



**Press Release**

**Muthoot Pappachan Group teams up as Title Sponsor for Kerala Blasters**

**Kochi, September 29:** Muthoot Pappachan Group, Kerala-based diversified business conglomerate today announced its association as the Title Sponsor of Kerala Blasters, the Indian Super League football team from Kerala.

The association as the title sponsor was announced jointly by Mr. Thomas George Muthoot, Director of Muthoot Pappachan Group and co-owner of Kerala Blasters – Cricket legend Sachin Tendulkar in a function held at Cochin. The jersey of the team was also unveiled in the function by the legendary Sachin Tendulkar, in the presence of Mr. Thomas George Muthoot and all the 27 Members of the squad.

Mr. Thomas George Muthoot, Director – Muthoot Pappachan Group said, “Muthoot Pappachan Group and the game of football have a long standing association with the generations in Kerala. This is a proud moment for us to be associated with Kerala Blasters football team, in a sport which represents speed, passion, vigour and youthfulness. This association with Kerala Blasters would help us reach out and communicate our passion to provide the best of qualitative services to the people across length and breadth of the country.

We are confident given the grounding; Kerala Blasters will be the frontrunner to win the first edition of ISL. Through this partnership, we also aim to encourage the current crop of young talent and shape them into future football stars of the country, apart from building a stronger connect with the new generation Mr Muthoot added.



## **About Muthoot Pappachan Group**

Muthoot Pappachan Group (MPG), established in 1887 is a diversified financial conglomerate with an overwhelming presence in multiple business verticals. Starting with retail trading, the 127 year old Group later diversified into various sectors including Financial Services, Hospitality, Automotive, Real Estate & Infrastructure, IT Services, Healthcare, Precious Metals, Global Services and Alternate Energy.

Over the years Muthoot Pappachan Group has grown to become a significant entity in the Indian business landscape. With a pan India network of 3800 plus branches and more than 20000 employees serving over a million customers, MPG's customer-centric approach and innovation in terms of new products that cater to changing customer needs have helped in winning the loyalty of innumerable customers, as well as attracting new ones. The Group adapts the latest technology and new ways to serve the customers, with an uncompromising stand on values, principles and ethics.

**Muthoot Fincorp Ltd.**, the flagship company of Muthoot Pappachan Group, is one of the largest NBFCs in India, registered with the Reserve Bank of India. Muthoot Fincorp is a provider of mass finance in the form of gold loans. Decades of dedicated research and experience in rural strongholds have enabled the Company to provide quick and customized finance options and investment schemes for millions of customers who do not have access to mainstream commercial banks. Muthoot Fincorp is amongst the largest Gold Loan companies in India and has an average of 50,000 walk in customers per day. The company has a diverse mix of retail offerings catering to the various needs of its customers including Loan products, Money Transfer, Foreign Exchange, Insurance Services and Wealth Management Services.

The Muthoot Pappachan Group firmly believes that financial inclusion of the economically weaker section of society is important for the socio-economic growth of the country. With that belief MPG launched Muthoot Mahila Mitra (MMM), a micro-finance offering through their micro finance division **Muthoot Microfin Ltd.**, that focuses on empowering women through financial literacy training. Muthoot Mahila Mitra follows the Joint Liability Group (JLG) model of micro-finance. Clients are organised in groups of five to ten women from economically weaker sections of society, living in rural and semi-urban areas or urban slums. Target clients are economically active women with regular cash flow through lawful, sustainable and stable economic activity. Under this program, each



individual in a JLG is offered a loan between Rs 10,000 to Rs 15,000 depending on her repayment capacity, for a tenure of 52 weeks. MMM also fosters entrepreneurship skills among women and gives them basic financial literacy.

Three years back the Company entered the affordable housing finance arena through a subsidiary – **Muthoot Housing Finance Company Ltd (MHFL)**. MHFL caters mainly to the housing finance requirements of customers in the middle and lower income category. The Company offers housing loan, primarily to the people in the unorganised sector to make their dream of owning a home come true. Loan amounts range from Rs 3 lakhs to Rs 15 lakhs, with a loan repayment period up to 15 years and a loan to property value of up to 80%. MHFL offers loans for the purchase of ready property, house/flats under-construction, self-construction on own plot and home extension.

The Net worth of Muthoot Fincorp as on 31st March 2014 is Rs. 1249.85 crores and the Capital Adequacy Ratio of the Company is 21.01%.

**Muthoot Capital Services Ltd. (MCSL)** is the first listed entity of Muthoot Pappachan Group. A Non Banking Financial Company (NBFC) listed on the Bombay Stock Exchange, MCSL offers loans for the purchase of vehicles with cost-effective, value-added services for the benefit of its customers. The Company is licensed by RBI to accept deposits and offers deposit products at attractive rates of interest for the domestic saver. MCSL is presently active in retail financing and caters to the requirements of borrowers both in rural and semi-urban areas. The Company's direct approach helps arrive at solutions that best suit the financial requirements of the applicants. The total number of two wheeler and three wheeler loans disbursed by the company so far in the last six years crossed 3,60,000 as of 31.03.2014. The company is currently servicing more than 1,300 plus dealerships in seven states with a strong presence in Hero and Honda which together contribute 80% of the total business.

The Group has added to the tourist attractions of Kerala by setting up star hotels run by the Taj and Hilton Groups, Villa Maya the exclusive restaurant and SkyChef the air catering unit, while contribution to Safe and Clean Energy comes in the form of electricity through wind farms and to Technology through the state of the art Muthoot Technopolis.



Armed with a commitment to society, the Group set up the **Muthoot Pappachan Foundation (MPF)**, a Public Charitable Trust – the CSR arm of the Muthoot Pappachan Group that has touched thousands of lives through its diverse programmes. The CSR initiatives of Muthoot Pappachan Group revolve around the theme HEEL, covering Health, Education, Environment and Livelihood.

**For further information please contact:**

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