



## MUTHOOT MICROFIN WINS ASIA'S MOST PROMISING BRAND & TRUSTED CEO AWARDS AT IDEASFEST 2019

Muthoot Microfin won two major accolades at the 6th edition of IDEASFEST 2019 held at ITC Sheraton, New Delhi on 5th September. At the event, Muthoot Microfin was recognised as Asia's Most Promising Brand and Mr Sadaf Sayeed, (CEO, Muthoot Microfin) was conferred with Most Trusted CEO 2019 award.

India's Most Promising Brands 2019 featured the emerging and the fastest growing brands in different industries. Most Trusted CEO award is presented to leaders who have steered their organizations to great heights with their dynamism, strategy and the trust of the employees.

IDEASFEST 2019 is organised by World Consulting and Research Corporation (WCRC). The research, short listing and evaluation of the awards are carried out by ibrand360, ibrand360 Brand Architecture and the Malcolm McDonald Academy.

Mr Sadaf Sayeed had also received the NBFC CEO OF THE YEAR award at the "India NBFC Summit & Awards 2019" organised by Synnex group, held at Hotel Westin, Mumbai on August 30. The award was bestowed to Mr Sadaf Sayeed for demonstrating and developing clear mission, policies, and strategic plans that harmoniously balanced the requirements of clients, employees, and stakeholders during the challenging times.





## HARD WORK ALWAYS PAYS DIVIDEND

Loan ID- VIRD@443/sc

For the last 6 years, Kaleeswari from Virudhunagar district in Tamil Nadu has been running a small shop near her home for internet browsing, photostat, printing and with sales of office stationaries, but only with a nominal income for the first 3 years.

However, her association with Muthoot Microfin three years ago changed things for good for the housewife turned micro entrepreneur. She availed her first microfinance loan of ₹ 10,000 from Muthoot and invested in her store.

The loans allowed her to expand the shop. She wisely used the loan to buy office stationary items specific to the many offices nearby. She paid attention to the changing needs of her clients and stocked items to meet the demand. Her attention to customer service enabled her to build a loyal cadre of customers.

After promptly closing the first loan, she availed second cycle loan of ₹ 40,000. With this money, she bought a new printer and photostat machine and added new internet packages at her shop. This substantially increased her profits. Her daily profit now reaches around ₹1000 from a meagre ₹ 250 before the loans.

With her business skills and access to working capital through loans from Muthoot, she has plans to open one more shop. Kaleeswari is one of many fine examples of an ordinary woman turned in to a successful entrepreneur. She is an empowered woman. Her determination and hard work, along with the support of Muthoot have empowered Kaleeswari to grow her small, local business into a flourishing one.

# IMPACT



## TRUE SPIRIT OF ENTREPRENEURSHIP

Loan ID- Mrkn@124/3c

Sridevi E from Kancheepuram in Tamil Nadu holds the true spirit of an entrepreneur as she runs a successful tailoring unit near her home. Five years ago, the 36-year-old housewife, overcame the hurdles of poverty by starting her own tailoring unit besides her home. She used to earn an average of ₹150 per day which wasn't enough for the family of five including two growing children.

Luckily for her, she was introduced to a Muthoot Microfin Relationship Officer at that time. Sridevi was very impressed by the hassle free loan proceedings of Muthoot and joined a JLG immediately. She received her first loan amount of ₹10,000 and invested that amount in purchasing an advanced sewing machine and raw materials in bulk.

With the new scenario, Sridevi reached out to nearby villages and towns requesting stitching work. The approach

paid off and she received good orders and worked tirelessly for the next three months. Her daily earning hit ₹750 within quick time.

Sridevi availed further loans from Muthoot and added more infrastructures to her unit to increase production. She hired two women and started taking orders from schools in surrounding villages. Sridevi now understands the benefits of saving, planning and budgeting, and how to create stable sources of income for herself and her family.

She wants to inspire other women to utilize their time and talents to create their own sustainable, small businesses to improve their families' standard of living. Today, Sridevi invests most of her profit on her children, including their school fees and constructing her own house.

# IMPACT

# MUTHOOT MICROFIN PROVIDES FLOOD RELIEF TO 4500 VILLAGERS

Following the devastation brought about by heavy rains and winds across Maharashtra's Sangli and Kolhapur districts, Muthoot Microfin launched a wide scale flood relief operation from Aug 20-24, 2019.

Muthoot Microfin's Sangli and Kolhapur branches jointly organised relief operations across these districts and particularly targeted Kasba Beed, Bhendwade, Chandur, Shivaji nagar, Ankali and Karandwadi villages which were the most affected among others. Most of the areas of these villages were under water and thousands of hectares of crops were damaged.

Muthoot volunteers reached out with much needed aid to the residents who were devastated during the onslaught of tropical cyclones formed in the Bay of Bengal. Muthoot opened community kitchens in all these villages and provided food and clean drinking water to nearly 4500 villagers. They also distributed essential commodities that include food grains and assisted in rehabilitation efforts of the villagers. The team also extended help in clearing out debris, construction of temporary shelters and reconstruction efforts.



# KALLADIKODE EYE CAMP BENEFITS HUNDREDS

Muthoot Microfin's Kalladikode branch in Palakkad, Kerala organised an eye care camp in association with Trinity Eye Hospital, Palakkad on Sep 7, 2019.

The single day eye care camp was aimed at identifying and meeting the eye care requirements of people of the locality and offer basic health care facilities along with personal awareness sessions on proper eye care.

More than 100 people from the locality were evaluated for refractive errors and other eye problems by a medical team led by Dr Noel. Those who required surgery for cataract were referred to hospitals.

Earlier in the day, Dr. Noel from Trinity Eye Hospital inaugurated the camp. 40 individuals were identified with refractive errors and many patients were given free medicines at the program.



Administrative Office: Muthoot Microfin Limited, 5th Floor, Muthoot Towers,  
MG Road, Kochi - 682 035, Kerala, India, Tel: +91 484 4277500.

Send your feedback to [mpower@muthoot.com](mailto:mpower@muthoot.com)