

NEWS RELEASE

Fullerton India launches 'Sakhi' – a special financial literacy programme for women in Madhya Pradesh

~Launches the programme on the occasion of 'International Women's Day'~

~Partners with Future Learning and International Association of Human Values to provide financial training to 1000 women~

Indore, 8 March 2017: Fullerton India Credit Company Pvt Ltd. (Fullerton India), a leading non-banking financial company in India with a strong pan-India presence, has today announced the launch of 'Sakhi' – an educational programme to enhance financial literacy for rural women on the occasion of 'International Women's Day'. This programme has been launched in partnership with 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 programmes.

Fullerton India will initially run this programme as a pilot project from its branches in Dhamnood and Sanawad near Indore, where each centre will train 10 Sakhis (trainers) for a period of 6-8 hours. Having adopted the 'train-the-trainer' model, Fullerton aims to reach out to 1000 women. Each trained Sakhi will further educate 50 more women on financial education via tablets with pre-installed training modules spanning 2 – 3 hours. These modules have been prepared 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. The learning material has also been designed to be friendly and interesting, by way of animations, comic strips, stories, pictorial puzzles and role models. A third party audit mechanism has also been put in place to evaluate the effectiveness of this programme.

Commenting on the launch, **Ms. Ayoshmita Biswas, Vice President and Head, Marketing and CSR**, Fullerton India, said, "We live in an era where men and women are considered equal and competent in all spheres of life. At Fullerton India, we strongly believe that women are integral to the growth story of this country. 'Sakhi' is a step towards empowering women and enabling them to be financially independent. We are optimistic that through this initiative, women in the rural areas will be better informed and responsive to effective means of investing and saving money; thereby improving the standard of living for them and their families."

Fullerton India's rural business - Gramshakti has touched the lives of villagers across India through various community development initiatives. The company's CSR initiatives under the brand UDAY, focuses on three key aspects of development, namely social, economic and environmental. Some of these initiatives include Jeevika – vocational training programme for women, mid-day meals to combat classroom hunger, Jyoti – Save the Eye programme that focuses on providing underprivileged families with better eye care facilities, Gurukul – basic skill development and training courses to facilitate employment of youth, Akshar – English speaking and personality development courses, Niramaya – general health check-up camps for women and children and Krishi Mitra – organic farming and bee keeping programmes amongst others.

About 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 2016 stood at Rs.2, 277 crores. As on 31st January 2017, the AUM of the company stood at Rs.11, 922 crores, serving 16.65 lakh customers through a widespread network of 529 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 41 branches spread across 9 states – Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Andhra Pradesh, Telangana and West Bengal. The company is a wholly-owned subsidiary of Fullerton Financial Holdings, Singapore, which is again a subsidiary of Temasek Holdings, Singapore.

Connect with us

**For further information kindly contact:**

- Weber Shandwick | Rochelle Fernandes | Tel: +91-9833263379, Email: rfernandes@webershandwick.com;
- Fullerton India | Ayoshmita Biswas | Tel: +91 22-4224 1450, Email: communications@fullertonindia.com;