



Branding Initiatives

Brand Manappuram is built on the trust of the people we serve. To create a brand recall and connect with our customers, we undertake a wide range of branding initiatives:



We promote our offerings and services through village campaigns, loan meals, shop and home visits, pamphlet and brochure distribution



We undertake door-to-door aware campaigns in villages



We use the power of social media to advertise our brand



Many renowned celebrities of the Indian film industry - Venkatesh, Mohan Lal, Puneeth Rajkumar, Vikram, Akshay Kumar, Jeet, Sachin Khedekar and Uttam Mohanty - have endorsed our brand