



Dear All,

As you may be aware, our newest business venture, the Muthoot Housing Finance Company has started operations. The Housing Finance Company was set-up with a vision to provide home-purchase loans to low-income households across urban/semi-urban India, to realise their aspiration of owning a home, through a service strongly differentiated on 'trust' and 'convenience'. Muthoot Housing targets households primarily from the informal sector, who are unable to avail finance due to lack of proper income documentation. The typical target customer profile would be owner-employers of small private enterprises and partnership chains, proprietors of small businesses and dependent workers who are paid mostly in cash.

In the first phase of launch, the company commenced operations in Mumbai, Chennai and Ahmedabad and will soon extend operations to Pune and Delhi NCR.

The company uses the developer aggregator model by tying up with reputed affordable housing developers across the country. From the time

Muthoot Housing Finance commenced operations (15th July), it has already established tie-ups with over 20 developers across the three cities in which it is operational and, many more are underway. The developer led business sourcing will be progressively supplemented with sales to the existing Muthoot Fincorp customer base through our vast network of branches. The 30 member strong Muthoot Housing Finance team operates through a HUB and spoke arrangement.

HUBs in each of the major cities of operation are led by an Area Manager with branches in project catchment areas acting as spokes.

The target customer would have a Monthly Household Income of Rs 10,000 - Rs 30,000 covering a range of profiles - provision store owners, carpenters, diamond workers, tailors, plumbers, auto rickshaw drivers, food vendors etc. The company offers loans from Rs 3 Lacs - Rs 15 Lacs. Loans are provided for upto 15 years and 75% of the value of the property. A processing fee of 1.5% is payable and the interest rate ranges from 14%-15%.

Managed by a very experienced and able team of industry veterans , the company would soon move into its corporate office in Mumbai in BKC. Provided below is a brief introduction of the Muthoot Housing Finance team.



Maneesh Srivastava – Chief Executive Officer

With an MBA from FMS Delhi, and a B.Tech in Electronics, Maneesh has over 18 years of experience in the consumer products and banking industry. Prior to joining the Muthoot Pappachan Group, he was with HSBC for 13 years where he headed the Sales and Service Function for the Retail Bank , headed HSBC’s branch network in India and set-up HSBC’s Retail Lending Business across Northern and Southern India. His experience spans Branch Banking, Wealth Management, Retail Lending and Sales & Distribution.



Alope Ghosal – Head, Operations

Alope holds an MBA from Jadavpur University and Commerce Degree from St. Xavier’s, Kolkatta. He has over 20 years of work experience, initially with LIC Housing Finance and then IDBI Home Finance. Before joining the Muthoot Pappachan Group he was working as Chief Marketing Officer, IDBI Home Finance Co., where he handled business generation, branch expansion , marketing and loan operations.



Shreejit Menon – Head, Sales

Shreejit has completed his Masters in Management Science (MMS) from Mumbai with 11 years of work experience with HDFC, GE Money and HSBC. He was working as Vice President – Rewards & Recognition, Retail Banking in HSBC before joining the Muthoot Pappachan Group, where he designed & implemented the Reward & Recognition structure for 3000 employees across multiple cadres and business lines.



C.M. Balasubramaniam – Head, Credit & Collections

A commerce graduate with Post Graduation in Business Management, Bala has over 20 years of work experience with various organizations like HDFC Bank , GE Country Wide and Associates in which he has handled both Secured & Unsecured credit underwriting, portfolio analysis, manpower efficiency and capacity monitoring across credit and collections functions.



I am happy to inform you that the business has got off to an encouraging start with sanctions in the first 2 months of operation , crossing Rs. 1 Crore*. As the Muthoot Housing Finance team works towards aggressively growing the business, I would request you to extend your full support to their efforts and join me in wishing the team the very best.

Warm Regards,

Thomas Muthoot
Executive Director
Muthoot Pappachan Group

*(as on 15/09/2011)