

Pragati

A Chronicle of Glorious 11 Years Journey



MML AT A GLANCE

Midland Microfin Limited has achieved a remarkable milestone of Rs. 1000 Crore Gross Loan Portfolio in Feb 2022. We are pleased to announce that the company not only performed exceptionally well in these unprecedented times, but also received its third consecutive "Great Place to Work" certification.

As Midland Microfin enters the post COVID era, it is ready and stronger than before. With an asset base of Rs. 1580 Crores, operations across 11 States and 1 UT, with 275 branches, 5 Lakh plus active borrowers and more than 2500 employees, Midland Microfin Limited is well and truly ready to make an orbital shift in its growth trajectory.



MESSAGE FROM MANAGING DIRECTOR

First and foremost, earnest appreciation for everyone at Midland Microfin Limited for the contribution and extraordinary zeal to achieve positive financial results.

In March 2020, we rapidly developed a response to unprecedented COVID-19 challenges and implemented new policies, emphasizing work from home, social distancing and significantly enhanced cleaning regimens to ensure safety and health of our employees and customers. The pandemic and the resulting lockdown caused 114 million people to lose their jobs, however our strong policies and commitment ensured that our employees were taken care of in these challenging times.



Mr. Amardeep Samra

Not only did we expand our business by opening new branches, but also had a steady increase in our number of borrowers in new states, regions with improvement in existing repayment systems through enhanced digitalization.

Microfinance Industry has entered a new era as Reserve Bank of India introduced its revised guidelines and regulations. This is indeed a significant and definitely a positive development for the sector. These guidelines have been successfully implemented by us at MML since April 1, 2022 and we are very much in line with these guidelines. We hope to achieve greater heights and business continuity.

MESSAGE FROM COO & CFO

As the FY 21-22 draws to a close I want to take the opportunity to look back at a year that turned out far different than anyone could have predicted. While it was certainly challenging in many ways, it demonstrated our flexibility and adaptability to change as an organization.

We can take pride in the fact that when the pandemic brought the world to a halt, our quality of services, excellent customer experience and increased use of technological innovations, ensured continuous success.

Lakhs of progressive poor women borrowers across rural Bharat are closely associated with MML. We have ensured access to a variety of customized financial loan products and other financial services such as insurance, social impact and utility products to our last mile customers.

I am proud to say, while 2021 might have slowed us down, it certainly did not stop us. In addition to many other successes, we achieved three major milestones, crossed 1000 Cr. Gross Loan Portfolio in March'22 with more than 65% growth in Gross Loan Portfolio and introduced innovative financial products & multiple technological advancements.



Mr. Amitesh Kumar

MILESTONES IN Q4, 2022

Midland Microfin Limited crossed incredible milestones through effective communication and coordination between different teams. With the senior management's continuous support, feedback and training and the HR team's active endeavour to provide a healthy work environment for all our employees, Midland Microfin was motivated and well equipped to overcome multiple challenges during pandemic.

RS. 1000 CRORE+ AUM - 11TH FEB 2022

This is not just a figure, it is a representation of the trust our investors have in us, our products, services and most of all our people. We are extremely proud of what we have accomplished because of the dedication of each team.



GRAND BRANCH OPENING

17 BRANCHES INAUGURATED IN ONE GO

We have expanded our outreach in the states of Uttar Pradesh, Bihar, Gujarat and Madhya Pradesh. This milestone is indicative of our perseverance. It is a token of the resilience that Midland Microfin Ltd has and continues to demonstrate amidst the harsh reality that is COVID 19. Someday we will look back at this moment and say we were there, we endured and we conquered.

CREDIT PLUS PRODUCTS - 1 LAKH MILESTONE (JAN TO MAR)

The milestone embodies perfectly the spirit of our employees to dedicate themselves to the growth of MML. We in return awarded them with Amazon vouchers as a token of appreciation for their hard work.



NEW CLIENT ACQUISITIONS - 1 LAKH CLIENT (JAN TO MAR)

The number of customers acquired is an indicator of its best practices and services and it becomes a milestone when an organization and its people are able to do this time and again.

