

# Muthoot Live

A BIMONTHLY NEWSLETTER  
from  
MUTHOOT PAPPACHAN GROUP

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## EMPOWERING WOMEN



### Director's Address

**Enabling women to give their best:** The need for greater respect and opportunities for women is becoming an ever more prominent feature of the public conversation. In times when everyone is feverishly talking about women empowerment and financial inclusion for women, Muthoot Pappachan Group takes pride in actualizing the aforesaid, through practice, for quite a while now. The noticeable presence of women in both our work force and customer base testifies how honestly committed we are in encouraging and promoting women in their area of expertise. With over 1/3rd women manpower in the company and gigantic women customer base of over 20 lakhs, MPG stands strongly skewed towards enhancing the lives and capabilities of women.

Pink is the colour of the Economic Survey 2017-18, signifying the support and promotion of the growing movement to target and end violence against women and to promote women's rights. With measures taken by both private and public sectors, the percentage of educated

women have gone up from 59.4 percent in 2005-06 to 72.5 percent in 2015-16. The Union Budget 2018 also had if nothing major, announced reduction of women employees' PF contribution to 8% for first 3 years of their employment against existing rate of 12% or 10% with no change in employers' contribution. Even further all new office buildings are making provision for a childcare centre so that women do not have to worry about the safety of their kids.

Our flagship company, Muthoot Fincorp Ltd., the blanket provider of finance in the form of gold and other loans, has women strength equal to men. 7814 out of 15,684 staff at MFL are women. We service an average of 40,000 customers a day at MFL. Majority of these are women customers. It takes steady performance to win over the women community's trust. If they turn to us, of all the finance providers for their sudden monetary needs, that's because we have stood by them in thick and thin; that's because the name MFL means something to them – 'Trust'.

Essentially, MPG aims to serve all categories of people belonging to the low and middle income segments. But majority of our services address women primarily. As the name of the loan suggests, Muthoot Mahila Mithra, its indeed a friend to women in times of need. We also provide financial literacy and entrepreneurship development training to such women customers to gain business insights and entrepreneurship skills.

'Ladies Only' two wheeler loan from Muthoot Capital Services Ltd. turned out to be one of the finest innovative schemes to hit the automobile loan market, in a long while. With MFL's 'Ladies Only' 2 wheeler loan, the market witnessed a Two Wheeler finance company venturing to launch a special scheme exclusive to the women community, for the first time ever. The scheme which was a tremendous success has half a lakh customers today and is growing.

By enabling more women from the low income segment to have access to financial products, MPG has been instrumental in increasing the number of women who are capable of building a stronger financial future for themselves and their families. Muthoot Pappachan Group salutes the undying spirit of women.

**Thomas George Muthoot**  
Director, Muthoot Pappachan Group

## SEIZING SUCCESS THE MFL WAY

With each life Muthoot Fincorp transforms, the organization is living up to its tag line without fail: **Jab Zindagi Badalni Ho**. The slogan is representative of the hundreds of thousands of lives MFL has transfigured over the years by providing them with appropriate monetary backing, in times of need. Mr. Boregowda of Mahadeshwarnagar, Karnataka is one among the multitudes benefitted by MFL's financial services.

Mr. Boregowda suffered severe losses in his initial ventures. In 2013, he launched his readymade garments manufacturing business, Maruthi Implex, with a capital investment of Rs. 6 lakhs. The firm had 20 machines and 22 employees, but needed more capital to expand. Banks and other financial institutions demanded collateral security and charged high rate of interest which was beyond his reach. Things changed when he visited MFL, Mahadeshwarnagar branch for availing a gold loan.

Mr. Boregowda soon became MFL's regular customer and also learnt about the neighbourhood loans. With no collateral security required and easy repayment options, SME appealed to him as the perfect opportunity. He availed the first cycle of Rs. 50, 000/- in 2016. The equitable EDIs put him under no pressure when it came to repayment. He could easily garner a profit share that fell between Rs. 25,000/- and Rs. 30, 000/- in the first cycle itself. Mr. Boregowda was able to expand his business, as he envisaged. After three months, he availed the next cycle of SME loan, of



Rs. 75, 000/-, that facilitated the further expansion of the business. Mr. Boregowda made it a point to repay the EDIs without any fail. His prompt repayment of loans and discernible business expansion, qualified him to avail higher limits.

