



Groww Case Study: Providing Email Trust and Brand Visibility with Verified Mark Certificates (VMC)



Executive Summary



Company: Groww



Industry: Financial Services / Fintech



Headquarters: Bengaluru, India



Website: groww.in



Solution Deployed: GlobalSign and Netcore Verified Mark Certificate (VMC)

Groww took services from Netcore. Netcore partnered with GlobalSign for certification & to elevate email authenticity, enhance brand visibility, and provide users with a visually trusted communication experience.



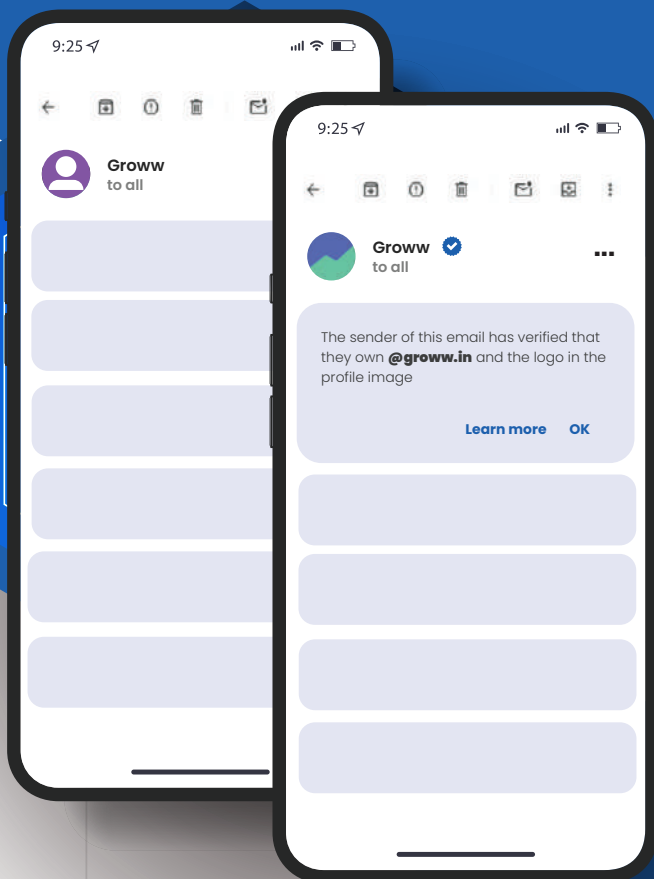
About Groww

Since its inception in 2016, Groww has revolutionized how Indians invest – making stock investing, mutual funds, and trading accessible through a simple and secure platform. With millions of users engaging daily, ensuring trust and transparency in every communication became a critical part of their brand identity.

Groww's digital-first approach allows users to make informed investment decisions anytime, anywhere. But in an era where phishing and spoofed financial emails are increasingly sophisticated, safeguarding customer trust requires going a step further.



The Challenge: Increasing Sophistication of Email Spoofing



Spoofed emails targeting users with fake investment alerts



Risk of customers sharing sensitive data with impersonators



Erosion of brand reputation due to fraudulent sender identities



Lack of visual trust markers in inboxes cluttered with phishing attempts

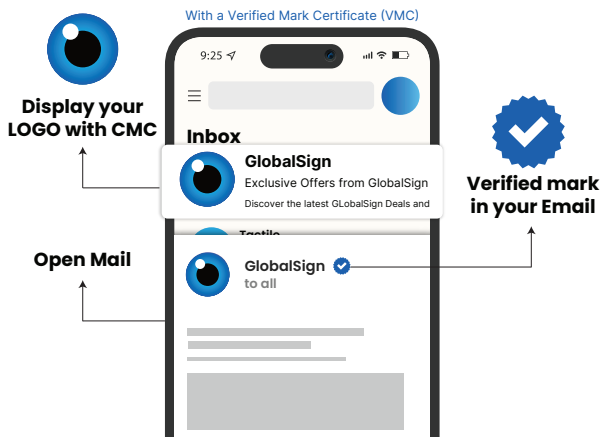
Groww needed a solution that not only authenticates its

- Instantly assure users of legitimate communications
- Establish a recognizable visual identity in the inbox
- Reduce risks associated with spoofing and impersonation
- Strengthen user trust during critical, high-volume email interactions

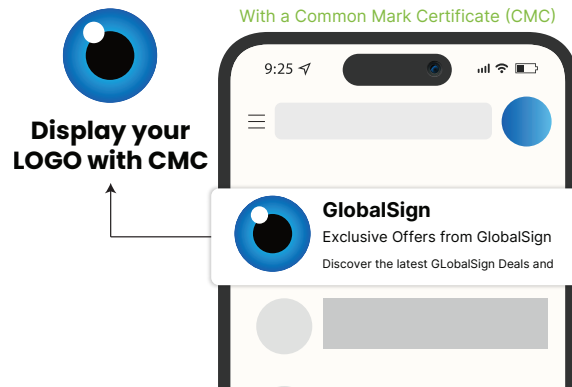
"This is where Verified Mark Certificates come into play."

