

# Muthoot Live

A BIMONTHLY NEWSLETTER  
from  
MUTHOOT PAPPACHAN GROUP

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 **Communique**

## FROM THE CHAIRMAN'S DESK

Renowned French philosopher, Jean-Paul Satre said, and I quote: "Commitment is an ACT, NOT a word".

We welcome Accor Hotels and are indeed delighted to partner with them on the opening of the first Novotel Hotel in Kochi. Our partners, come from the hallowed land of France and so I began with what Satre said. But it's not a coincidence that our Group's Founder, Mr. Muthoot Pappachan, truly believed in what Satre said. Saying is just not enough. Do it. Keep doing it. Particularly the acts of kindness, the acts that can help change lives for the better.

This hotel, being one of the first international brands to debut in the city's business and commercial zone, will match global standards offering the best of services with utmost comfort and care. Kochi is definitely one of the most favoured tourist centres in India and is also emerging as a diverse business hub. Hotel Novotel Kochi will indeed be the delight of the well-travelled, the connoisseurs of style and comfort and those who celebrate life and living.

The coming together of AccorHotels with its Novotel brand of luxury hotels and the Muthoot Pappachan group is not a mere business transaction, but the coming together of values, principles and a customer-centric, customer-service mindset. Here in this abode, which Accor Hotels and Muthoot Pappachan Group most humbly present to you all, French finesse for fashion, design, style, luxury, comfort and cuisine blends with Indian ethos, culture, warmth, food and vibrancy to give you an experience like none other.



Over the years, while we consolidated and grew the core business in Financial Services to where we are today, we also have had our curiosity, new knowledge, ideas and dreams drive us to create several new and diverse businesses in the likes of Automotive retail, Technology, Real Estate, Fintech and Hospitality amongst others. And so, here we are, with the 3rd luxury abode in Kerala.

It's so humbling that one of the tallest Indians, Mahatma Gandhi, said something that amongst many other profound thoughts, is so very close to what we truly believe in and what we really want to reflect here in this premises, by the acts of our wonderful staff here at Novotel Kochi. Gandhi said, "A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work - he is the purpose of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to serve him". Yes, INDEED. Novotel, Kochi is an opportunity for serving the guests, to delight them and to give them memories to last a lifetime.

May the God Almighty be with us all, always and ever.

**Thomas John Muthoot**  
Chairman & Managing Director,  
Muthoot Pappachan Group

# LAUNCHES & INITIATIVES



## AMAZING HATTRICK IN GLOBAL HOSPITALITY

Proud moment for all of us at Muthoot Pappachan Group. Our 3rd luxury hotel under global hospitality brand, Novotel, opened in Kochi, on 6th April 2018.



## NO DREAM IS TOO BIG

The Muthoot Blue League of Dreams became an instant hit across the nation with over 1200 teams and almost 16000 players registering for a chance to play in the company of Zaheer Khan, Brett Lee, Jonty Rhodes and Herschelle Gibbs. The League, which trended virally on Twitter after its launch on 12th April 2018, is an apt tribute to the Muthoot Blue philosophy that No Dream is Too Big. Watch out for some thrilling matches in Mumbai.



## AKKULAM PROJECT: HOMES OF THE FUTURE

The project, which will become the new benchmark in comfort, quality and convenience, is the latest offering from Muthoot Real Estate. Located right next to the pristine waters of the Akkulam Lake, the project is the hottest new property location in Trivandrum. Launch date: 21st April 2018.



ANYTIME, ANYWHERE MONEY.

## WHEN YOU WORK 24X7, SO SHOULD YOUR LOAN

The product is the latest offering in the Gold Loan product portfolio wherein our customers can get top-up loans on their existing gold loan using nothing but SMS from a basic feature phone. This pioneering service is a shining symbol of our commitment to the cause of financial inclusion and access to financial services through a simple phone. The service was launched pan-India on 16th April 2018 and has received enthusiastic support from our customers.



## MUTHOOT CAPITAL IN THE FINANCIAL CAPITAL

Muthoot Capital launched its services in Mumbai from January 2018 and with more than 100 disbursements in a little over a month is looking forward to establishing itself as a significant player in the years to come.

## MUTHOOT CAPITAL LAUNCHES MOBILE APP



Muthoot Capital launched their digital initiatives at the Annual Results press meet on 17th April at Novotel, Kochi. A customer mobile app cut-out was presented to Mr Thomas Muthoot- Executive Director, MPG and Mr Thomas George Muthoot- Managing Director, MCSL by Mr Madhu Alexiou- COO, MCSL and Mr Vinod Panicker- CFO, MCSL.



## MUTHOOT PAPPACHAN CHITS LAUNCHED IN BANGALORE



Muthoot Pappachan Chits business was launched in Bengaluru, on 30th April 2018, to financially support the MSMEs and the people at the bottom-of-the-pyramid. Before the end of the financial year, the intent for the Group is to expand the Chits business beyond Karnataka and look at INR 1,000 crore of business from Karnataka within this fiscal.



## HEALTH GUARD LAUNCH IN ASSAM

Muthoot Risk Insurance and Broking services made their first foray into the land of Assam, on 2nd April 2018, with the Muthoot Health Guard Program. The plan is an excellent way for customers to obtain affordable health insurance and reduce their financial risk. The venture looks well poised for a grand take-off and let us all educate our potential customers to be a part of this service. The saying that "Health is Wealth" holds true even today and we want to ensure that health care is not a drain on anyone's wealth.

