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SKS Microfinance Limited signs Jack Trout for its Repositioning and Rebranding assignment

Hyderabad, September 23, **2013:** SKS Microfinance Limited today announced that it has signed Mr. Jack Trout, one of the world's foremost marketing strategists, for its rebranding/ repositioning work.

Mr. Trout, President, Trout & Partners Limited, an international marketing consultancy based in Connecticut, USA, is the originator of positioning and other important concepts in marketing strategy.

Mr. Trout is the acclaimed author/ co-author of many marketing classics including 'Positioning: The Battle for Your Mind', 'Marketing Warfare' (updated in the 20th Anniversary edition) and 'The 22 Immutable Laws of Marketing'. His most recent book is 'Repositioning: Marketing In an Era of Competition, Change and Crisis'.

"I am delighted to help SKS Microfinance Limited as its recent turnaround post an external event is commendable," says Mr. Trout. "I consider this an interesting assignment as rebranding/ repositioning work in the social sector, particularly after a crisis that nearly annihilated a crucial social sector, brings multitudes of challenges."

"We have a strong bonding with our members given our close-to-consumer model," says Mr. M.R .Rao, Managing Director and CEO, SKS Microfinance Limited. "If anything, the bond has become stronger during the recent challenging times on account of the process improvements implemented by the Company. Despite this, it is imperative that we revisit the brand propositions in order to further increase our brand equity among our members and other key stakeholders."

"We are back at the threshold of steady growth post our recent turnaround, and require expert counsel in ending the dichotomies/ ambiguities related to branding and positioning," says Mr. S. Dilli Raj, Chief Financial Officer, SKS Microfinance Limited. "Who else can one turn to in such a situation but the Guru of Positioning & Repositioning himself?"

About SKS Microfinance Limited:

SKS Microfinance Limited (SKS) is a non-banking finance company (NBFC), registered and regulated by the Reserve Bank of India, whose mission is to provide financial services to low-income households. SKS operates across 16 states of India. They include: Andhra Pradesh, Karnataka, Maharashtra, Odisha, Madhya Pradesh, Bihar, Uttar Pradesh, Rajasthan, Uttaranchal, Haryana, West Bengal, Jharkhand, Chhattisgarh, Kerala, Punjab and Delhi.

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