

## Muthoot Microfin Limited - Responsible Brand Voice Guide

### Brand Ethos: A Commitment to Responsibility

At Muthoot Microfin Limited, our brand voice reflects our unwavering commitment to ethical, inclusive, and sustainable financial empowerment. As a trusted microfinance institution, we uphold values that ensure transparency, social responsibility, and long-term impact for the communities we serve.

Our **Responsible Brand Voice** is:

**Trustworthy & Transparent** – We build relationships based on honesty and ethical financial practices.

**Empowering & Inclusive** – We support underserved women, fostering financial independence.

**Sustainable & Forward-Thinking** – We promote financial literacy, responsible lending, and community-driven growth.

**Compassionate & People-Centric** – We understand the unique challenges of our customers and offer solutions with empathy.

**Resilient & Progressive** – We encourage customers to build a secure financial future.

### Key Pillars of the Responsible Brand Voice

#### A. Financial Inclusion with Integrity

- Tone: Transparent, educational, and ethical.
- Messaging Focus:
  - Fair and responsible microfinance solutions.
  - Ethical lending practices ensuring customer well-being.
  - Clarity in loan terms, ensuring informed decision-making.
- Example Messaging:
  - "We believe in microfinance with a heart. Our loans are designed to uplift, not burden—ensuring fair terms, transparent processes, and responsible financial growth."

#### B. Women Empowerment & Community Growth

- Tone: Inspirational, uplifting, and community-driven.
- Messaging Focus:
  - Supporting women entrepreneurs with accessible financial services.
  - Strengthening local economies through microfinance.
  - Sharing real-life success stories to inspire more women.
- Example Messaging:
  - "When a woman gains financial independence, an entire community flourishes. At Muthoot Microfin, we empower women to build businesses, secure futures, and lead change."

### **C. Responsible Lending & Customer Protection**

- Tone: Reassuring, responsible, and customer-first.
- Messaging Focus:
  - Prioritizing the financial well-being of customers.
  - Encouraging financial literacy and informed borrowing.
  - Preventing over-indebtedness through responsible lending policies.
- Example Messaging:
  - "Your dreams matter, and so does financial stability. We provide loans with care—ensuring you borrow responsibly for a secure future."

### **D. Ethical & Sustainable Business Practices**

- Tone: Accountable, impact-driven, and sustainable.
- Messaging Focus:
  - **Commitment to ESG (Environmental, Social, and Governance) principles.**
  - Digital banking and paperless transactions for sustainability.
  - Socially responsible investments that create lasting impact.
- Example Messaging:
  - "Sustainability is at the heart of everything we do—from paperless loans to responsible investments. A better tomorrow starts with responsible finance today."

## **Responsible Communication Across Channels**

### **A. Social Media (Facebook, Instagram, LinkedIn, Twitter, YouTube)**

- Tone: Inspirational, informative, and community-focused.
- Messaging Themes:
  - Women-led entrepreneurship success stories.
  - Digital financial inclusion and sustainability.
  - Muthoot Microfin's impact on rural development.
- Example Post:
  - "Did you know? 80% of our customers are first-time women borrowers starting small businesses. We're proud to empower them with financial literacy, fair lending, and a pathway to independence. #WomenEmpowerment #FinancialInclusion"

### **B. Advertising (Print, TV, Digital, Outdoor)**

- Tone: Responsible, impactful, and purpose-driven.
- Messaging Themes:
  - Promoting sustainable financial growth.
  - Ethical and customer-centric financial services.
  - Showcasing Muthoot Microfin's social impact.
- Example Ad Copy (TV/Print):
  - "Empowering women. Strengthening communities. Transforming India. At Muthoot Microfin, we go beyond loans – we create opportunities for a better tomorrow."

### C. Customer Communication (SMS, WhatsApp, IVR, Email)

- Tone: Empathetic, responsible, and reassuring.
- Messaging Themes:
  - Financial literacy and sustainable banking reminders.
  - Encouraging responsible loan usage.
  - Offering customer-centric support.
- Example SMS:
  - "Dear Neha, your Muthoot Microfin loan is empowering your dreams! Need guidance on responsible financial planning? Click here: [Link]"
- Example Email:
  - Subject: Grow Your Business Responsibly with Muthoot Microfin
  - "Dear Priya,  
Financial independence starts with responsible money management. Explore our free financial literacy resources and make the most of your loan. Together, let's create a sustainable future! [Read More]."

### D. Website & App Communication

- Tone: Clear, educational, and mission-driven.
- Messaging Themes:
  - Commitment to ESG principles.
  - Responsible lending and financial inclusion.
  - Success stories showcasing impact.
- Example Website Copy:
  - "We believe financial empowerment should be ethical, inclusive, and sustainable. Muthoot Microfin is committed to responsible lending, transparency, and empowering women to build better futures."

### E. Internal Communication (Employee Engagement, Training, Reports)

- Tone: Inspiring, transparent, and impact-driven.
- Messaging Themes:
  - ESG-aligned business strategy updates.
  - Employee contributions to social and environmental goals.
  - Training on ethical governance and responsible finance.
- Example Internal Newsletter Intro:
  - "As we continue our mission of financial inclusion, we must ensure that our impact is both sustainable and ethical. Let's work together to drive responsible microfinance that uplifts communities while preserving the environment."

## Responsible Brand Vocabulary & Style Guide

- A. **Preferred Words:** Empower, Trust, Growth, Sustainability, Transparency, Community, Responsible Finance.
- B. **Avoid:** Aggressive sales language, complex jargon, or over-promising results.
- C. **Sentence Style:** Short, clear, and action-oriented with an empathetic tone.

## Brand Tagline & Hashtags (Responsibility-Focused)

- A. **Primary Tagline:** "Empowering Women, Building Sustainable Futures."
  - B. **Social Hashtags:** #FinancialInclusion #SustainableFinance #WomenEmpowerment  
#ResponsibleMicrofinance #ResponsibleFinance #MicrofinanceForGood  
#EthicalBanking #FinancialInclusion
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