

## Muthoot Finance announces winners of Finclusion Challenge 2025

*Winning teams from India's top B-schools secure INR 9 lakh prize pool*

**Kochi, 80<sup>th</sup> March 2025** – Muthoot Finance, India's largest gold loan NBFC, announced the winners of the **Finclusion Challenge 2025**, the finale of which was hosted at the Muthoot Finance Head Office in Kochi. The challenge witnessed overwhelming response with over 5,700 teams participating from across India. The teams from **MDI Gurgaon, IIM Lucknow, and BITS Pilani Goa** emerged as top winners for their innovative solutions in financial inclusion.

This year's winning team hailed from **MDI Gurgaon** and secured the first prize worth INR 500,000. The first runner-up was from **IIM Lucknow** who secured the second prize worth INR 300,000. The third spot was snatched by **BITS Pilani Goa**.

After multiple evaluation rounds, the top 10 teams advanced to the grand finale who hail from leading institutes such as IIFT Delhi, IIT Roorkee and Patna, IIM Lucknow, MDI Gurgaon, BITS Pilani, Goa Institute of Management and University of Delhi. The finalists brought to the table some breakthrough ideas, demonstrating the potential to reshape India's financial ecosystem.

These winning teams presented forward-thinking ideas that have the potential to drive real-world impact in the financial sector, aligning with Muthoot Finance's vision for an inclusive and technology-driven future.

**The Finclusion Challenge 2025** was graced by esteemed dignitaries including **Shri. N S K Umesh IAS, District Collector**, along with **Mr. George Alexander Muthoot, Managing Director, Muthoot Finance**, **George Muthoot Jacob, Deputy Managing Director, Muthoot Finance**, **K R Bijimon, Executive Director & COO, Muthoot Finance**, and other industry leaders such as **Prof. Dr. Kuncheria P. Issac (Former Vice Chancellor – APJ Abdul Kalam Technological University)**, **Sujata Madhav Chandran (Head strategic initiatives, TCS)**, **Vinod Tharakan (MD, ClaySys Group of Companies)**, and **Mr. Manoj Varghese, Managing Partner, Milliard Reves Advisory**.

Speaking at the event, **Mr. George Alexander Muthoot, Managing Director, Muthoot Finance**, said: *"It is inspiring to see such incredible young talent working on financial inclusion solutions that could create a real difference in people's lives. The Finclusion Challenge reflects our commitment to bridge the gap and create pathways for a more accessible financial ecosystem. We are proud to be able to provide a platform for the brightest minds where they can showcase their creativity and problem-solving skills."*

Adding to this, **Mr. George Muthoot George, Deputy Managing Director, Muthoot Finance**, said: *"What we witnessed today is the future of finance. These students have not just built ideas, but solutions that can bridge critical financial gaps. Their participation and dedication reaffirm our belief that inclusivity and innovation is the future of finance in India. We look forward to seeing these ideas come to life beyond this challenge. Muthoot Finance will continue to foster young talent, reinforcing our commitment to empower the next generation of fintech leaders."*

**About Muthoot Finclusion Challenge 2025:**

The Muthoot Group announced 'Muthoot Finclusion Challenge 2025', a nation-wide innovation contest aiming to bring the youth to tackle real-world challenges and contribute innovative solutions to drive financial inclusion. With the theme 'Your Chance to Propel India Towards Financial Inclusion', the challenge aimed to harness fresh ideas that can revolutionise the country's financial landscape. Partnering with Muthoot Institute of Technology & Science and Muthoot Business School as academic collaborators, this event offers participants a unique opportunity to showcase their talent. The winners are rewarded with cash prizes worth INR 9 Lakhs and exclusive Pre-Placement Interview (PPI) offers, making this a platform to innovate, excel, and shape the future of finance in India.

**About Muthoot Finance:**

Muthoot Finance is the flagship company of The Muthoot Group which has 20 diversified business divisions. With 5000+ branches, the Group serves over 2.5 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 jewelry 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](http://www.muthootfinance.com)

**Media Contact:**

**Muthoot Finance:**

**Adfactors PR:** [muthoot.finance@adfactorspr.com](mailto:muthoot.finance@adfactorspr.com)