MANAPPURAM®
FINANCE LIMITED

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23rd March 2012

The Manager,
Corporate Communication,
National Stock Exchange Ltd.,
Exchange Plaza
Bandra Kurla Complex,
Mumbai

Dear Sir,

I am attaching here with a press release signed by the undersigned . Kindly put it in the corporate announcement relating to our company.

Thank you

Yours faithfully

For Manappuram Finance Limited

Rajesh Kumar.K
Company Secretary

Cc : To Cochin Stock Exchange

To Madras Stock Exchange.

Corporate Office : Manappuram House, P.O. Valapad, Thrissur, Kerala - 680 567, India, Tel : 0487 - 3050108, 3050000
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Press Release dated 22 March 2012

Manappuram Finance Ltd. optimistic on RBIs new gold loan norms

Valapad, Thrissur:

The average LTV offered by Manappuram Finance Ltd. on its gold loans amounts to 66 percent. As a result of RBI's latest directive, the LTV offered by the company would come down to be on par with the guidelines.

With the proposed consolidation of the company's branch network and consequent optimization of operating expenses at the branch level, the impact of the reduction in LTV on yield will be mitigated.

In this context, Mr. V.P. Nandakumar, Executive Chairman of Manappuram Finance Ltd. said, "We are of the opinion that the new RBI measures will ultimately strengthen the well-capitalized established players in the business with sound operating and risk management practices. It addresses the risks to the sector arising from the entry of multiple new players lacking the experience or the required understanding of the nuances of the business." He further pointed out that the capital adequacy ratio of Manappuram Finance Ltd. is already at 18.37 percent (as on 31 Dec. 2011) as against the 12 percent to be attained by April 2014 stipulated by RBI

FOR MANAPPURAM FINANCE LIMITED

RAJESH KUMAR.K
COMPANY SECRETARY

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