



Guide to marketing your issue on

India's Social Stock Exchange

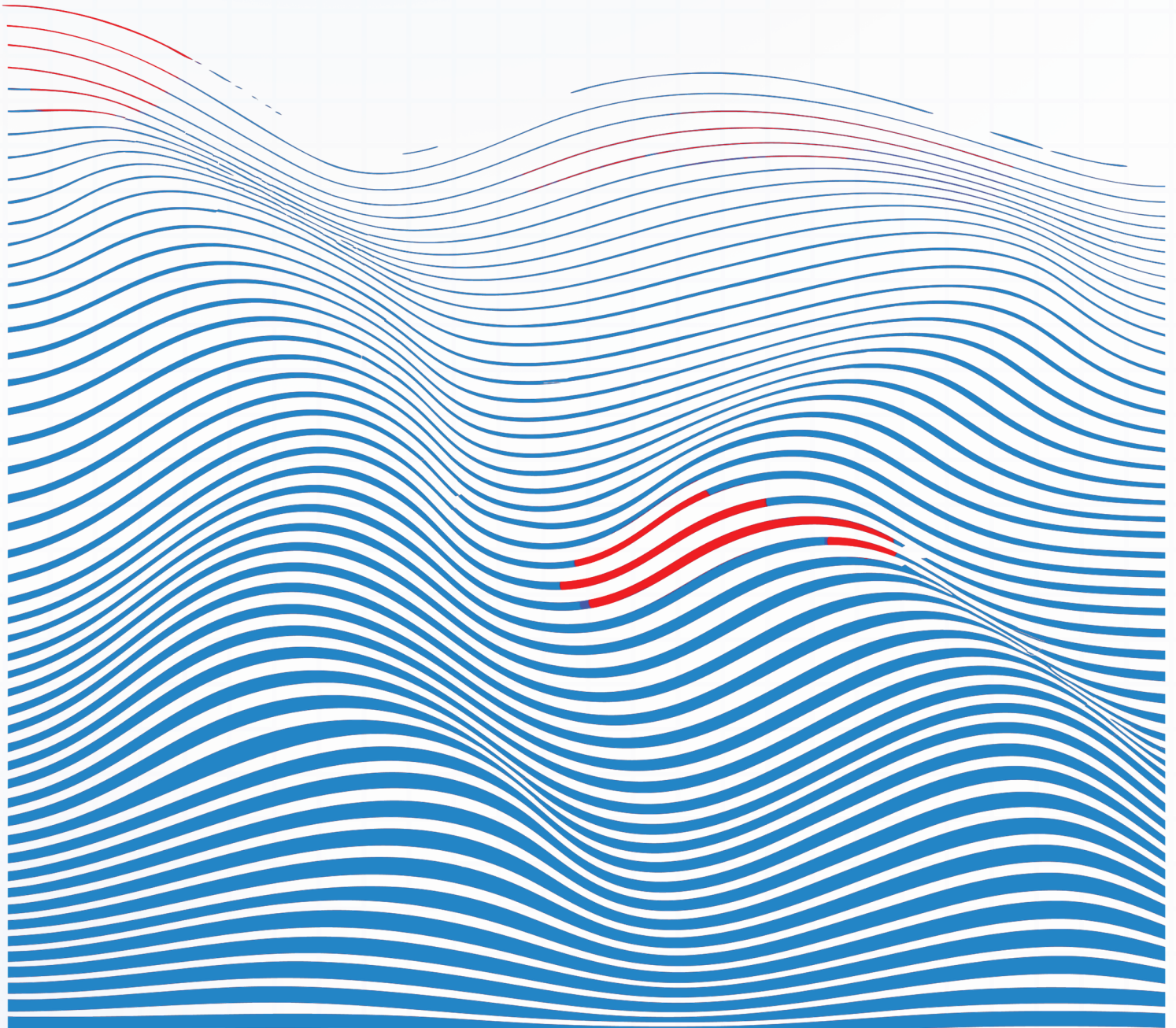


Table of Contents

Executive Summary	3
01 Background	4
02 Key Considerations	4-6
03 Toolkit Components	7-11
Press Release	7
Fact Sheet / One-Pager	8
Investor Presentation Deck	9
What to Include in Your SSE Listing Presentation	9
FAQs Document	10
Leadership Bios	10
Impact Stories / Case Studies	10
Media Assets Folder	11
Social Media Toolkit	11
04 Dissemination and Engagement Strategy	12
05 Post-Listing Communication and Monitoring	13

Executive Summary

Awareness of the Social Stock Exchange (SSE) is growing steadily, creating a powerful opportunity for NGOs to step forward and lead the way. While many retail investors are still becoming familiar with the platform, their interest in supporting credible social impact initiatives remains untapped. With millions of Indians eager to contribute meaningfully, often through small but consistent contributions, the SSE offers NGOs a unique gateway to reach new supporters, build trust, and showcase their impact on a national platform.

This is why actively marketing an SSE listing is essential. It is not only about visibility, but also about positioning the organisation as transparent and future-ready within the development sector. Effective outreach enables NGOs to strengthen credibility, broaden their donor and investor base, and inspire consistent, long-term support from individuals who are deeply committed to social causes.

