



MFIN launches its TV Commercial 'माइक्रोफाइनेंस - हर हौसले के साथ'

- 45 Sec Film showcases microfinance sector's contribution to financial inclusion, highlights importance of Microfinance loans for economic upliftment of low-income women groups

TVC Link: <https://www.youtube.com/watch?v=z6Lz-IMF2Ag>

August 08, 2022: Microfinance Institutions Network (MFIN), the microfinance Industry Association and an RBI recognized self-regulatory organization (SRO), today unveiled its first ever TV Commercial 'माइक्रोफाइनेंस - हर हौसले के साथ', Microfinance - supporting confidence & courage, at every step) to reinforce the contribution of microfinance industry towards Financial Inclusion.

The Campaign tagline aims to communicate how the Microfinance Industry in India has all along been actively supportive of income-generating trade activity, by low-income financially excluded women across the country.

Speaking on the occasion, **Dr Alok Misra, CEO & Director, MFIN** said, *"The contribution of Microfinance industry in aiding fulfillment of India's financial inclusion objectives has only grown over the years. However, not many are familiar with the role that microfinance loans play in making small-sized credit, easily and quickly accessible to the bottom of the pyramid segment throughout the country. This TV commercial captures the role of the microfinance sector in promoting small businesses and being an economic tool in creating equal opportunities and inclusive development for both rural and urban poor."*

The campaign aims at reiterating the role of the microfinance industry in unlocking the earning potential of the unserved section of the society by providing easy and quick access to collateral-free credit. The entrepreneurial aspirations of marginalised women are accomplished availing microfinance loans, thereby contributing to overall economic upliftment in the country.

The confidence and resilience of the microfinance industry is evident through 6 crore women borrowers, who have successfully transformed their lives by taking microfinance loans.

Explaining the thought behind the TV Campaign, **Mr Hitesh Kumar, CEO & Chief Creative Director, Splat Media Private Limited**, said, *"Through the tag line 'माइक्रोफाइनेंस - हर हौसले के साथ', we capture two aspects; one, we celebrate the confidence and resilience of women from the economically weaker sections of our society to generate income for their*



households, and second, we demonstrate how microfinance institutions are helping these women achieve financial freedom through collateral free, easily repayable, small loans.”

“Having an eminent personality like Tisca Chopra of ‘Taare Zameen Par’ fame helped convey important information about these loans.” Mr Hitesh Kumar said.

The campaign will run on TV and digital media for a stipulated period.

Microcredit through these RBI-regulated Microfinance institutions comprising NBFC-MFIs, Banks, Small Finance Banks and NBFCs, have enabled low-income households to join the mainstream and partner in the country’s growth.

About Microfinance Institutions Network

MFIN is a premier industry association comprising 56 NBFC-MFIs and 41 Associates including Banks, Small Finance Banks (SFBs) and NBFCs. By virtue of bringing all microfinance entities under one common umbrella, MFIN acts as a bridge between them and the regulators to build a dialogue for greater transparency, better policy frameworks and stronger client protection standards for responsible lending, thus enabling the microfinance industry to partake in meeting the larger financial inclusion goals.

For more information, please contact:

Bhavna Dayal | bhavnadayal@mfinindia.org | +919810203136

Sucheta Ghosh | sucheta.ghosh@ketchumsampark.com | +919875325692

Ratandip Gupta | ratandip.gupta@ketchumsampark.com | +919831065653