This emerging entrepreneur is currently in the fifth cycle of SME loan of Rs. 2,00,000/- . Today he runs a large-scale industry with 200 machines and 220 plus employees. Besides making remarkable achievements, Mr. Boregowda contributed back to the society by creating job opportunities for the unemployed and skilled labourers of the locality; especially women labourers. 70% of the workforce is women. Today, his annual turnover is Rs. 60 lakhs.

Like other customers who experienced their lives getting transformed at MFL, Mr. Boregowda too has been MFL's loyal customer ever since his first communion with the company. He has no second thoughts about availing services that MFL offers because he knows they serve him right; availing Apollo health insurance, booking Swarnavarsham Jewellery

on EMI and taking vehicle insurance with us, all exemplify his unwavering faith in MFL. It takes enduring and uncompromising diligence to live up to the customers' expectations. We, at MFL gladly undertake that task so that customers can confidently count on us **Jab Zindagi Badalni Ho**.



# WINGS OF DESTINY

An interview with  
**Ms. Preeti John Muthoot**  
Director, Muthoot Pappachan Group

### 1 How challenging is it to head the two most prestigious verticals of Muthoot Pappachan Group-Skychef and Villa Maya?

Challenges are always part of life and leading The Muthoot Skychef and Villa Maya to me was more like an invitation and an opportunity to use my capabilities and to help and support the family business in my own way. If you have confidence in oneself and a good support system you can easily take up any challenge. The confidence that I have in my team gives me courage to take up any challenge in this field.

### 2 Could you share with us, what were the factors that influenced you to decide to be at the helm of Muthoot Skychef and Villa Maya?

It was only circumstances that led me to take up the responsibility. Almost 14 years back when the Muthoot Skychef project was behind scheduled time of opening, I actually took up the task of finishing the civil and installation of all equipment's to commission the unit. I had no prior experience of catering. But under the guidance of senior person Mr. Pereira, I learnt the basic lessons of air flight catering.

### 3 A lot of honours have come Villa Maya's way. Bagging the title 'the best' in Asia for its ambience and theme and being the World Luxury Restaurant Awards Winner, to name a few. Branding the name Villa Maya in such magnitudes under your leadership; how difficult was this journey to glory?

All the honours that we receive is not for me, it's for the team. The team is solely responsible for the laurels that we have received. All of us together have strived together to build up the name Villa Maya. Retaining the old world charm of the mansion was maintaining the consistency of food & service and innovations in menu are the challenges to retain the ranks that we have achieved till date.



### 4 What are the main risks involved in the domains you superintend? How do you usually resolve them?

Flight catering is a very sensitive business as we deal with perishables. Hygiene is very important here. The safety of passengers, the crew is on hands. A small food poisoning can lead to lot of problems so with best security measures, we follow the desired hygiene practises at our catering unit. Even at Villa Maya we maintain high standards of hygiene and consistency of food quality. We would like our customers to always share their good experiences on social media, hence we ensure our quality standards are well maintained.

### 6 As you mentioned, flight catering is a sensitive undertaking that involves countless quality checks. What unique measures are taken to ensure quality in service? What are the complexities involved in employee management?

We have a full-fledged micro biological lab at TMS. Random checks on food samples are done by the quality control staff for bacteria and hand swabs of employees too are taken. Periodical medical check of all employees are also done. Maintaining the temperature at different stages of production also is a factor in ensuring the quality. We do have regular training classes to strengthen the skills wherever needed.



### 7 Both hospitality and sky culinary service domains are ever evolving. It takes immense prowess and finesse to sustain. Where do you see Skychef and Villa Maya, five years from now? What are the prospect plans?

With the buy on board concept and the airline cutting costs, I don't see great prospects for the flight catering business. But I do see a lot of opportunities in the industrial catering field as Trivandrum is opening up to a lot of new companies at the Technopark. With the existing facilities, we are trying to venture into that too.

