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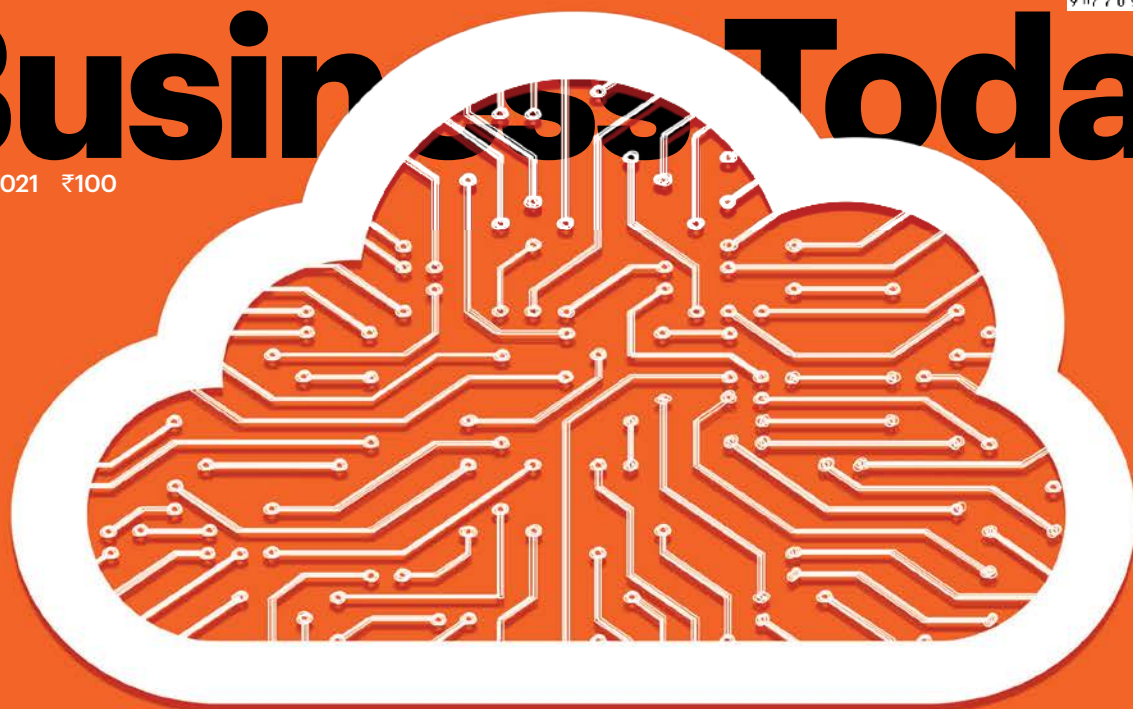
**SPECIAL ISSUE**

INDIA  
TODAY  
GROUP



# Business Today

June 27, 2021 ₹100



## THE ANYWHERE TECH REVOLUTION

A GUIDE TO THE KEY DIGITAL TECHNOLOGIES THAT WILL  
PLAY A PIVOTAL ROLE IN WORK, LIFE AND BUSINESS  
IN A PANDEMIC-STRICKEN WORLD

# LEADING FROM THE FRONT

Alexander George Muthoot, Deputy Managing Director of The Muthoot Group, is carrying forward the 800-year legacy of the Muthoot Family through varied Corporate Social Responsibility Initiatives & strong Corporate Governance Practices



**Alexander George Muthoot**  
Deputy Managing Director  
The Muthoot Group

Call it 'Stree Dhan', 'Family Heirloom', 'Emotional Asset' or by any other name, Indians' fascination with gold dates back hundreds of years. It has been an invaluable part of every Indian household, and has been known to enhance status and stature. But gold is also an asset that lies idle and unproductive, locked away till it is needed, especially during financial duress. Indians hate selling their gold. This is where, for centuries Muthoot Finance has come to their rescue. Instead of having to permanently part with their emotional asset, Muthoot Finance has allowed people to unlock the potential of their household gold and put it to productive use by taking loans against it to fulfil their needs and in many cases realise their dreams. This not only unlocked enormous value by helping large sections of society to raise funds against an idling and unproductive asset, but also brought about true financial inclusion by serving the underprivileged. In the process, it also created India's largest gold loan NBFC – Muthoot Finance.

Today, Muthoot Finance is the flagship company of The Muthoot Group, a multi-faceted, multi-dimensional conglomerate, with 20 diversified business divisions. One of the company's visionaries credited with the Group's stupendous success is Alexander George Muthoot, Deputy Managing Director, The Muthoot Group. Alexander oversees the Group's North, East and West India Operations across 18 Business Functions and 20 Diversified Divisions and is spearheading its relentless march towards greater glory.

Alexander is the youngest son of Shri. M. G. George Muthoot, Late Chairman of The Muthoot Group. An advanced diploma in business administration from Florida International University and an MBA from Thunderbird University in USA, Alexander joined the family business as a Manager. His tireless efforts helped him rise through the ranks to become the Deputy Managing Director of the Group. A self-professed cricket enthusiast and technophile, Alexander is married to Mihika and is a father to six-year-old daughter, Araila and toddler son, Mikhail.

