November 25, 2015

The Secretary,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
MUMBAI – 400 001.

The Vice President - Listing
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Bandra - Kurla Complex,
MUMBAI – 400 051.

Dear Sir / Madam,

SKS Microfinance Limited transforms operations with IBM MobileFirst solution

A copy of the Press Release to be issued on the captioned subject is attached hereto.

We request you to take the aforesaid information on record and acknowledge receipt.

Thanking you,

Yours faithfully,
For SKS Microfinance Limited

Rajendra Patil
Sr. Vice President – Legal & Company Secretary

SKS Microfinance Limited transforms operations with IBM MobileFirst solution

IBM MobileFirst solution improves Field operation productivity

Mumbai, November 25, 2015: IBM (NYSE:IBM) announced today that they successfully completed deployment of IBM MobileFirst solution for SKS Microfinance Limited. SKS Microfinance Limited has partnered with IBM to transform operations from paper-based processes to a mobile solution resulting in enhanced customer service and productivity gains.

IBM implemented an end-to-end mobile solution to eliminate time-consuming and paper-based processes and to speed up the acquisition of new customers.

"SKS Microfinance Limited distributes microloans to low-income women across India to help them start and expand simple businesses that can empower them while increasing their incomes. With more than 4.5 million members (excluding undivided Andhra Pradesh) and cumulative disbursement of approximately USD 7 billion in loans and current loan outstanding of USD 833 million (excluding undivided Andhra Pradesh), as on September 30, 2015, the organization relies on 5,456 loan officers (or "Sangam Managers"), (excluding undivided Andhra Pradesh), based out of 1,135 branch offices (excluding undivided Andhra Pradesh), to acquire new members, disburse loans, ensure loans are well utilized and collect repayments. Until recently, loan officers used manual, paper-based processes to keep track of loans and enter that information into a 'shared' branch computer, which was very time-consuming."

Not only has productivity of the loan officers improved, security of the company's data has been strengthened and the turn-around on loan application and disbursal process has reduced. The tablets have helped accelerate interactions. As a result, women can get back to work much faster. Each loan officer now saves approximately one and a half hours and serves more members per day. In view of this, the Sangam Manager is able to do six center meetings per day as against the earlier five, registering a 20% increase in field productivity and reducing concomitant costs. With an efficient way to provide and collect information, they have reduced the duration of the meetings with loan recipients from 45 minutes to 30. The mobility solution will also provide SKS Microfinance Limited a foundation for future innovations, including cashless transactions.

The solution included provision and deployment of 7,000 tablets across India (mainly rural and semi-rural), a help desk to manage these devices and software and services (IBM MobileFirst Device Procurement and Deployment Services and IBM's MobileFirst Managed Mobility Services) to transform from paper-based to mobile digital services.

M. R. Rao, Managing Director & CEO, SKS Microfinance Limited said, "It was clear that IBM could provide deep mobile expertise, strong connections with ecosystem partners and a customized implementation for our specific needs. We have significantly reduced the time required to input information and reduce fatigue among the loan officers. The tablet solution enables us to accommodate growth while simultaneously improving our efficiencies. It also gives us a strong platform for moving our organization forward and delivering better services."

Gyanendra Pawahanee, Director Sales and Service Line, IBM GTS, said, "IBM's MobileFirst portfolio can help clients achieve greater efficiencies as they begin to transform their operations to take advantage of mobile technologies to engage more customers and grow their business."

About IBM MobileFirst

IBM's 6,000 mobile experts have been at the forefront of mobile enterprise innovation. IBM has secured more than 4,300 patents in mobile, social and security, which have been incorporated into IBM MobileFirst solutions that enable enterprise clients to radically streamline and accelerate mobile adoption, help organizations engage more people and capture new markets. Through IBM's partnership with Apple, the two organizations are transforming enterprise mobility with a new class of industry specific business apps. For more information on IBM MobileFirst, visit the press kit or www.ibm.com/mobilefirst. Follow@IBMMobile on Twitter, and see IBM MobileFirst on YouTube, Tumblr and Facebook.

About SKS Microfinance Limited

SKS Microfinance Limited is among the largest microfinance companies in India with presence across 18 states covering 1,00,000 villages. The states include: Andhra Pradesh, Telangana, Karnataka, Maharashtra, Odisha, Madhya Pradesh, Bihar, Uttar Pradesh, Rajasthan, Uttaranchal, Haryana, West Bengal, Jharkhand, Chhattisgarh, Kerala, Punjab, Himachal Pradesh and Delhi. The Company's mission is to provide financial services to the economically weaker sections.

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