### 8 Skychef has been serving flights transiting Trivandrum steadily for the last 13 years. Who are our major competitors? What do you suppose Skychef's prime competitive advantage is?

The Muthoot Skychef was launched on the 21st of May 2003. We do not believe we have any such competition as we treat our clients with utmost care and great service. UDS did try to follow us but could not win over clients. At present we cater to Qatar, Oman, Silk air, Indian Express, wide body air India flights, Indigo, Jet Airways and all VVIP flights out of Trivandrum. Very soon we will be catering to Saudi Arabia too.



## INTRODUCING OUR NEW LEADERS

We have immense pleasure in informing that Mr Sanjeev Kumar Shukla has joined Muthoot Pappachan Group as Chief Marketing Officer (CMO), responsible for the Group and Mr Ravi Venkata Oruganti who has joined Muthoot Fincorp Ltd as Head – Legal and Compliance. They will be based at Thiruvananthapuram - HO.



**Sanjeev Kumar Shukla**  
Chief Marketing Officer (CMO)

Sanjeev, a graduate of University of Allahabad, and an MBA from University of Lucknow in Marketing Management brings with him 25 years of rich experience in strategic marketing, brand management, new product development, marketing communications, corporate communications, consumer engagement, digital marketing, media planning & buying, consumer engagement & activation experience. With our gearing up to the digitalization and various initiatives to boost our businesses, the Chief Marketing Officer plays a crucial role in the process.

He joins Muthoot family along with his family consisting of wife Mrs Uma Shukla, who works with IBM and daughters, Saumyaa Shukla & Navyaa Shukla.



**Ravi Venkata Oruganti**  
Head – Legal and Compliance

Ravi, a Law graduate of University of Madras, and an Associate Company Secretary (ACS) from Institute of Company Secretaries of India. brings with him more than 23 years of rich experience in Compliance, Legal, Corporate Secretarial Operations, Corporate Governance, Internal Polices & Controls and Stakeholders Management.

He joins Muthoot Pappachan Group along with his family consisting of wife Mrs Renu Oruganti and children, Mr Dev Dutt & Ms Pujita.

Please join us to extend a warm welcome to Sanjeev Shukla and Ravi Venkata Oruganti to the Muthoot family and wishing them a meaningful and rewarding tenure in our company



## STAND UP INDEPENDENT – STAND UP TALL



### Muthoot Pappachan Academy for Skill Development

MPF has always believed in giving deserving youngsters a chance to become independent and self-sufficient. Through MPASD, deserving youngsters are identified, groomed and placed. Two batches of students underwent training from the Skills Academy and 100% placement was ensured with the support of various companies. They have all commenced their careers with confidence and we wish them success and prosperity on all their future endeavors.



## MUTHOOT PAPPACHAN FOOTBALL ACADEMY

MPFA is the fulfilment of a long-cherished dream of imparting a sporting ambition to the next generation. Since its inception in April 2017, MPFA has come a long way in training and grooming youngsters from a very young age. The students are medically tested in the fitness testing phase and then eventually LTPD (Long Term Player Development) program is implemented. Each student undergoes close scrutiny without their knowledge on their technical knowhow, social skills and their general comfort level. Presently, the students are in the Game Learning Phase where they each have learning objectives which when fulfilled will determine their further progress. Two MPFA age group teams have played friendly matches as part of an educational tool for students and coaches and opportunities for all age group teams are being explored in the future.

## SMILE PLEASE MISSIONS



MPG's CSR team is proud to have accomplished three missions in three states – Vijayawada (Andhra Pradesh), Konkan (Goa and Maharashtra), and Jaipur (Rajasthan). New territories were covered in the Goa and Jaipur mission to reach out to deserving patients from rural areas. MFL team went out of their way to spread awareness among unexplored regions thereby supporting new patient recruitments.

