



# FIDC

## Finance Industry Development Council

*(A Representative Body of Assets and Loan Financing NBFCs in India)*

# SOCIAL MEDIA REPORT

February, 2024

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# Content

- Postings
- Social Media Report
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram





# Content Posted on all platforms

**FIDC**  
Finance Industry Development Council  
(A Representative Body of Assets and Loan Financing NBFCs in India)

FIDC India  
7 February · 🌐

FIDC India is honoured to be an institutional partner for the 6th NBFC Summit, hosted by CII on 9th February 2024 in Mumbai from for discussions on 'NBFCs Growth with Stability and Responsibility'.

#FIDCIndia #NBFCSummit #CIIEvent #NBFC #NonBanking #Summit

**KEY SPEAKERS**

**KEY TOPICS**  
NBFCs: Way Ahead for 2024  
Beyond Traditional Lending: Leveraging Data and Analytics  
The Role of Digitisation: Keeping up with the changing times  
Towards Building Robust NBFCs for Inclusive and High Economic Growth

 Shri M Rajeshwar Rao Deputy Governor Reserve Bank of India	 Abhinav Mangal Chairman, CII National Forum on NBFCs & FICs and JL, M&A, I&D Wipro Technology Ltd.	 Sangee Bajaj Investment Head, President, CII and Chairman M&A Wipro Systems Ltd.	 Vishakha Mulye Senior Co-Head, CII National Forum on NBFCs & FICs and CII Aditya Birla Capital Ltd.		
 Satinder Bhasler MD & CEO Aarav Finance Ltd.	 Pravesh Doshi CEO Aarav Finance	 Virendra Prasad CEO Aarav Infrastructure Finance Ltd.	 Kishu Talwar MD & CEO - Digital and Open Banking Solutions, CII	 Maheshkumar Tata CEO & CEO - I&D CEO - Finance Ltd.	 Rajesh Ramaniyan Senior - Product & Head Credit & Payments, Finstar
 Vishal Kampani Co-Chairman CII National Committee on Financial Markets and Non-Banking Financial Institutions JLL Financial Ltd.	 Sangeeta Jhangurmalia Partner Khanan Legal Associates	 Kunal Parolia Partner - Digital, M&A & Cyber KPMG India	 Sanjay Doshi Partner and Head - FS Advisory KPMG India	 Sandeep Sangupta Partner KPMG India	 Vishnu Pillai Partner, Financial Services Sector KPMG India
 Ajay Alexander Mathew MD The Mathew Group	 Shiva Rajaraman CEO M&A, Finance & Insurance Ltd.	 Pratik Bhat CEO & COO Banking Solutions	 C. N. Charyulu Chief General Manager Reserve Bank of India	 Kusumkumar Bhat Partner & MD Banking	 Punit Jain CEO Sovereign Solutions
 Umesh Rameshwar Executive Vice Chairman Shreebhau Finance Ltd.	 Durgadevi Kumar Mishra CEO & Co-Founder Sublime Finance Pvt. Ltd.	 Sandeep H. Thamburaj MD & CEO Sub 4 IMPACT Solutions Ltd.	 Anil Pandey Chief Risk Officer S. SRI Capital		

**SUMMIT PARTNER** HieraFinCorp

**PLATFORM PARTNER** FICMA TV

**TECHNOLOGY PARTNER** SOTAS

**ASSOCIATE PARTNER** ASYS

**TECHNICAL PARTNER** KPMG

**PRINCIPAL PARTNER** SIFY INDEA CAPITAL, JM FINANCIAL

**LAKYARD PARTNER** SENOSYS

**CORPORATE CONTRIBUTORS**

**INSTITUTIONAL PARTNERS**

FIDC India  
19 February at 10:26 · 🌐

Tributes to Chhatrapati Shivaji Maharaj on his Jayanti. His legacy of courage, justice, and governance continues to inspire generations.