NEW RESERVE BANK OF INDIA REGULATORY GUIDELINES (TO NAME A FEW):

1. Pricing of Microfinance loans is governed by board policy
2. Changes in the Microfinance Loan Definition.
3. Introduction of Household Income Assessment.
4. Increased limit of Non-Microfinance loans to 25%.
5. Introduction of delayed payment penalty

NEW INITIATIVES PRODUCT AND SERVICES

Dairy Loan - GauGau (Nov, 2020)

Midland Microfin Limited has partnered with Cattleways Solutions Private Limited, which runs a digital and transparent platform called GauGau to transact good quality cattle of all breeds at an optimized price. They also provide expert guidance on cattle farming to customers and maintain transparency of the milking, vaccination, and health records of the cattle with their digital presence. Midland Microfin Limited will support GauGau by providing their dairy farming borrowers with Cattle Loans and Insurance at a reasonable cost."

TECHNOLOGICAL ADVANCEMENT

Midland Microfin limited believes in constantly adapting to new ways of improving service delivery, expand opportunities and boost growth and has thus partnered with contemporary technology partners such as SpotWays, GoCollect, HR One, Edurigo, AWS, WhatsApp BOT, Leegality.

<p>An Artificial Intelligence powered Mobile-Cloud solution that helps monitor business operations for our field force.</p>	<p>MML has migrated to an elastic model of cloud computing which is scalable and guarantees reduced interruption of business operations.</p>	<p>A HireBOT-WhatsApp powered AI solution to enable faster recruitment process through a QR code.</p>	<p>Enabling MML to achieve a paperless work environment by providing an e-sign platform for loan documentation paperless and digital e-Sign, e-Stamp.</p>
<p>Go Collect is a collection monitoring tool that automates and simplifies the process through advances tracking of data.</p>	<p>HR-One is a one stop, automated solution for all employee self service such as recruitment, payroll, PMS, helpdesk, leave management and access to HR policies.</p>	<p>Edurigo promotes MML's mission to elevate the learning and education opportunities by making learning fun, engaging and affordable for all to bring a positive transformation to organizations.</p>	

EMPLOYEE SUCCESS STORY

Midland Microfin Limited is one of the few organizations in India with a strong focus on the ethics and values and I am blessed to be a part of this organization which is growing both ethically and strategically.

My first interaction with Midland was during a survey being conducted in Haryana in 2016 and soon after I started my journey here as a Branch Manager. In my tenure of 6 years from Branch Manager to Cluster Manager I have been received multiple recognitions: 'employee with 'Outstanding Performance' in the year 2017 and 2019 and 'Employee of the year' in 2022. I have also had an opportunity to qualify for 'Chairman's Club' in 2018.

All these achievements were possible with hard work, learnings, recognition, trainings and support from senior management.

Furthermore, a sense of belonging and the warmth of a family bonds me to the company, and Midland Microfin Limited is definitely a Great Place To Work.



Goverdhan Lal Saini (Cluster Manager) (00975)

CLIENT STORIES

"My name is Rukhsana, a resident of Jaipur, Rajasthan. I have been a small grocery store owner however, inflation made it difficult to make both ends meet. I thus decided to expand the variety of holdings and approached Midland Microfin Limited for a loan.

I hand-picked Midland Microfin Limited due to ease of loan process and clear understanding of the terms of the process. Additionally, the feedback received from my fellow members was also promising. I started my relationship with MML on 10 May 2017 and took a loan of Rs. 20,000 for the expansion of my grocery store where I started earning of Rs. 200 per day. I have been associated with MML for 4 years with 4 additional loan amounts which has helped add vegetables and much more to my existing business. I have seen a growth in my earnings and appreciate MML for their support in this journey.



MIDLAND FOUNDATION

Midland foundation believes in long-term development of society and environment and with our commitment to support this belief various initiatives through Digital Didi, Medical Camps, skill development has been undertaken. We hope to enhance the livelihood of our clients through our commitment towards women hygiene, personal development.

Abhar Kits (Sanitary Napkins) PAN India



Financial Literacy Awareness Drive PAN India



Enhancement of Livelihoods (Stitching & Beauty Parlour) Bahapurana



Medical Camps Chandigarh, Patna, PAN India

Renewable Clean Energy (Bulbs Distribution) PAN India

Donation Drive Jalandhar, Punjab

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