



MANAPPURAM FINANCE LIMITED

Make Life Easy

Ref: Sec/ SE/ 618 /17-18
17th October 2017

BSE Limited,
PhirozeJeejeebhoy Towers
Dalal Street
Mumbai- 400001

National Stock Exchange of India Limited
5th Floor, Exchange Plaza
Bandra (East),
Mumbai-400051

Dear Sir/Madam,

Sub : Newspaper Advertisements for Postal Ballot and E-voting

Please find enclosed herewith the copy of Newspaper Advertisements published on 17th October 2017 in Business Line (All India Edition) and Mathrubhumi (Thrissur Edition) regarding Postal Ballot and E-voting.

Request you to take the same on record.

Thanking You

Your Faithfully

For Manappuram Finance Limited

Ramesh Periasamy
Company Secretary



India's First Listed and Highest Credit Rated Gold Loan Company

Registered & Corporate Office : (CIN-L65910KL1992PLC006623) IV/470A (old) W638A(New), Manappuram House, Valapad, Thrissur, Kerala - 680 567, India
Tel : 0487 - 3050100, 3050108 Fax : 0487 - 2399298 E mail : mail@manappuram.com Website : www.manappuram.com

12 NEWS

"We launched B2B Projects a few months ago and have received a good response with 8 per cent of our business accruing from it. As part of our secondary business, we have also launched a channel partner programme, where we are building a community of realence interior designers and architects who will help people design their dream homes," Ashish Shah, founder and COO, Pepperfry, told *BusinessLine*.

The company has announced a 'Privilege Partner Programme' where member-



Ashish Shah, founder and COO, Pepperfry BIJOY GHOSH

Lending a helping hand, one crowd

Milaap allows individuals/organisations to crowdfund donations for personal causes, emergencies, social causes and events

LN REVATHY

Coimbatore, October 16

When faced with a personal emergency or a social project and when the sum required is way beyond your savings, you will probably turn to friends and family for help. And it may not always be easy to get them to support the cause.

A Bengaluru-based start-up tries to answer this concern with an online solution.

Milaap is a crowdfunding platform which allows individuals and organisations to crowdfund donations for personal causes, emergencies, neighbourhood projects, social causes and events.

The start-up, according to co-founder Anoj Viswanathan, has "enabled a number of individuals to seek and render financial support within clicks."

Averring that there is no

need to teach people to help others in need, Viswanathan said "they have been doing that for ages. We have taken this online, making it more easy for both the fund-raiser and the donor to contribute to a cause."

The funding community

Milaap's community of funders are spread across 120 countries. Viswanathan said they have contributed almost ₹215 crore over the past six years, supporting close to one lakh unique fund-raising appeals.

"When we started the venture in 2010, we got a licence from the Reserve Bank to receive foreign funds. While a major chunk of our funds is from domestic donors, close to 40 per cent is still foreign funds.

"It was not easy to get contributions in the early years as we had to establish trust

in the online started showing pick-up, but the tier II locations far."

'For those in need'
"Our endeavour is to make it easier for people to raise funds for causes, loved ones, animals, natural disasters, sports, documentaries and other projects involving individuals or communities."

"Close to 60 per cent of funds raised are for education projects, 10-12 per cent for school infrastructure, 3-4 per cent for medical needs of individuals, said, adding that the platform collaborated with hospitals across the country to ensure that people do not go without treatment due to insufficient funds. The platform

CPR-10(T)/193/17-18/MM-MOD

AGM (MM-MOD)

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Regd. Office: IV/470A(old) W638A(new), Manappuram House, Valapad P.O. Thrissur - 680 567
Phone: (0487) 3050408, 3050417, Fax: (0487) 2399298. CIN: L65910KL1992PLC006623
E-mail: cosecretary@manappuram.com, Website: www.manappuram.com

POSTAL BALLOT NOTICE

Members of the Company are hereby informed that pursuant to the provisions of Section 110 of the Companies Act, 2013 read with Companies (Management and Administration) Rules, 2014, Reg.44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and other applicable laws and regulations, the Postal Ballot Notice dated October 09, 2017 together with the Postal Ballot Form (Postal Ballot Papers) seeking approval of members for the businesses as set out in the notice by way of Postal Ballot including voting by electronic means (e-voting), have been dispatched to the Members whose name appear in the Register of Members/Beneficial Owners as on the cut-off date October 06, 2017.

The detailed instructions and information relating to voting including e-voting are set out in the postal ballot papers sent to the Members. The Company has completed dispatch of the postal ballot papers on October 16, 2017. The facility to exercise vote by postal ballot, including e-voting facility through Central Depository Services Limited (CDSL), will be available during the following period:

Commencement of e-voting : From 9:00 a.m., Tuesday, October 17, 2017
End of e-voting : Up to 5:00 p.m., Wednesday, November 15, 2017

Members who have received postal ballot paper and desiring to exercise their vote by postal ballot are requested to carefully read the instructions printed in the Postal Ballot Form and return the duly completed form in the enclosed self-addressed pre-paid Business Reply Envelope which should reach the Scrutinizer not later 5:00 p.m. November 15, 2017 at the address - Mr.Sathish.V, Scrutinizer - Postal Ballot Voting Process, Manappuram Finance Limited, IV/470A(old) W638A(new), Manappuram House, Valapad P.O., Thrissur - 680 567. E-voting shall not be allowed after 5:00 p.m., Wednesday, November 15, 2017 and any Postal Ballot Form received thereafter will be strictly treated invalid as if reply has not been received.

For any grievances / queries connected with the voting by postal ballot including voting by electronic means, shareholders may contact:

S.K.D.C. Consultants Ltd, Kanapathy Towers, 3rd Floor, 1391/A-1, Sathy Road, Ganapathy, Coimbatore - 641 006

Telephone No. 91-422-4958995, 2539835, 2539836

Fax No.: 91-422-2539837; Email Id : info@skdc-consultants.com

Members who have not received the postal ballot papers or who have received the postal ballot papers by e-mail and who wish to vote by physical Postal Ballot Form may use the Postal Ballot Form attached to e-mail or download the Postal Ballot Form from the website of the Company: www.manappuram.com (at Investors/Notice to Shareholders) or the website of Stock Exchanges: www.nseindia.com, www.bseindia.com or e-mail their request for duplicate Postal Ballot Form to the Company at cosecretary@manappuram.com or at info@skdc-consultants.com.

The Company has appointed Mr.Sathish.V, Practising Company Secretary, as a Scrutinizer for conducting the Postal Ballot process in a fair and transparent manner. The detailed procedure for e-voting is enumerated in the Postal Ballot Notice. Members can opt for any one mode of voting.

The result of the Postal Ballot would be announced on or before Saturday, November 18, 2017 at the Registered Office of the Company. The result would be intimated to the Stock Exchanges where the Company's shares are listed and displayed along with the Scrutinizer's report on the Company's website, www.manappuram.com.

By Order of the Board of Directors
For Manappuram Finance Limited
Sd/-
Ramesh Periasamy
Company Secretary

Place: Valapad, Thrissur

Date : 17/10/2017