#ShivajiJayanti #ChhatrapatiShivajiMaharaj #WarriorKing #LegacyOfCourage #FIDC #NBFC

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Tributes to  
Chhatrapati  
**SHIVAJI MAHARAJ**  
on his Jayanti

directorgeneral@fidcindia.org.in | www.fidcindia.org.in | FIDCIndia





# Content Posted on all platforms

**FIDC**  
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FIDC India  
26 February at 08:51 · 🌐

Happy Birthday to Shri Shaktikanta Das, Governor of RBI. Your leadership is exemplary and FIDC wishes you a year filled with success and prosperity. Best wishes to another year of economic excellence! 🎂

#ShaktikantaDas #RBI #BirthdayWishes #FIDC #NBFC






FIDC wishes a  
**Happy Birthday**  
**Shri Shaktikanta Das**  
Governor -RBI

✉️ [directorgeneral@fidcindia.org.in](mailto:directorgeneral@fidcindia.org.in) 🌐 [www.fidcindia.org.in](http://www.fidcindia.org.in)     /FIDCIndia



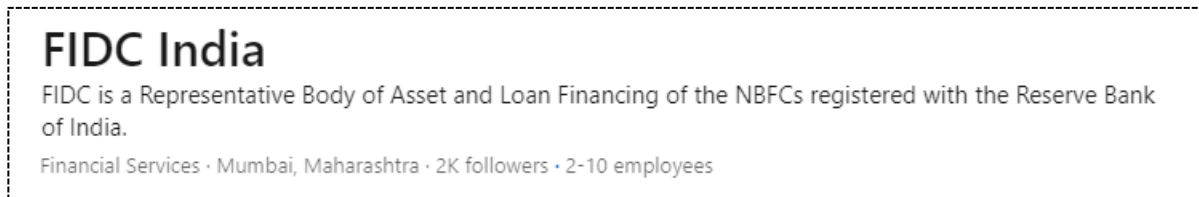
# SOCIAL MEDIA REPORT

February, 2024

		<b>Total Followers</b> Followers: 6,245
		<b>Total Followers</b> Followers: 801
		<b>Total Followers</b> Followers : 2,008
		<b>Total Followers</b> Followers : 1,904



# Social Media Platforms





Page Followers: 6,245



# Post & Engagement Summary

## Page overview

[See more insights](#)

