

#MuthootBlue

BLUE IS BOLD



Jab zindagi badalni ho



Muthoot FinCorp, the marquee brand under the Muthoot Pappachan Group, partnered with the Royal Challengers Bangalore. The objective was to position itself as the **foremost brand within the category**, focused on **enhancing its digital community and reach**.

SPORT MARKETING STRATEGY | April 2021 – June 2022



LEVERAGING RCB

#MuthootBlue

**GOLD HAI,
TOH BOLD HAI!**

Give a Missed Call on
80869 80869

INTEREST FREE*
GOLD LOAN

muthoot Fincorp
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*TnC Apply Limited Interest Free Period

Ideated and executed multiple brand campaigns at the back of sport, while also curating content, keeping the **brand and product at the core**

KEY HIGHLIGHTS

Across **250+ unique pieces** of content with minimal investment in promotions:

- **30% increase** in in-bound business queries
- **~12% increase in CTA clicks** (email, call and website buttons)
- Increased cumulative community size by **6.4%**
- Impressions: **5mn.+**
- Engagement Rate on product posts \geq **2%**

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**GREAT STRIKE RATES & LOW INTEREST RATES*
MAKE A GREAT MATCH!**

SR 157.66 SR 121.42 SR 135.79 INTEREST RATE p.a.*

AMULYA GOLD LOAN 10%

RCB vs HYDERABAD TONIGHT, 7:30 PM IST

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*TnCs Apply

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SMALL BUSINESS LOAN

BADI OPPORTUNITY

Give us a Call on **1800 102 1616**

*TnC Apply

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QUICKFIRE BOUNDARIES

QUICKFIRE INTERNATIONAL MONEY TRANSFERS

Safe & Quick money transfer.

Give us a call on **1800 102 1616**

*TnCs Apply

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EXPRESS GOLD LOAN TOP UP

WE'LL BE THERE FOR YOU 24X7

SMS 'loan <amt>' to **79949 99999**

*TnCs Apply

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