# GOING THE EXTRA MILE WITH YOU



**Ms. Mallika, 53 years,**  
Devi Stores & Pappads, Branch: Pappanamcode

Mallika, runs a small general store at Karamana in Trivandrum . She was born and brought up in a traditional trader family at Varkala. Post 10th grade she left studies to support her family and joined her parents in the ancestral business of making pappads.

She later got married into a family who were also engaged in making and selling pappads. Her husband used to sell pappads in the Chalai market as a street vendor. She worked hard to support her family and her children's education. Although the business was not growing, it was enough to sustain them.

After 10 years, she observed a gradual change in her husband's behaviour as he became an alcoholic and had an extramarital affair. She raised the issue many times and their quarrels became public. She decided to get separated from her husband and ensured that the family house was signed over to the children.

After her separation, she started her own business of making different varieties of pappads and pickles, and selling them door to door. When she needed funds for her business, she sold some of her ancestral ornaments as she was not aware of the option of gold loans. After a few more years, she rented a small shop and her business gradually scaled up. During this time she met our Pappanamcode Branch Manager and started to pledge ornaments for small financial needs rather than borrowing from friends.

She continued the relationship with the branch and one day she was informed about the business loan product(Microfinance) by the Branch Manager. Our Micro finance team visited her premises for analyzing the business and during these talks she realized that higher amount of loan/investment can help her to take her business to the next level. She had no words to express her utmost gratitude on getting Rs 75,000 as loan at that time. Even now her eyes sparkle with excitement when narrating the visit of the microfinance team. She felt very proud when they appreciated her confidence and her decision to give her children higher education even while overcoming many hardships. (Both her kids were studying nursing at the time)

She got two cycles of the Rs 75,000 loan and utilized the full amount to enhance the production of pickles and pappads and meet the demand.

Later, when Muthoot Pappachan launched a Trader loan product (SME), the branch manager immediately informed her and she started off with a loan of Rs 10,000. The loan moved gradually from one cycle to the next up to Rs 50,000 where with each cycle she improved her business at each stage. She says that in the last two years, her business has grown a lot and was hassle free. With the accumulated fund, she finally bought her own shop. Her children now work as nurses, and she was also able to get her daughter married.

She says, the Muthoot Pappachan Group, and more specifically the Pappanamcode Branch Manager, have been the real strength and motivation behind her success.

## AWARDS & ACHIEVEMENTS



**Mr VINODKUMAR PANICKER**  
WINS @ CFO 100

The Chief Financial Officer of Muthoot Capital Services, Mr Vinodkumar Panicker, has been included in the roll of honour for the capital raising category, at CFO India's 8th annual CFO100 Conference. He received the award from Mr M. Damodaran, former SEBI Chairman, on 16th March 2018 at The Leela, Mumbai.



**MUTHOOT HONDA-KOLLAM WINS**  
DOUBLE GOLD IN SINGAPORE

Muthoot Honda - Kollam team, has won Gold for the 4th consecutive time at the Annual Dealer Conference in Singapore for sales volume in excess of 100 cars in a year. The team also got the award for After Sales service for the 1st time this year.



**MUTHOOT MICROFIN**  
ON A WINNING SPREE

Muthoot Microfin received the "Most Trusted Microfin" brand by India Best Brand Series and Awards 2018 (IBBA) on 17th March 2018. The award was received by Mr Sadaf Sayeed- CEO, Muthoot Microfin.



**'Most Trusted Microfin**  
Brand' Award



**Golden Peacock Award**

Muthoot Microfin received the Golden Peacock Award at the 28th World Congress On Leadership For Business Excellence & Innovation, on 17th April 2018, in Dubai. The awards was presented by H.H Sheikh Nahyan Bin Mubarak Al Nahyan, Hon'ble Cabinet Member & Minister Of Tolerance, Govt of UAE; to Mr Sadaf Sayeed , CEO - Muthoot Microfin



**TEAM MHFCL CREATING NEW**  
MILESTONES MONTH AFTER MONTH!!!

In March 2018, team MHFCL delivered the highest ever number of logins - 1435 cases.

# ENGAGING MINDS



## MPG LECTURE SERIES

THE 14th and 15th lectures in this series were held in March and April. These sessions were graced with the presence of Smt Sugathakumari, Indian poet and activist; and Ms Tiffany Brar, the woman with visual disability, founder of Jyothirgamaya foundation respectively. The talks were truly inspirational and highly motivating for the audience.



## HEALTH TALK ON DIABETES

An interactive session was held on 4th April 2018, to educate the employees about Type 2 Diabetes and prevention strategies.



## DEFEATING CANCER IN WOMEN

Dr Najah Mohammed addressed the gathering at the Corporate Office, on 7th April 2018, to educate women about the importance of screening for cancers and the steps that can be taken to reduce the risk of such cancers.

# Women's Day Celebrations

8th March 2018

### @Villa Maya

A special interactive session was organized for the women visitors at Villa Maya where the Master Chef was at hand to answer questions about health, cooking and nutrition.



### @ Muthoot Microfin

Muthoot Microfin celebrated Women's day by organizing a Mini Marathon in Kochi. Nearly 120 employees, mostly women, participated in the marathon to mark the occasion.



### @MPASD

Women's day at the academy saw some power packed performances, debates on women issues, music and short plays to raise awareness about gender equality.



## TOWN HALL 2018 QUARTER 1 ON 3rd APRIL, AT HEAD OFFICE



## PRESS COVERAGES RECEIVED FOR THE FOLLOWING INITIATIVES



Launch of 24x7 Express Gold Loan ; Muthoot Blue League of Dreams- Call for Entries & Call for Voting; MCSL Annual Results; Launch of Muthoot Pappachan Chits in Karnataka