Followers: 6,245

Last 28 days

Post reach ⓘ

**2,792**

Post engagement ⓘ

**112**

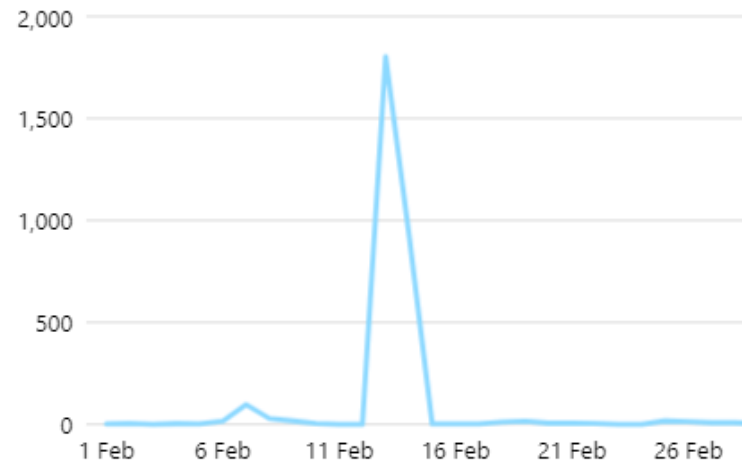
New followers ⓘ

**60**

## Reach

Facebook reach ⓘ

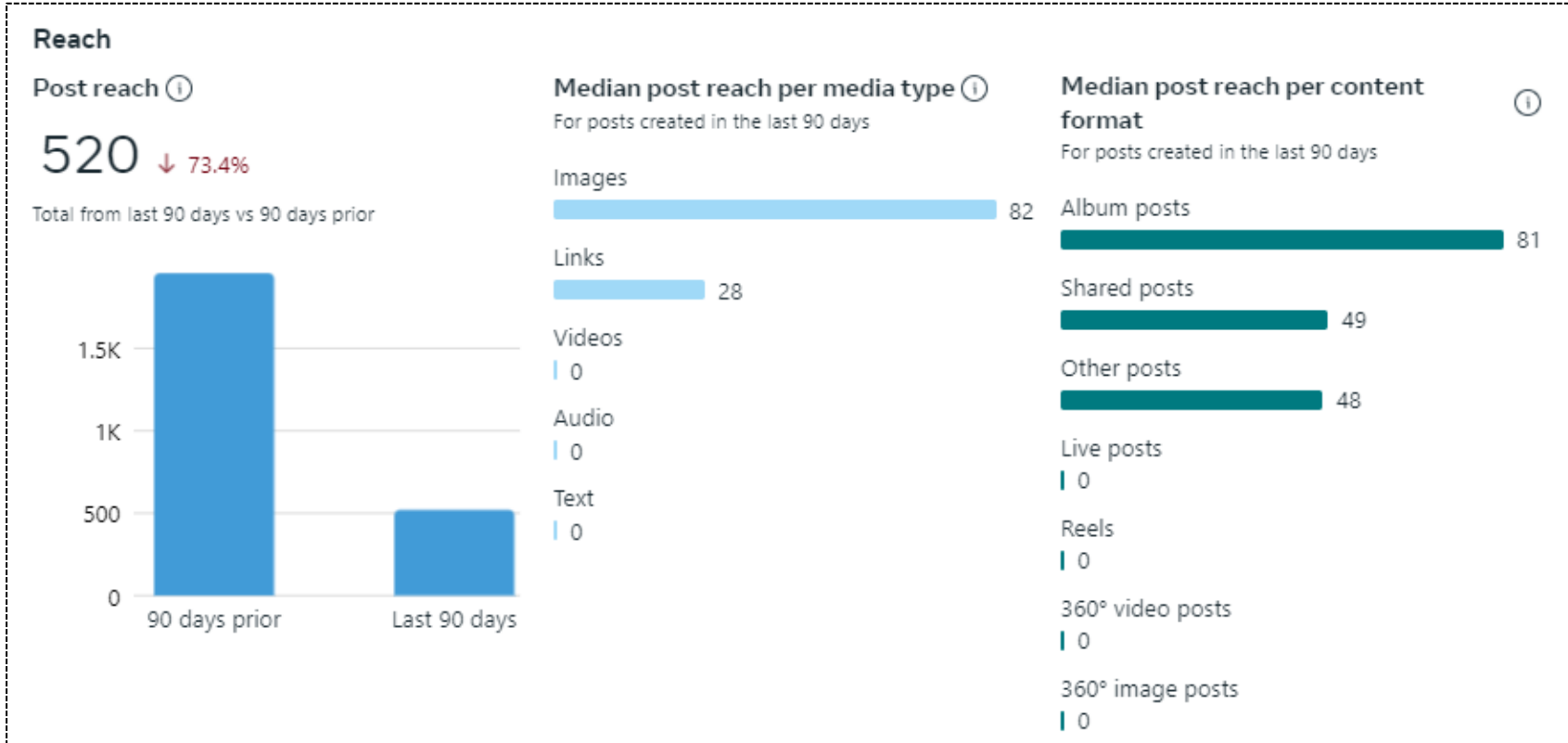
**2.8K** ↑ 814.5%







# Content overview





# Achievements Overview

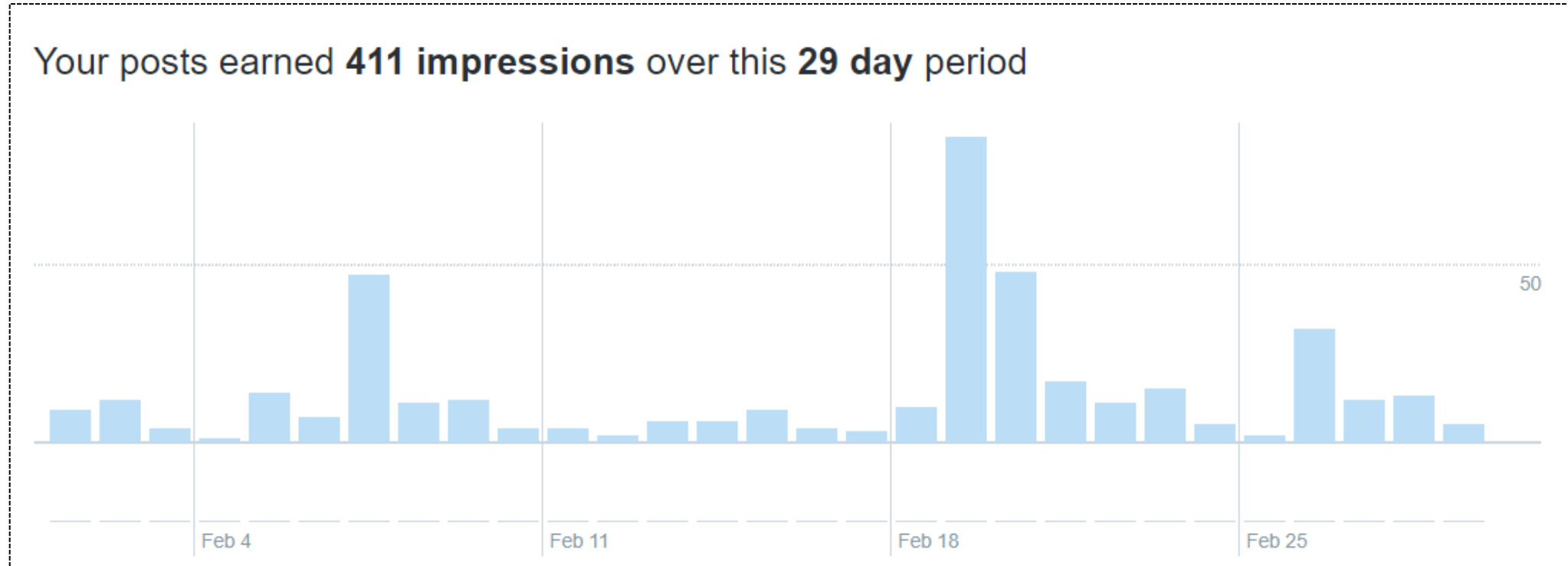
- Gain new **61** Followers with **2.8K** Page Reach
- There were **100%** positive feedbacks related to posts



