achieving the highest absolute reduction in O+ delinquency from March 1<sup>st</sup> to 31<sup>st</sup>, 2025. 5 seats are available for each category, with zonal allocations: South Zone (2 winners per category), East, West, and North Zones (1 winner per category).

*Don't miss this incredible opportunity!*

## Get In Touch



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