

MANAPPURAM FINANCE LIMITED

Cross-Selling Policy

(Amended by the Board at its Meeting dated 12/02/2016)

This cross-sell policy intends to capture the contours of the arrangement between Manappuram Finance Ltd. ('MAFIL') and its subsidiaries for MAFIL to cross-sell the subsidiaries products to its existing and prospective customers.

Manappuram Finance Ltd ("MAFIL") has evolved from a single-product entity to marking its presence in several Financial Services businesses. For that purpose,MAFIL has decided to diversifybeyond its core business into several other categories such as Financing Commercial Vehicles, Micro Finance, Housing Finance, Loan against properties, Loan against rent receivables Money transfer and Insurance Broker. Few of business categories are carried through subsidiaries and this has been necessitated by the fact that the Industry regulators are different for different businesses that MAFIL has decided to enter.

In order to achieve a reach and client base similar to MAFIL, the subsidiaries will be allowed to leverage and utilize the MAFIL's extensive network of branches and sales-force, technology and systems support, administrative works, etc. at 'arm's length' to effectively carry on its business.

The Credit decision regarding the approval or otherwise of applications sourced would vest with respective subsidiaries.

To achieve effective cross-sell by MAFIL through its diversified and entrenched network of Branches, Feet-on-Street ('FoS') and selling agents, the duties and responsibilities of MAFIL, its subsidiaries and its employees need to be clearly enunciated and pricing arrived through Service Level Agreement.