Page Followers: 801

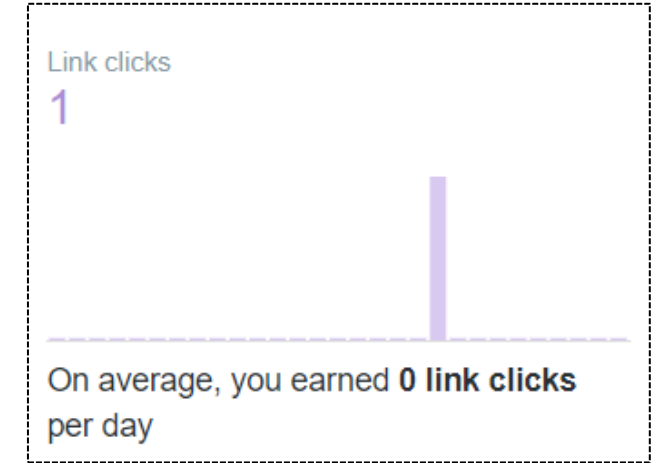
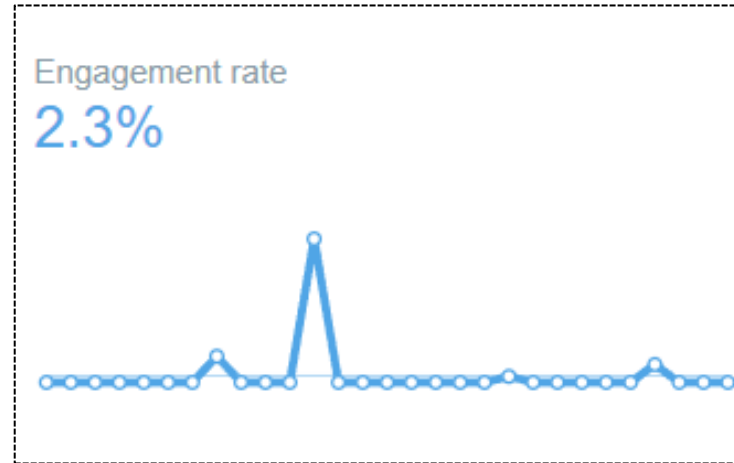
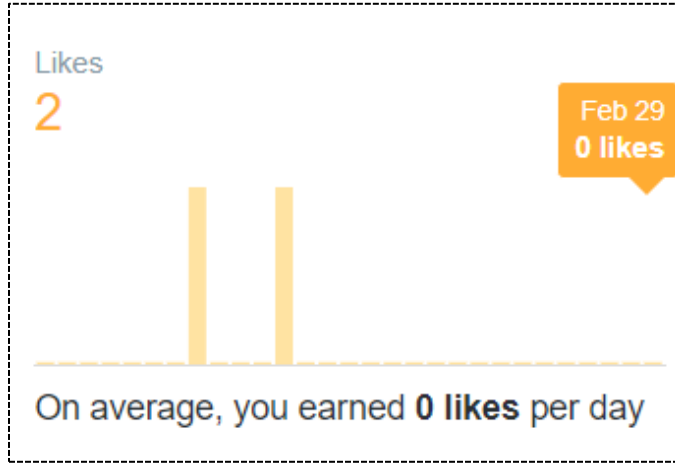


