



Muthoot Finance launches 'Asha' gold loan scheme

Aims at empowering women

Chennai 17th February, 2014: Muthoot Finance Ltd, India's largest gold loan company launched the first of its kind gold loan scheme for women in Tamil Nadu. The gold loan scheme named 'Asha' is aimed at empowering women, giving them hope, assurance to fulfil their desired ambitions and requirements.

With this launch, Muthoot Finance becomes the only gold loan company to have exclusively designed a gold loan product for the women customers. Doing its bit towards woman empowerment, the scheme 'Asha' would also include a higher per gram rate given to female customers who avail gold loan from the company's branches in Tamil Nadu.

The product was launched by Mr George M Jacob, Senior Vice President Legal, Corporate Affairs & Marketing, Muthoot Finance Ltd along with Mr K R Bijimon, Chief General Manager, Muthoot Finance Ltd and other senior company officials present during the event.

Muthoot Finance has 924 branches across Tamil Nadu with the region's current Asset under Management (AUMs) standing at Rs 5914.11 crore. Tamil Nadu contributes about 27% to the total AUMs of Muthoot Finance with over 18,000 customers who walk-in everyday at the branches. The company recently opened its latest branch in Madurai Thiruppali on 21st Dec, 2013.

Beyond gold loans, Tamil Nadu is also a key market for Muthoot Finance's money transfer business. The region saw 5 lakh money transfer transactions with a total amount of Rs 1000 crore disbursed through Tamil Nadu region branches.

Speaking on this occasion Mr George M Jacob Senior Vice President Legal, Corporate Affairs & Marketing, Muthoot Finance said, "This new product has been launched taking in consideration the fast changing society of today which is witnessing a paradigm shift where by the women's are playing a vital role in growth and progress of a family and a nation on a whole. They have transitioned from being entrepreneurs to leading corporate and state financial institutions. Through this product we plan to reach out to women who wish to stand on their own feet and celebrate the success of their accomplished dreams."

**About Muthoot Finance Ltd:**

Muthoot Finance Limited is the largest gold financing company in India in terms of loan portfolio. The company is a “Systemically Important Non-deposit taking NBFC” headquartered in the southern Indian state of Kerala.

Operating history of Muthoot Finance has evolved over a period of 74 years since M George Muthoot (the father of our Promoters) founded a gold loan business in 1939 under the heritage of a trading business established by his father, Ninan Mathai Muthoot, in 1887.

The company provides personal and business loans secured by gold jewellery, or Gold Loans, primarily to individuals who possess gold jewellery but could not access formal credit within a reasonable time, or to whom credit may not be available at all, to meet unanticipated or other short-term liquidity requirements.

Muthoot Finance Ltd has over 4500 across India, serving around 81,000 daily walk-in customers and over 2.5 crores customers each year with a daily loan disbursement of about Rs 320 crore.

Company is listed on both National Stock Exchange and Bombay Stock Exchange.

For More Information Please Contact:

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