



# Mann Deshi Mahila Bank Maharashtra, India



## Problem

- Rural women in India have limited access to credit and opportunities, which would enable them to develop themselves and their respective regions economically
- Over the last 10 years, Mann Deshi (MD) has provided financial literacy to almost 14'000 women, and offered financial services to 81'000 clients
- MD's growth has been restricted significantly by the lengthy, bureaucratic process of acquiring new branch licenses

## Solution

- Mann Deshi plans to expand its financial services by setting up a "Non-Banking Financial Company", called the Mann Deshi Leasing and Finance Company Limited (MDLFC)
- MDLFC would enable MD to provide microfinance services anywhere in India without constantly having to asking for additional licenses
- Mann Deshi plans to open 16 MDLFC branches in Maharashtra and Karnataka over a period of five years

## Impact

Impact Mann Deshi	2010e	2011e	2012e	2013e	2014e
# of branches	4 + 1 head	7	10	13	16
Total clients MDLFC	5,810	12,240	20,470	30,500	43,510
Staff	25	35	50	65	80
Agents	60	98	136	174	212
Graduates of business school	661	5,905	8,100	10,620	14,058
New businesses supported	496	4,429	6,075	8,496	11,949

- MDLFC aims to attract at least 43'000 individual clients by 2013/14
- Self-sustaining by 2013/14, providing USD4.3 million in loans
- It will finance basic financial literacy courses for all its clients, and support the establishment of approximately 12'000 new businesses



**Empowering women in rural India through microfinance and business training.** Founded in 1997, Mann Deshi (MD) aims at improving the lives of poor and vulnerable women in rural India by providing a unique and innovative combination of financial and non-financial services which helps them and their families achieve financial independence and self sufficiency.

## LGT VP's Involvement

- Equity investment to be used to finance set-up and operation costs for the Mann Deshi Leasing and Finance Corporation
- Intellectual capital: Part of iCats Program
- Part of LGT's Employee Donation Program
- Access to network and ongoing mentoring support