



Press Release

Muthoot Exim Launches India's First Non Jewellery Platinum Products in Association with the World Platinum Investment Council (WPIC)

- Range includes platinum statuettes of Lord Ganesh in 3gm, 6gm and 9gm sizes
- Products to be available at Muthoot Fincorp Branches
- Easily affordable via savings and accumulation plans

Mumbai, March 2, 2017: Muthoot Exim, the precious metals division of the 130-year-old corporate conglomerate Muthoot Pappachan Group, today launched India's first ever range of non jewellery platinum products made from the rarest of precious metals, platinum.

Named 'Anantavarsham Platinum Series', the new range of non jewellery products aims to give Indian customers unprecedented access to affordable platinum products, purchased via savings and accumulation plans. The launch is part of a new partnership with the World Platinum Investment Council intended to further stimulate and service the growing demand for physical platinum in India.

As part of its initial offering, Muthoot Exim will sell a range of precious metal statuettes of Lord Ganesh in 95% pure platinum metal. Platinum is ideal for the production of statuettes and medals of deities as it is the most stable precious metal and so, unlike silver, it does not tarnish. This means that images of deities made from platinum do not require the polishing and cleaning associated with traditional metal images of deities.

The statuettes can be purchased through Equal Monthly Instalments as well as one-month schemes. The program also includes a spot buy-back option with assay, which will be available throughout Muthoot Pappachan Group's countrywide network of Gold Point centers.



The Ganesh deity statuettes are fabricated by Emerald Jewel Industry India Ltd., Coimbatore, Tamil Nadu.

In the initial stages, the new platinum scheme will be available in 624 branches of Muthoot Fincorp Ltd, the flagship company of Muthoot Pappachan Group and one of the largest Non-Banking Finance Companies (NBFC) in India. The product will be available at Muthoot Fincorp branches in Mumbai, Bangalore, Delhi, Ahmedabad, Chennai, Coimbatore, Madurai, Vijayawada, Kolkata and Ludhiana.

Mr. Thomas Muthoot, Executive Director, Muthoot Pappachan Group, said, “In India platinum is often perceived as accessible to only the privileged few. We, at Muthoot Pappachan Group, are proud to offer for the first-time a more affordable means to own this highly desirable metal, including in the form of Lord Ganesh statuettes. Supported by our platinum buy-back option, our innovative savings program has been designed to satisfy the current unmet and growing demand for platinum ownership in India.”

Mr. Keyur Shah, CEO, Muthoot Precious Metals Division, said, “Through these images of deities, Muthoot Exim is setting new standards for innovation, excellence, affordability and accessibility in the Indian platinum market. Expanding into platinum is a natural step for us, and we are especially proud to be working with the WPIC to expand our product offering.”

Mr. Marcus Grubb, Director of Market Development, World Platinum Investment Council, said, “India represents one of the most significant global opportunities for the development of platinum as an investment medium. We’ve already seen enormous growth in the market in recent years, especially with young consumers. Together with Muthoot Pappachan Group, we look forward to building even further momentum.”

About Muthoot Exim Pvt. Ltd.

Muthoot Exim Pvt Ltd is the precious metal vertical of Muthoot Pappachan Group, and specialises in innovative products and offerings in the precious metal space. Customers have access to quality products that meet the highest standards, at an affordable price.



The company's flagship products are:

Muthoot Gold Point: First National level organised sector that allows you to sell your gold in a transparent and efficient manner.

Mobile Muthoot Gold Point is India's first mobile gold buying vehicle to collect gold directly from customers at their doorsteps.

Corporate gifting: Muthoot Exim has set a new benchmark in Corporate Gifting by providing world class products with genuine purity and efficient service.

About the World Platinum Investment Council

The World Platinum Investment Council Ltd. (WPIC) is a global market authority on physical platinum investment, formed to meet the growing investor demand for objective and reliable platinum market intelligence. WPIC's mission is to stimulate global investor demand for physical platinum through both actionable insights and targeted product development. WPIC was created in 2014 by the six leading platinum producers in South Africa: Anglo American Platinum Ltd, Aquarius Platinum Ltd, Impala Platinum Ltd, Lonmin plc, Northam Platinum Ltd and Royal Bafokeng Platinum Ltd. The World Platinum Investment Council is not authorised by the Financial Conduct Authority to give investment advice.

