Mulamoottil Financiers Ltd®

CIN – U65921KL1994PLC007728 · GSTIN – 32AABCM5154H1ZR · RBI REGISTRATION – B-16.00047

STRATEGIC STATEMENT

MISSION

Enable swift & easy access to affordable financial products for every person in Kerala while upholding our commitment to the core values of Mulamoottil – Veritas. Honos. Fortitudo (Truth. Honor. Courage).
We will focus on banking for the unbanked in rural Kerala.

VISION

We will become the most digitized NBFC in Kerala and the number one NBFC in Central Kerala by 2022 with special emphasis on rural areas.
We hope to be a model NBFC for the country.

GOALS & OBJECTIVES

Financial

- Revenue to exceed 200 Cr by 2022
- Profits to exceed 20 Cr by 2022
- To increase revenue by 20% annually
- To decrease expenses by 5% annually
- To increase net profit by 10% annually

Customer

- Expand businesses to existing customers.
- Achieve & maintain outstanding customer service
- Develop and use a customer database enriched with actionable data
- Introduce existing products into newer markets by opening 10 -15 branches every year
- Introduce newer financial products to new and existing markets

Operational

- Fulfil all statutory obligations honestly and with total integrity
- Capitalize on reputation, brand recall & physical facilities (location, capacity, etc.)
- Increase community outreach through by leveraging other group companies

- Increase efficiencies through use of digital technology
- Improve internal communications & processes incrementally each quarter
- Establish one new strategic alliance by 2019 and add 3 more by 2022

Human Resources

- Employ high quality professionals who will create success for owners & customers.
- To align incentives with performance
- To develop financial & operational metrics for assessing employee performance
- To continually learn and adopt current best practices seen worldwide

Financial Strategic Objectives

- Financial Growth: To exceed revenue of 200 Cr in the next 3 years
- Financial Growth: To increase revenue by 20% annually
- Financial Efficiency: To decrease expenses by 5%
- Financial Efficiency: To increase net profit by 10% annually

Customer/Constituent Strategic Objectives

- Current Customers: Expand sales to existing customers.
- Current Customers: Increase customer retention and customer delight
- Current Customers: Achieve and maintain outstanding customer service
- Current Customers: Develop and use an analytical customer database
- New Customers: Introduce existing products into a new market
- New Customers: Introduce new products to new and existing markets
- New Customers: To expand services to new districts of Kerala
- Customer Services: Improve our service approach for new and existing customers

Operational Strategic Objectives

- Service Management: To have all services meet standard of excellence guidelines
- Operations Management: Capitalize on physical facilities (location, capacity, etc.).
- Operations Management: Increase community outreach and word of mouth advertisement
- Technology Management: Increase efficiencies through use of digital technology.
- Communication Management: Improve internal communications
- Customer Management: To execute a CRM system that produces measurable results.
- Marketing Management: Develop and implement a promotional plan to increase business.
- Alliance Management: Establish one new strategic alliance annually.
- Channel Management: Improve distributor and/or supplier relationships.

People/Learning Strategic Objectives

- People: Employ professionals who create success for customers and for the company
- Training: To develop the leadership abilities and potential of our team
- Culture: To align incentives and staff rewards with performance and high integrity
- Knowledge: To continually learn and adopt current best practices.