



## Vaya is now a Certified B Corporation

Vaya Finserv Private Limited is now the **1<sup>st</sup> MFI and 5<sup>th</sup> Company** in India to become a Certified B Corporation. Certified B Corporations are leading a global movement of people using business as a force for good.

B Corps are for-profit companies certified by the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency and aspire to use the power of business to solve social and environmental problems.

As a customer-centric organization conscious of social impact, the B Corp certification is a perfect fit. The B Corp certification provides a comprehensive and actionable metric (B Impact Score) that measures impact through a detailed examination of corporate governance, workforce policies, community and environmental footprint, and customer centricity. Vaya received an overall B Impact Score of 120.6 (average for other B Corps entities being 80). Through the process of becoming a B Corp, we not only gained a clear understanding of where we stood, but also set a higher benchmark for ourselves.

B Lab, a global non-profit social enterprise, provides this certification to companies that aspire to use the power of markets to solve social and environmental problems by committing to creating public benefit and sustainable value in addition to generating profit and provides a benchmark and improve performance. It also differentiates us from the pretenders and protects our mission for the long-term. It helps to collaborate with peers and attract and engage talent.

As we take great strides forward in expansion and customer acquisition, the B Corp certification is a significant step towards preserving the social aspect of our mission. We believe that it is of great relevance to the microfinance industry and hope that we inspire a wave of B Corps in India and globally.

To view B Impact Score: <https://bcorporation.net/directory/vaya-finserv-private-limited>