



Muthoot Finance Introduces ‘Double Milligram Loyalty Scheme’ for Women Customers on International Women’s Day 2025

On every eligible transactions with Muthoot Finance’s products and services, women customers will receive Twice the Gold Rewards Starting from March 08, 2025

Kochi, March 8, 2025 – Muthoot Finance, India’s largest gold loan NBFC, today announced the launch of ‘**Double Milligram Loyalty Scheme**’ to commemorate the International Women’s Day 2025. Gold Milligram Reward is a flagship customer reward program wherein eligible transactions with Muthoot Finance will be rewarded with Gold Milligram reward points. Starting March 8th, women customers of Muthoot Finance will receive double the Milligram Reward points for all eligible transactions.

This initiative is part of the Muthoot Finance’s mission to empower women and aid financial inclusion through asset-backed borrowing. The Gold Milligram Reward programme was first launched in August 2022. So far the programme has benefited over 5,000 customers. 8.6 Million Customers are part of the milligram reward program already which comprises of 3 million women customers.

Under the *Milligram Loyalty Scheme* One Gold Milligram reward point translates to 1mg 24 carat gold. In the *Double Milligram Loyalty Scheme*, women customers would receive double milligram gold for every eligible transaction. The scheme is applicable for a minimum transaction of Rs. 50,000 in advance and for interest payment of minimum Rs. 2000. Under the scheme, with every customer referrals with the company, one would earn 40 mg of gold. When a customer accumulates 500 milligram points, they can redeem 0.5 gm 24 carat gold under the scheme.

Mr. George Alexander Muthoot, MD, Muthoot Finance, on the launch of this special Women’s Day initiative, said: *"At Muthoot Finance, we have always been committed to empowering our customers that can lead to household stability, and community well-being by unlocking new opportunities. The intention is to create an inclusive and supportive environment for women and provide resources and rewards to help women achieve self-sufficiency and success. Through the Women’s Day Double Milligram Loyalty Scheme, we want to express our gratitude to the women who play a crucial role in shaping the economy. By strengthening their access to credit, we hope to support their entrepreneurial dreams, professional aspirations, and overall economic progress."*

Customers can visit the Muthoot Finance website for more details.

About Muthoot Finance

Muthoot Finance is the flagship company of The Muthoot Group which has 20 diversified business divisions. With 4800 + branches, the Group serves over 2 Lac customers every day. Muthoot Finance

is India's largest gold loan NBFC and India's No.1 Most Trusted Financial Services Brand, according to the Brand Trusted Report. It is a reputed 'Systemically Important Non-deposit taking NBFC'. As part of the core business, Muthoot Finance provides loans secured against household gold jewellery at highly affordable rates and amazing product features. Globally, the Group has presence across, USA, UK, UAE, Costa Rica, Nepal and Sri Lanka. For more details please visit: www.muthootfinance.com

For more information, please contact:

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