The Vijayawada Mission, conducted at Govt. General Hospital, Vijayawada, comprised of medical volunteers from across the country including two volunteers from US. 57 patients underwent surgery. The Konkan Mission, conducted at Manipal Hospital, Dauna Pola, Goa, was inaugurated by Her Excellency Smt. Mridula Sinha, Governor of Goa. The mission, during which 50 patients underwent surgery and cleft care, comprised of international medical volunteers from Australia, China, and Malaysia. The Jaipur Mission, conducted at Manipal Hospital, Jaipur, had a team of medical students from Australia as volunteers wherein 41 surgeries were conducted. By the end of December 2017, the total cleft lip surgeries across 11 states hit 1410.

## ASHIANA PHYSICAL MEDICINE & REHAB TRAINING CENTRE



MPF is reaching out to the physically challenged in the form of Aashiana Rehab Centre, which was inaugurated with the blessings of the Almighty on October 27, 2017 at Vettickal, Mulanthuruthy, near to Cochin. Aashiana Rehab Center, a joint venture of MPF and Malankara Orthodox Church, Kakanad East Diocese, is a comprehensive rehab training center for paraplegics. Under the able guidance of Dr. MittuShanker (MBBS, MD-PMR), the center provides physiotherapy, occupational therapy and vocational training to the physically challenged thus providing them with the opportunity to lead a self-reliant, productive, and independent life.



## MEDICAL SUPPORT FOR CONGENITAL CARDIAC ISSUES

A feather has been added to the cap of MCSL when they embarked on a mission to provide medical support to children with congenital heart disease through its CSR budget. Treatment including surgery was performed at Lissie Hospital, Ernakulam, whereby children from deserving backgrounds were provided with a pre-determined maximum contribution. Surgeries set off from November 1, 2017. Following surgery and post-surgical care, the patients were discharged on December 9, 2017 with a valediction function presided over by Mr. Thomas George Muthoot. Popular Malayalam cine artist Ms. KaviyoorPonnamma was the Guest of Honour, along with prominent dignitaries from Lissie Hospital.



Launch of Muthoot Health Gaurd



Muthoot Masters Meet The Master Blaster



Blue Waves 2018

### Muthoot Pappachan Group launches 'Health Guard'

**OUR BUREAU**  
Thiruvananthapuram, November 24  
The Muthoot Pappachan Group has launched 'Health Guard', a health insurance scheme that will be available to all customers of the Group.

A policyholder benefits from reduced waiting period for claiming insurance, health check-up facilities in every two claim-free years, education fund to children on thr death of the policy holder due to accident, and 140-plus daycare surgeries and treatments.

The insurance policy will be available at Muthoot Fincorp branches and customers can walk out with the printed policy in hand. The product has been designed by Muthoot Risk Insurance and Broking Services and administered by Tata AIG General Insurance.

Thomas John Muthoot, Chairman and Managing Director of the Group, said it is an all-in-one combo product at a very low premium with maximum features.

## IN THE NEWS



മുത്തൂർ പപ്പച്ചൻ ഗ്രൂപ്പ് നടത്തിയ മുത്തൂർ മാസ്റ്റേഴ്സ് മെട്രാബ്ലാസ്റ്റർ മികച്ച പ്രകടനം കാഴ്ചവെച്ചവർ ക്രിക്കറ്റ് താരം സച്ചിൻ തെൻഡുൽക്കറിനൊപ്പം

### Muthoot Capital PAT soars 144%

**OUR BUREAU**  
Kochi, January 16  
Muthoot Capital Services has recorded a PAT of ₹15.71 crore in Q3 of the current fiscal against ₹6.44 crore in the corresponding period of the previous fiscal, registering a growth of 144 per cent.

The total income for the quarter touched ₹105.22 crore against ₹70.07 crore for the corresponding quarter. The company disbursed two-wheeler loans of ₹485.89 crore (₹270.95 crore) and a total disbursement of ₹526.09 crore, compared to ₹313.90 crore for the corresponding quarter of the previous year. The total assets under management (AUM), including managed portfolio, reached ₹1,979.56 crore at the end of the quarter.

The company successfully raised money through a QIP worth ₹165 crore, getting high-profile mutual funds and other investors to participate.