

NEWS RELEASE

Fullerton India drives empowerment through women-centric initiatives

~Launch of 'Samridhhi Loan', a special loan for the existing rural business customers

~ Sakhi, a financial education initiative, to benefit 1000 women

Indore, 08 March 2018 - Fullerton India Credit Company Limited (Fullerton India), a leading non-banking financial company with a strong pan-India presence launched 'Samridhhi Loan' for its existing Solidarity Group Loan customers and furthered its financial education programme, 'Sakhi', which will benefit 1000 women in Hoshangabad and Seoni Malwa, on the occasion of International Women's Day.

Samridhhi is a personal loan specially designed for Fullerton India's select Solidarity Group Loan borrowers with a good repayment track record of at least 24 months. Gramshakti, Fullerton India's rural business brand, offers Solidarity Group Loans exclusively to women entrepreneurs in rural India to start their business ventures and support their families.

In continuance with the spirit of celebrating and empowering women, the company furthered its educational programme 'Sakhi' to enhance financial literacy for rural women. The programme was piloted last year, in and around Indore, Madhya Pradesh and was launched with Future Sharp - India's leading skill training company; Future Learning - the Learning & Knowledge Development arm of the Future Group and International Association of Human Values – a global NGO promoting education and conducting several outreach programs. This is a 'train-the-trainer' model, where 20 'Sakhis' will be trained at Hoshangabad and Seoni Malwa, for a period of 6-8 hours. Each trained Sakhi will further educate 50 more women on financial education via tablets with pre-installed training modules spanning 2 – 3 hours. The programme, which is designed to create awareness and drive education on the available financial products and services such as savings accounts, fixed deposits, life and general insurance, loan offerings and their end utilisation, will benefit 1000 women across these two regions.

Mr. Vishal Wadhwa, Head of Rural Business, Fullerton India Credit Company Limited, commented on the launch, saying "Our initiatives – Samridhhi Loan and Sakhi are both aimed at empowering women and enabling them to be financially independent. Madhya Pradesh is a key market for us and hence we chose to expand our offerings in the region through Samridhhi Loans to help women establish an independent identity, expand their sources of livelihood, and fulfil their personal aspirations. We have, similarly, designed Sakhi to ensure that women in the rural areas are better informed and responsive to effective means of saving money; thereby improving the standard of living for them and their families."

Commenting on the launch, Ms. Ayoshmita Biswas, Head of Marketing and CSR, Fullerton India Credit Company Limited, said, "Gramshakti is aimed at transforming lives of people in India's hinterlands and community development initiatives are pivotal to our objective. At Fullerton India, we are of the view that the development of an economy is directly proportional to the scale of women empowerment in the country and we wish to achieve this through grassroot level initiatives like Sakhi."



Fullerton India's CSR initiatives under UDAY focusses on three key aspects of development, namely social, economic and environmental. Some of these initiatives include Jeevika – vocational training program for women, mid-day meals to combat classroom hunger, Jyoti-Save the Eye – a program that focuses on providing underprivileged families with better eye care facilities, Gurukul – basic skill development and training courses to facilitate employment of youth, Akshar – communication and personality development courses, Niramaya – health check-up camps for women and children and Krishi Mitra – organic farming programmes amongst others.

About Fullerton India Credit Company Limited:

Fullerton India Credit Company Limited (Fullerton India) is one of India's leading Non-Banking Finance Companies (NBFC). The total revenue of the company for the fiscal year ending March 2017 stood at Rs. 1,608 crore. As on 31st December 2017, the AUM of the company stood at Rs. 13810.9 crore, serving 16.95 lakh customers through a widespread network of 527 branches spread across 22 states and 3 union territories, reaching out to 600 towns and over 51,000 villages in the country. Fullerton India offers several retail finance products for varying needs of customers ranging from rural households to SMEs, in the locations it serves. In February 2016, Fullerton India launched its housing finance company – Grihashakti. The company is headquartered in Mumbai and operates through 61 branches spread across 9 states – Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Andhra Pradesh, Telangana and West Bengal. Fullerton India is a wholly-owned subsidiary of Fullerton Financial Holdings, Singapore, which is again a subsidiary of Temasek Holdings, Singapore

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