For further information, please visit www.platinuminvestment.com

WPIC's offices are located at: 64 St James's Street, London, SW1A 1NF.

About Muthoot Pappachan Group

Muthoot Pappachan Group (MPG), the 130 years old business conglomerate has been providing solutions, services and expertise to lakhs of customers across the country in various domains like financial services, automotive, property, hospitality, and alternate energy. Over the years, Muthoot Pappachan Group has grown to become a significant entity in the Indian business landscape. Currently it has more than 20,000 employees, serving over a million customers through over 3,800 retail branches. MPG's customer-centric approach and innovation in terms of new products that cater to changing



customer needs have helped in winning the loyalty of innumerable customers, as well as attracting new ones. The Group adapts the latest technology and new ways to serve the customers, with an uncompromising stand on values, principles and ethics.

Muthoot Fincorp Ltd., the flagship company of Muthoot Pappachan Group, is one of the largest NBFCs in India, registered with the Reserve Bank of India. Muthoot Fincorp is a provider of retail finance in the form of gold loans. Decades of dedicated research and experience in rural areas have enabled the Company to provide quick and customized finance options and investment schemes for millions of customers who do not have access to mainstream commercial banks. Muthoot Fincorp is one amongst the largest Gold Loan companies in India and has an average of 50,000 walk in customers per day. The company has a diverse mix of retail offerings catering to the various needs of its customers including Loan products, Money Transfer, Foreign Exchange, Insurance Services and Wealth Management Services.

Muthoot Capital Services Ltd. (MCSL) is the first listed entity of Muthoot Pappachan Group. A Non-Banking Financial Company (NBFC) listed on the BSE and NSE, MCSL offers financial solutions including Vehicle Loans (2 wheeler loans). MCSL is presently active in retail financing and caters to the requirements of borrowers both in rural and semi-urban areas. The Company's direct approach helps arrive at solutions that best suit the financial requirements of individuals and small entrepreneurs. The Company being a deposit taking 'Category A' NBFC, also accepts deposits from public at attractive rates of interest. The company is currently servicing more than 2,200 dealerships in fifteen states with a strong presence in Hero and Honda, which together contribute more than 80% of the total business.

Five years back the Group entered the affordable housing finance arena through **Muthoot Housing Finance Company Ltd (MHFL)**, a subsidiary of Muthoot Fincorp Ltd. MHFL caters mainly to the housing finance requirements of customers in the middle and lower income category. The Company offers housing loan, primarily to the people in the unorganised sector to make their dream of owning a home come true. Loan amounts range from Rs



3 lakhs to Rs 15 lakhs, with a loan repayment period up to 15 years and a loan to property value of up to 80%. MHFL offers loans for the purchase of ready property, house/flats under-construction, self-construction on own plot and home extension.

The Muthoot Pappachan Group firmly believes that financial inclusion of the economically weaker section of society is important for the socio-economic growth of the country. With this belief **Muthoot Microfin Ltd.**, the micro finance business unit was launched by the Group. The company recently received the license from RBI for NBFC – MFI. It follows the Joint Liability Group (JLG) model of micro-finance. Clients are organized in groups of five to ten women from economically weaker sections of society, living in rural and semi-urban areas or urban slums. Target clients are economically active women with regular cash flow through lawful, Sustainable and stable economic activity. Under this program, each individual in a JLG is offered a loan between Rs 10,000 to Rs 15,000 depending on her repayment capacity, for tenure of 52 weeks. It also fosters entrepreneurship skills among women and gives them basic financial literacy.

The Group has contributed to the tourist attractions of Kerala by setting up star hotels run by the Taj and Hilton Groups, Villa Maya the exclusive restaurant and Sky Chef the air catering unit, while contribution to Safe and Clean Energy comes in the form of electricity through wind farms and to Technology through the state of the art Muthoot Technopolis.

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