

How a Major BFSI Giant Strengthened Email Identity & Fraud Prevention with Verified Mark Certificates (VMC)

Now serving customers across India and select global markets, enabling trusted communication at scale.



Executive Summary

A leading Indian BFSI institution partnered with GlobalSign and Netcore to implement Verified Mark Certificates (VMC) and strengthen domain authentication across both its earlier primary domain as well as its recently introduced .bank.in domain.

This transition enabled the bank to scale trusted communications across retail, corporate, and international banking customers while aligning with modern BFSI security benchmarks.

Objective:

- Enhance trust in mission-critical financial communications
- Strengthen brand visibility across customer inboxes
- Reduce exposure to phishing and impersonation
- Improve the customer's digital experience and fraud assurance



Solution Deployed: Verified Mark Certificate (VMC) powered by GlobalSign & Netcore



Industry: BFSI



Headquarters: India

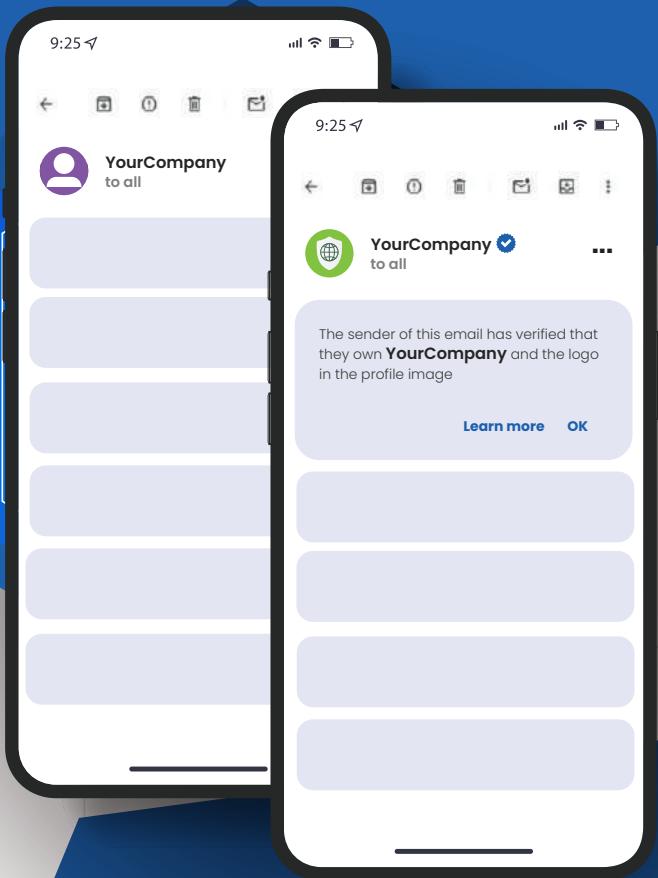


Solution Deployed: Increased brand trust, authentication, and inbox visibility for high volume transactional email communications.

Core Challenge:

Core challenge remained digital trust, identity validation, and fraud-resistant communications.

Additionally, the institution faced the need to authenticate multiple operational domains during the transition from its legacy primary domain to the newer .bank.in domain format, ensuring uninterrupted banking communication to high-volume customer cohorts.



Spoofed emails mimicking brand alerts & transactional updates



Risk of customers sharing sensitive financial information



Erosion of brand trust amid fraud campaigns



Lack of visual identity markers in inboxes saturated with suspicious content

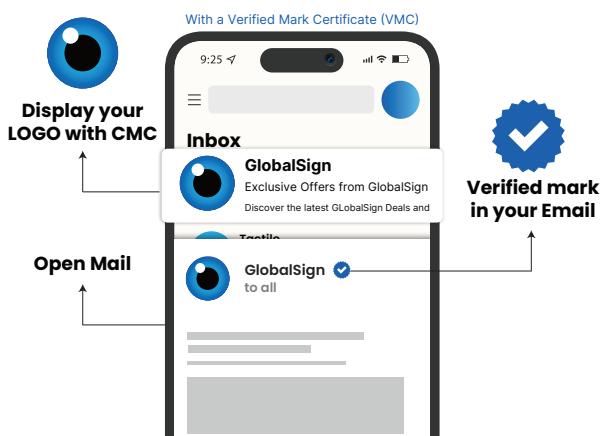
Multi-domain authentication complexity increased due to onboarding the .bank.in namespace to support future scalability across global BFSI ecosystems.

Solution: The BFSI institution sought a solution to

- Authenticate outbound communications at scale
- Establish a recognizable brand identity in inboxes
- Provide immediate customer confidence during critical banking interactions
- Reduce threat exposure & reinforce fraud prevention mechanisms

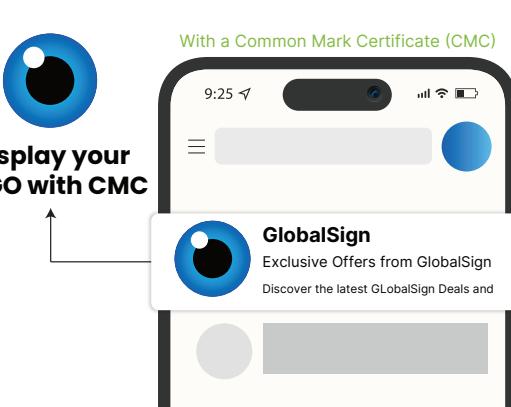
Introducing Mark Certificates: VMC & CMC

Verified Mark Certificate (VMC)



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

Common Mark Certificates (CMC)



- 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 the BFSI client to deploy VMC as the final layer in its email authentication framework.

Implementation followed a standard security-first deployment pathway:

2. BIMI Enablement

BIMI validation enabled the Bank's identity to reflect consistently across domestic and international inbox environments.

4. Outcome

Verified identity signals now display across .bank.in, strengthening brand credibility among global BFSI stakeholders and enhancing ecosystem trust for APAC publishing.



1. DMARC Enforcement

Netcore deployed DMARC to authenticate the institution's primary domain and the newly adopted .bank.in domain, ensuring alignment against spoofing.



3. Verified Mark Certificate

GlobalSign issued VMC for trusted display across supported inboxes for both domain pathways, allowing a secure visual identity experience for customers across regions.



VMC Benefits

Key VMC Benefits Realized:

-  **Brand Visibility**
Across Multi-Domain

-  **Trust Signal**
for Global & Cross-Border Banking

-  **Enhanced Customer Confidence**
in Digital Communication

-  **Spoofing & Impersonation**
Risk Mitigation at Scale

-  **Security Leadership**
in BFSI as an early adopter of VMC for trust signaling

Early BFSI adoption of .bank.in domains with VMC enabled the institution to signal **regulated authenticity to international banking ecosystems**, elevating cross-market perception without revealing brand specifics.

Operational Highlights

-  Seamless validation of trademark identity

-  Minimal internal operational overhead

-  Multi-domain onboarding flexibility

-  Immediate visual identity activation

Why GlobalSign & Netcore

-  End-to-end email authentication expertise from DMARC deployment to BIMI 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 a leading BFSI organization.

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