

## Muthoot Microfin Redefining Hiring and Empowering Communities Through Strategic Community-Focused Engagement



By integrating community medical camps, Muthoot Microfin is adding significant value beyond traditional hiring. This innovative approach supports local communities but also strategically enhances the company's employer brand. Recently, a successful medical camp was held on May 11, 2025, at the Community Hall in Nagamangalam, Trichy, Tamil Nadu organised by Muthoot Microfin and supported by M-Swasth. Conducted with the approval of Nagamangalam Panchayat, the camp saw nearly 65 local residents benefit from free medical check-ups and medicines provided by the M-Swasth team. Following this, another camp took place on May 18, 2025, in Sompet. This event also saw over 60 members of the public participate, receiving general medical check-ups and free medicines from the M-Swasth team.

At the culmination of the activity, Muthoot Microfin observed an immediate interest from approximately 25 candidates eager to associate with the company. Contact details and a QR code were also disseminated, aiming to establish a continuous database of prospective candidates.

This strategic initiative, which will continue in the subsequent months at different locations, underscores Muthoot Microfin's commitment to social responsibility. While the immediate beneficiaries are the local communities, these camps subtly foster goodwill and community engagement, indirectly enriching the company's recruitment pipeline.

# A Flourishing Future

LOAN ID: 1117540101000143

Mandala Lavanya, a 25-year-old from Vizianagaram, Andhra Pradesh, is currently experiencing a period of unprecedented stability and growth. Her family could comfortably afford their daily necessities but has also begun to build savings for the future, a stark contrast to their financial struggles just a short while ago. This newfound security is a direct result of the remarkable expansion and diversification of her dairy business, which now generates a consistent weekly income of ₹6,500.

The significant leap in Lavanya's income from ₹3,100 to ₹6,500 per week was a pivotal moment. With increased milk production from her



expanded herd, she transitioned from the often unpredictable direct-to-customer sales model to supplying milk to procuring centers, guaranteeing a steady demand for her product. Complementing this, Lavanya wisely diversified her income streams by preparing and selling ghee, adding another layer of financial stability to her enterprise.

This period of exponential growth was set in motion by a crucial decision Lavanya made. Recognising the limitations of her small-scale operation, she secured a ₹50,000 loan from Muthoot Microfin. This timely financial injection was the catalyst she needed, enabling her to purchase an additional cow. This single acquisition significantly boosted her milk production capacity, laying the groundwork for her subsequent business expansion and the strategic changes that followed.

Before this transformation, Lavanya and her husband faced considerable financial hardship. Her milk business, in the

beginning, provided a meager income that barely contributed to household expenses, leaving them constantly struggling to make ends meet. Their determination to improve their circumstances, despite these initial challenges, ultimately set them on the path to seeking the support that would change their lives.

# The Sweet Taste of Success

LOAN ID: 1100400101169177

Simi, a determined woman of 41 from Thrissur, Kerala, had built her snack food business from the ground up. For years, her routine involved collecting supplies from various distributors and then distributing them to local customers and small retail shops. It was a modest operation, but it was the sole source of income for her family, and she poured her heart and soul into it but Simi's entrepreneurial spirit always sought more than just a livelihood; she dreamed of growth and expansion.

Simi knew her business had even greater potential. The demand for her snacks was growing, and she often found herself limited by her current

production capacity and equipment. She envisioned a larger kitchen, more efficient machinery, and perhaps even a small retail front of her own. These aspirations, however, required capital, a significant hurdle for a small business operating on tight margins. It was at this juncture that the idea of a microloan began to take shape in her mind, a vital lifeline that could propel her dreams into reality. Currently in her third cycle with Muthoot Microfin Limited, of amount ₹55,000

She transitioned from being a distributor to a direct producer, launching her own line of snack food. This was a significant turning point, demanding new skills in production, quality control, and direct sales. The initial months were a whirlwind of trial and error, late nights, and early mornings. However, later with five daily wage staff assisting her, business expanded and her monthly earnings steadily climbed, now hovering around a respectable ₹50,000.



Today, Simi's business is flourishing. Her monthly income has seen a substantial increase, providing greater financial stability for her family and the families of her five dedicated staff members. Simi, now 45, looks back with pride, knowing that the struggles and the calculated risks were all stepping stones to building a thriving enterprise that continues to bring delicious snacks and prosperity to her community.

## A Landmark 60<sup>th</sup> Success for Mission Smile!



The Kolkata Smile Mission 2025 has successfully concluded, marking a significant milestone as the 60<sup>th</sup> "Smile Please Mission" across India in partnership with Mission Smile. Held at Techno India Dama Hospital, this was Kolkata's 9<sup>th</sup> Smile Mission and the 3<sup>rd</sup> at this facility.

This landmark mission saw 57 successful surgeries, transforming lives of patients from 27 districts across West Bengal and surrounding areas. The powerful outreach efforts of Muthoot FinCorp and Muthoot Microfin teams, whose dedication ensured the message of hope resonated far and wide. With the completion of this mission, a total of 3,301 life-changing surgeries have now been performed across the country, bringing smiles and renewed hope to countless individuals.

## Muthoot Microfin Honoured at Tusker Awards 2025 for Girl Empowerment

Muthoot Microfin has been awarded the prestigious Tusker Awards 2025 in the "Girl Empowerment Mission" category, specifically for their "Outstanding Girl Empowerment Initiative." The award recognises Muthoot Microfin's comprehensive and impactful efforts in fostering financial literacy and empowering women across communities.

The organisation was lauded for its extensive collaborative workshops, including 86 financial literacy sessions conducted in association with the RBI, Sa-Dhan, and MFIN, benefiting 6560 individuals. Their significant reach with NatCat insurance, impacting over 2.6 million lives, underscores their commitment to protection against natural calamities. Furthermore, Muthoot Microfin's targeted sanitation and income-generating loan products, alongside impactful community outreach activities for the underserved, highlight their dedicated approach to addressing specific needs and promoting economic independence.



### Get In Touch



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