Introducing Mark Certificates: VMC & CMC

Verified Mark Certificate (VMC)



Common Mark Certificates (CMC)



- ✔ Displays a **verified brand logo** in supported inboxes.
- ✔ Requires **DMARC compliance** and a **trademarked logo**.
- ✔ Builds visual trust and protects against spoofing.

- ✔ Enables inbox logo display **without requiring a trademark**.
- ✔ Ideal for brands still securing trademarks.
- ✔ Supports scalable email trust adoption.

Verified Mark Certificate (VMC) Implementation

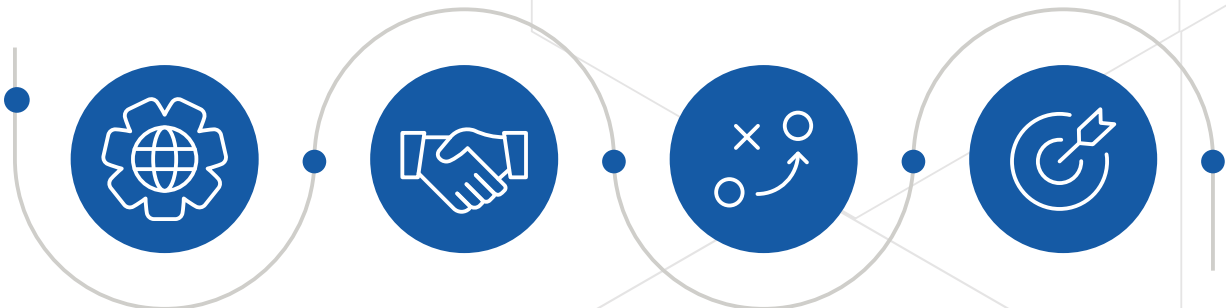
GlobalSign and Netcore worked closely with Groww to deploy VMC as the final layer in its email authentication framework.

2. BIMi Enablement

With Brand Indicators for Message Identification (BIMI), Groww's logo became eligible for display across supported inboxes.

4. Outcome

Verified logo now appears beside emails in Gmail and other BIMI-supported inboxes, boosting trust and brand credibility.



1. DMARC Enforcement

Netcore helped Groww implement DMARC to strengthen its email authentication foundation.


3. Verified Mark Certificate

Following compliance, GlobalSign verified Groww's trademarked logo and issued a VMC to confirm its authenticity cryptographically.


VMC Benefits

Groww achieved several strategic benefits through VMC adoption:


Elevated Brand Presence

 Groww's verified logo replaces generic initials, improving visibility and recognition in crowded user inboxes.


Instant Trust Signal

 A certified logo beside the sender's name reassures users that critical financial communications are genuine.


Stronger User Confidence

 Customers now instantly identify legitimate investment updates, reinforcing trust in the platform's communication ecosystem.

Reduced Spoofing Exposure

 VMC strengthens DMARC alignment and significantly limits opportunities for attackers to impersonate the brand.

Fintech Security Leadership


 Groww stands among early adopters of VMC in India, exemplifying proactive investment in user protection and digital trust.

Implementation Highlights

TM Efficient validation of the trademarked logo






 Minimal operational overhead for internal teams

@ Smooth integration with Groww's existing email architecture

 Immediate availability of the verified brand mark post-deployment

With expert guidance from **GlobalSign and Netcore**, the implementation was seamless and fully aligned with compliance requirements.

Why GlobalSign & Netcore

-  End-to-end email authentication expertise from DMARC deployment to BIML and VMC enablement.
-  GlobalSign's credibility as a leading Certificate Authority for VMC issuance and logo verification.
-  Netcore's robust email infrastructure & deliverability capabilities.
-  Smooth coordination, responsive support, and fast execution.
-  Strong alignment with security and authentication best practices.

Together, GlobalSign and Netcore delivered a seamless, secure transition to VMC for Groww.

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