

PRESS RELEASE

MF Utility is The India's Most Promising Brand

In the Financial Services Category

Mumbai – Monday, 1st September 2016

MF Utility (MFU) is “**The India's Most Promising Brand 2016**” in the Financial Services Category. This was awarded at the Annual Brand Summit “**Ideas Fest 2016**” held in Goa on 30th August, 2016 by World Consulting & Research Corporation (WCRC), a multi-dimensional company in consulting, research and knowledge with specialized focus on brands.



Mr. V Ramesh, Managing Director & CEO of MF Utilities receiving the award from Ms. Priyadarshini Chatterjee, Miss India World 2016 and Mr. Vivek Dutta, Group CEO, WCRC at the Ideas Fest 2016 held in Goa on 30th August 2016.

MFU offers a host of convenience to distributors / investors, including Single account number for all Mutual Funds, One order multiple investments with single payment, paperless transaction convenience, 24/7 information access to all the stakeholders, etc. It also offers industry level value added services like alerts, triggers, reminders etc. MFU provides a one-point access for registering and tracking the status of complaints at a centralized location. MFU helps distributors / RIAs on various counts including convenience of online request submissions, empowering them with more time for business rather than spend their time in operational activities. This also helps in

improving distributors / RIAs back office efficiency and allowing them to focus on providing quality advice.

Distributors / RIAs are finding the MFU's Android Mobile Application, “goMF” extremely convenient and robust to initiate paperless transactions for their clients. The Distributor Initiated Login (DIL) facility, where the distributors can provide login access to their customers in MFU with all transactions hard-coded with their ARN Code, is also gaining adoption. DIL provide convenience to those distributors, who do not have website, to offer online transaction facility to their customers. The increased usage of these features are evident as more than 75% of the transactions received are paperless.



MF Utilities

MFU as a brand has created a sense of convenience and seamless transaction in Mutual Funds. Consumers swear by the robustness of the system and the benefits that accrues to them in terms of submitting transactions and tracking it. Consumers have also explicitly mentioned about the excellent support provided by the MFU Team. MFU is being talked as “Game Changer” by the users. A brand which represents the Mutual Fund Industry which manages more than Rs. 15 lakh crore of assets, it entails the spirit and culture of the Industry. MFU aims to provide reliable and resilient value added network and application services for B2B and B2C initiatives that minimize risks and promote timely efficient and automated interactions at reduced cost.

This award reaffirms the Brand Promise of MFU.

About MF Utilities

MF Utilities India Pvt Ltd (MFUI) is the Mutual Fund Industry’s “Shared Services” initiative formed by the Asset Management Companies (AMCs) of SEBI registered Mutual Funds under the aegis of AMFI, with prime objective to consolidate all “Transaction Requests” received by the industry from multiple sources and transmit it to the “Fulfiller” of the request (Transfer Agent), thereby bringing in operational efficiency by reducing multiplicity and duplication of activities. It also automates many activities and creates a conducive environment to move from paper based transaction to digitized transactions. MF Utility (MFU) is an innovative initiative of the Indian Mutual Fund Industry that brings significant benefits to all stakeholders, i.e. Investors, Distributors, RIAs and Asset Management Companies. By leveraging technology, MFU will bring many conveniences to the investors and distributors /RIAs and allow Mutual Funds to significantly enhance their reach and presence in the country to further the goals of retail penetration.

About the award

India’s Most Promising Brands 2016 is a brand project initiated by “World Consulting & Research Corporation (WCRC)” which represents the most credible, transparent and differentiated standard of brand research conducted in two phases. The first phase research was initiated by generating a list of approximately 500 brands across the various categories which were developed through secondary research driven by **ibrands 360** research team via: Market studies, Industry white papers, Category-specific brand reports, Brand-specific scrutiny. In the second phase, the list was further examined and distilled through a comprehensive in-depth primary survey conducted pan-India on various parameters, which include: Brand Promise/Growth; Brand Perception and Goodwill; Market Acceptance; Network of Operations; and other parameters like Brand Recall, Brand Image, Brand Visibility and Brand Penetration. The list is subject to a final evaluation considering the inputs provided by the awardee to ascertain the final selection.

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