# Tweet activity



Your Tweets earned **411 impressions** over this **29 day** period

# X Engagement Summary



**Engagement rate – 2.3 %**




**Total Likes- 2 Likes**

FEB 2024 SUMMARY

Post impressions

**411**

# X Top Tweets

 <b>FIDCIndia</b> @FidcIndia · Feb 26	60	5	8.3%
<p>Happy Birthday to Shri Shaktikanta Das, Governor of RBI. Your leadership is exemplary and FIDC wishes you a year filled with success and prosperity. Best wishes to another year of economic excellence! 🎂</p> <p><a href="#">@RBI</a> <a href="#">@DasShaktikanta</a> <a href="#">#ShaktikantaDas</a> <a href="#">#RBI</a> <a href="#">#BirthdayWishes</a> <a href="#">#FIDC</a> <a href="#">#NBFC</a> <a href="https://pic.twitter.com/vtJrZnEitT">pic.twitter.com/vtJrZnEitT</a></p> <p><a href="#">View post activity</a></p>			
 <b>FIDCIndia</b> @FidcIndia · Feb 19	103	2	1.9%
<p>Tributes to Chhatrapati Shivaji Maharaj on his Jayanti. His legacy of courage, justice, and governance continues to inspire generations.</p> <p><a href="#">#ShivajiJayanti</a> <a href="#">#ChhatrapatiShivajiMaharaj</a> <a href="#">#WarriorKing</a> <a href="#">#LegacyOfCourage</a> <a href="#">#FIDC</a> <a href="#">#NBFC</a> <a href="https://pic.twitter.com/mEQL88MTpH">pic.twitter.com/mEQL88MTpH</a></p> <p><a href="#">View post activity</a></p>			
 <b>FIDCIndia</b> @FidcIndia · Feb 7	48	6	12.5%
<p>FIDC India is honoured to be an institutional partner for the 6th NBFC Summit, hosted by CII on 9th February 2024 in Mumbai from for discussions on 'NBFCs Growth with Stability and Responsibility.</p> <p><a href="#">#FIDCIndia</a> <a href="#">#NBFCSummit</a> <a href="#">#CIIEvent</a> <a href="#">#NBFC</a> <a href="#">#NonBanking</a> <a href="#">#Finance</a> <a href="#">#Summit</a> <a href="https://pic.twitter.com/7sIFtWyADG">pic.twitter.com/7sIFtWyADG</a></p> <p><a href="#">View post activity</a></p>			



# Achievements Overview

- Tweets earned 411 Impressions over this 29 day period
- With 10 tweets we have generated Engagements organically