## Expanding Relentlessly

Polite and soft-spoken Alexander is a formidable business leader. He actively introduced use of modern techniques and technology, not just in operations but also in the way oversight was maintained over actions of individuals, departments and functions. The role of strong Corporate Governance in modern day businesses is one of his strong beliefs and he likes to practice it in every which way possible. Some of the many Corporate Governance practices adopted by the Group include a strong Audit Department with a team strength of over 1100 internal auditors, use of specific software like Statutory Compliance Management, various process automations, Customer on-boarding through Customer Relationship Management software integrated with Digital KYC & Video KYC, use of high-tech surveillance systems through remote monitoring for safety and security of customer's pledged gold etc.

He's been laying special emphasis on the Code of Conduct to be the guiding light for all employees and senior management alike, even as the Group made strategic investments in innovative customer centric initiatives, staff welfare measures, information dissemination through branding initiatives. The mechanisms of internal vigil and continuous risk management through expert committees have also been reinforced and made more vigorous.

His efforts have been to maintain transparency through Compliance of regulations and guidelines, in all actions - externally and internally.

His vision helped the Group to start international operations in USA, UK and UAE. The group also has presence in Sri Lanka, Nepal and Central America (Costa Rica).

The Group serves over 2.5 lakh customers every single day and has till date served over 72 Crore customers including repeat customers. It has also earned its well-deserved stripes. The Trust Research Advisory – India Study, has hailed Muthoot Finance as India's Most Trusted Financial Services Brand for 5 years in a row, from 2016 to 2020. Recently Muthoot Finance has been certified as a "Great Place to Work" as well.

## Investing in Diversity

Alexander has championed the cause of diversity at the Group. Over 40,000 employees work with The Muthoot Group today, and are drawn from all walks of life across the country, without bias or prejudice towards caste, creed or religion. More importantly, over 30% of the workforce in key branch leadership positions are women. In the last year alone, when many companies were compelled to downsize their workforce due to Covid-19 led pandemic, Muthoot Finance recruited and added 6031 Muthootians into the ever growing Muthoot Group Family.

## Outperforming Expectations

For the FY 20-21, Muthoot Finance – the flagship company of The Muthoot Group crossed some landmark

milestones. Muthoot Finance is also one of India's highest taxpayers, contributing over Rs. 1,000 Crores to the exchequer. The Company posted a consolidated Profit After Tax (PAT) of Rs. 3,819 Crore in FY 2020-21, a jump of a whopping 21% y-o-y. Further, despite such highly challenging times, their Consolidated Assets Under Management (AUM) increased by 24% y-o-y to Rs. 58,280 Crore in FY2021.

The Company also recorded other historic achievements with their Profit Before Tax crossing Rs. 5000 Crores, Total Revenue crossing Rs. 10,000 Crores, Net Worth crossing Rs. 15,000 Crores and Gold Loan Portfolio crossing Rs. 52,000 Crores. During the said financial year, the Group supported financial inclusion in a big way by disbursing loans of Rs. 1,24,000 Crores. Recently, the Long Term Credit ratings of the company were also upgraded to AA+ by CRISIL and ICRA.

## Bettering Our Future

Corporate Social Responsibility (CSR) initiatives & Individual Social Responsibility (ISR) initiatives have been the hallmarks of Alexander's leadership at The Muthoot Group. He has combined business acumen with the Group's core values of honesty, integrity and ethics to benefit a large section of the society. He has generously contributed to old-age homes and homes for the differently-abled, old widows, mentally and physically challenged, both on a personal and professional level. During the nationwide lockdown, over 32 lakh migrant workers and under-privileged people received regular rations; over 26 lakh people received packaged products; and over 2.73 lakh people were provided with COVID-19 safety materials directly, and in conjunction with various NGOs. During the second wave of the Covid Pandemic, he has once again activated all their Muthoot Finance regional offices across the nation to extend Covid relief initiatives to the most needy and underprivileged sections of society. He has also been a strong advocate of Individual Social Responsibility wherein he has encouraged his team of 40,000+ employees to come forward and make personal contributions for creating impact by way of blood donation, food distribution drives, donation of old clothes etc to name a few.

Further, under Project Aashiyana, The Muthoot Group has also constructed and distributed 200 specially built houses to 200 most deserving flood affected families post the terrible Kerala floods. Two of the Group's divisions – Healthcare and Education run purely for not-for-profit causes. These divisions include running number of K-12 Schools, Nursing Schools & Engineering Colleges and Hospitals which are part of the Group's CSR efforts.

The Group also runs a state-of-the-art Cancer Care Centre called M.G. George Muthoot Cancer Center at Kozhencherry, Kerala in the fond memory of the Group's Late Chairman Shri M. G. George Muthoot which serves the lesser privileged sections of our society suffering from deadly cancer and related diseases.