**Note** - No Paid activity is done on Twitter & we have got results organically.



**LinkedIn**

**Page Followers: 2,008**





# Performance Summary

## Follower highlights

**2,008**  
Total followers

**24**  
New followers in the last 29 days

## Visitor highlights

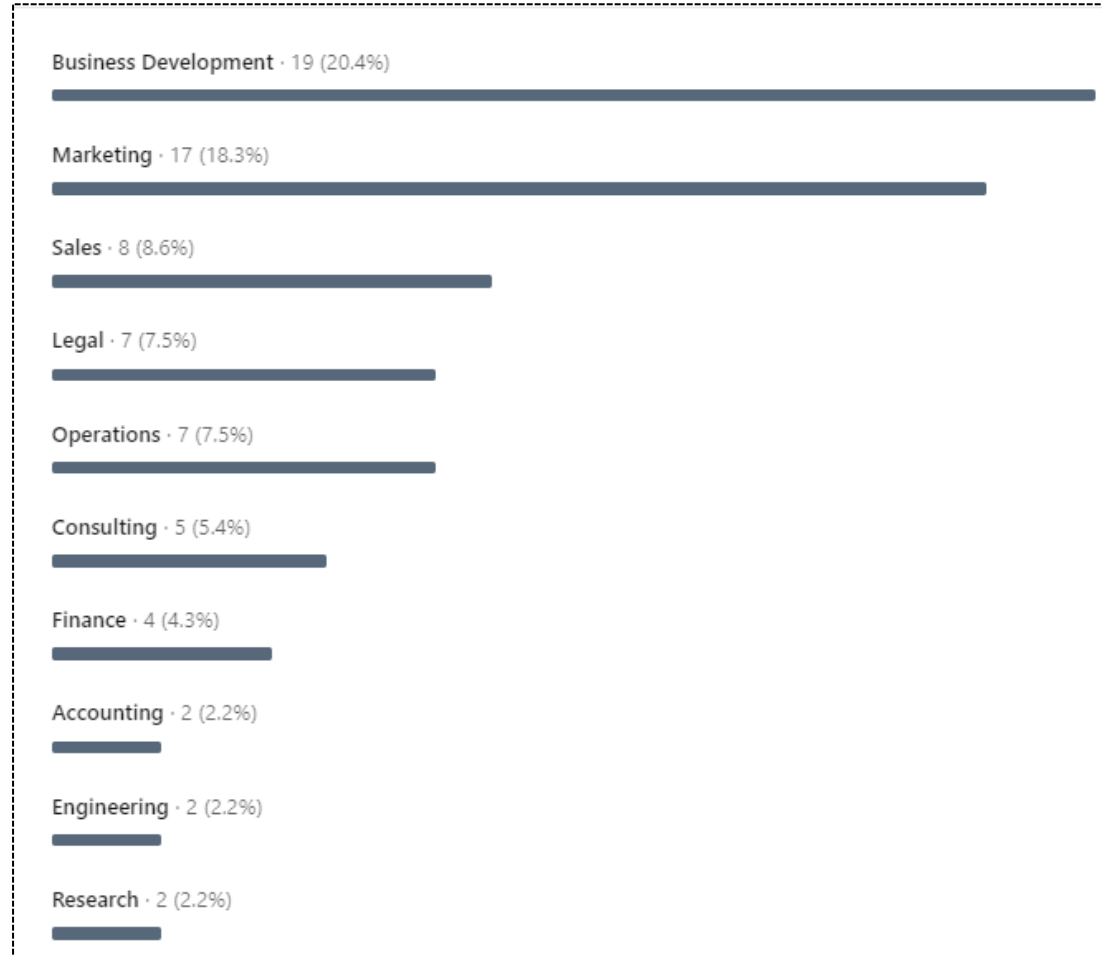
**0**  
Page views

**49**  
Unique visitors

**4**  
Custom button clicks  
▲ 33.3%



# Page Views by Location





# Instagram

Page Followers: 1,904



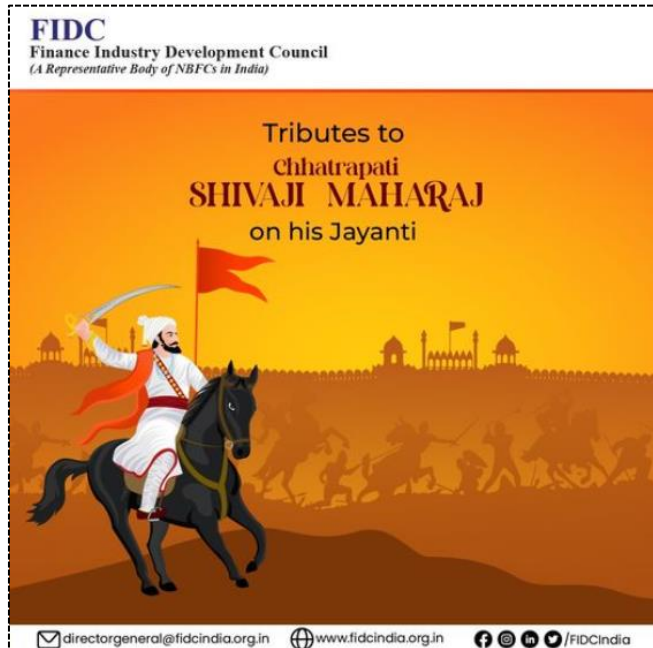
# Instagram Overview



fidcindia [Follow](#) [Message](#) [+8](#) [...](#)

211 posts   1,904 followers   549 following

**FIDC India**  
Finance  
FIDC India, a representative body of assets and loan financing NBFCs in India  
[www.fidcindia.org.in](http://www.fidcindia.org.in)





**THANK YOU**