This comprehensive guide has been developed as a practical, easy-to-use roadmap for NGOs preparing to promote their SSE issue. It outlines essential communication and marketing collaterals, provides ready-to-use templates and checklists, and shares proven best practices to enhance visibility before, during, and after listing. Drawing from insights and learnings from successful NGO listings, the guide aims to help organisations position themselves strategically, engage stakeholders with confidence, and build lasting credibility in India's rapidly expanding impact investment ecosystem.

Background

The Social Stock Exchange (SSE) is a pioneering platform under SEBI that enables non-profits to raise funds through transparent and regulated mechanisms while showcasing their impact to a broader audience. For NGOs, listing is not merely a compliance exercise, it's an opportunity to elevate brand credibility, build trust with stakeholders, and access diversified funding streams. This guide helps NGOs prepare strategically for listing and ongoing communication post-listing.

Key Considerations

SSE Listing Readiness: NGO Guidance Checklist

Before starting the listing process, ensure your organization is ready across these key areas:

01 Set Clear Objectives

Define what you aim to achieve through the listing.

- ☐ Fundraising ☐ Visibility ☐ Credibility ☐ All three

02 Strengthen Governance & Compliance

- ☐ Complete social audits and impact reports.
- ☐ Ensure full financial transparency.
- ☐ Get legal and financial vetting for all public materials.
- ☐ Align with SSE disclosure and compliance norms.

03 Know Your Audience

Identify and understand your key stakeholders

- ☐ Investors
- ☐ Donor
- ☐ Beneficiaries
- ☐ Regulators
- ☐ Media
- ☐ Tailor your outreach to each group's motivations and expectations.

04 Craft a Clear Messaging Strategy

- ☐ Align communication with your mission and impact story.
- ☐ Ensure tone, language, and visuals are consistent across all channels.

05 Plan Campaign Phases

- ☐ Map out activities for the pre-listing, listing week, and post-listing stages.
- ☐ Build anticipation, drive engagement, and sustain momentum.

06 Prepare Content & Collateral

- ☐ Develop high-quality materials: FAQs, pitch decks, infographics, and videos.
- ☐ Use storytelling backed by credible data.

07 Develop a Channel Strategy

- ☐ Leverage social media, newsletters, earned media, and events.
- ☐ Optimize your website for SSE-related traffic and conversions.

08 Build Partnerships & Amplifiers

- ☐ Engage influencers, brokers, and ecosystem partners to boost reach and credibility.

09 Invest in Investor Education

- ☐ Host webinars, online roadshows, or explainer sessions to help retail investors understand SSE and your impact.

10 Prepare Leadership & Spokespersons

- ☐ Conduct media training and message alignment sessions.
- ☐ Equip leaders with key talking points and FAQs.

11 Establish Data & Impact Metrics

Gather measurable results

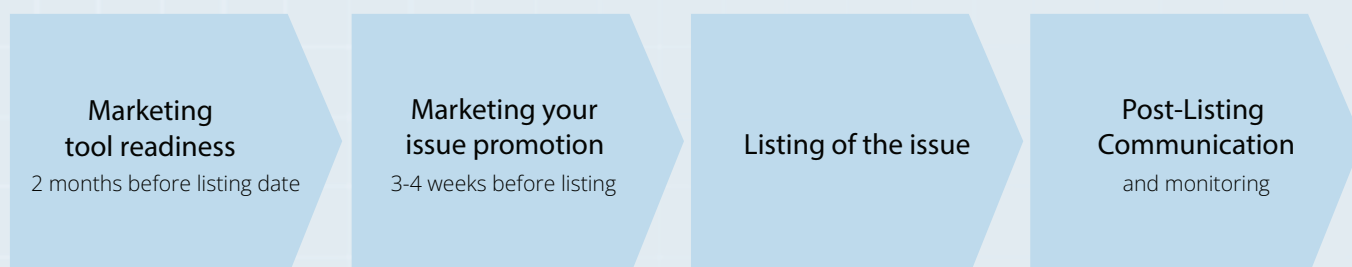
- ☐ Quantitative and Qualitative Indicators
- ☐ To demonstrated evidence

12 Monitor and Evaluate Performance

- ☐ Track website visits, social media engagement, and investor sign-ups.
- ☐ Use insights to refine your outreach strategy.

Timeline

It would be best to plan your strategy in such a way that your marketing collateral is ready 1.5 months before your listing date. To better understand the step by step process of integration with the Social Stock Exchange please refer to this [guidebook](#).



Toolkit Components

The following components are critical to prepare, share, and sustain communication around an NGO's listing on the SSE.

Press Release

Purpose: Announce the listing, highlight its significance, and build trust with media and investors.

Key Elements: A clear, comprehensive checklist that NGOs can use when drafting their SSE listing announcement.

Ensure the length of the press release is one page or one and half pages.

SSE Listing Announcement: Key Elements to Include

Craft a clear, attention-grabbing headline (e.g., "Educate Girls debuts on the Social Stock Exchange").

Share measurable results, number of beneficiaries, program reach, and key outcomes.

Use simple, retail investor-friendly language (e.g., "Support impact with as little as INR 1,000") to invite participation.

Provide clear contact information for press or investor queries



Provide brief context on the listing and explain why it's significant for your organization and the sector.

Include the listing date, exchange name, and what the organization hopes to achieve through the listing.

Add quotes from leadership, SSE representatives, or partners to lend credibility and perspective.

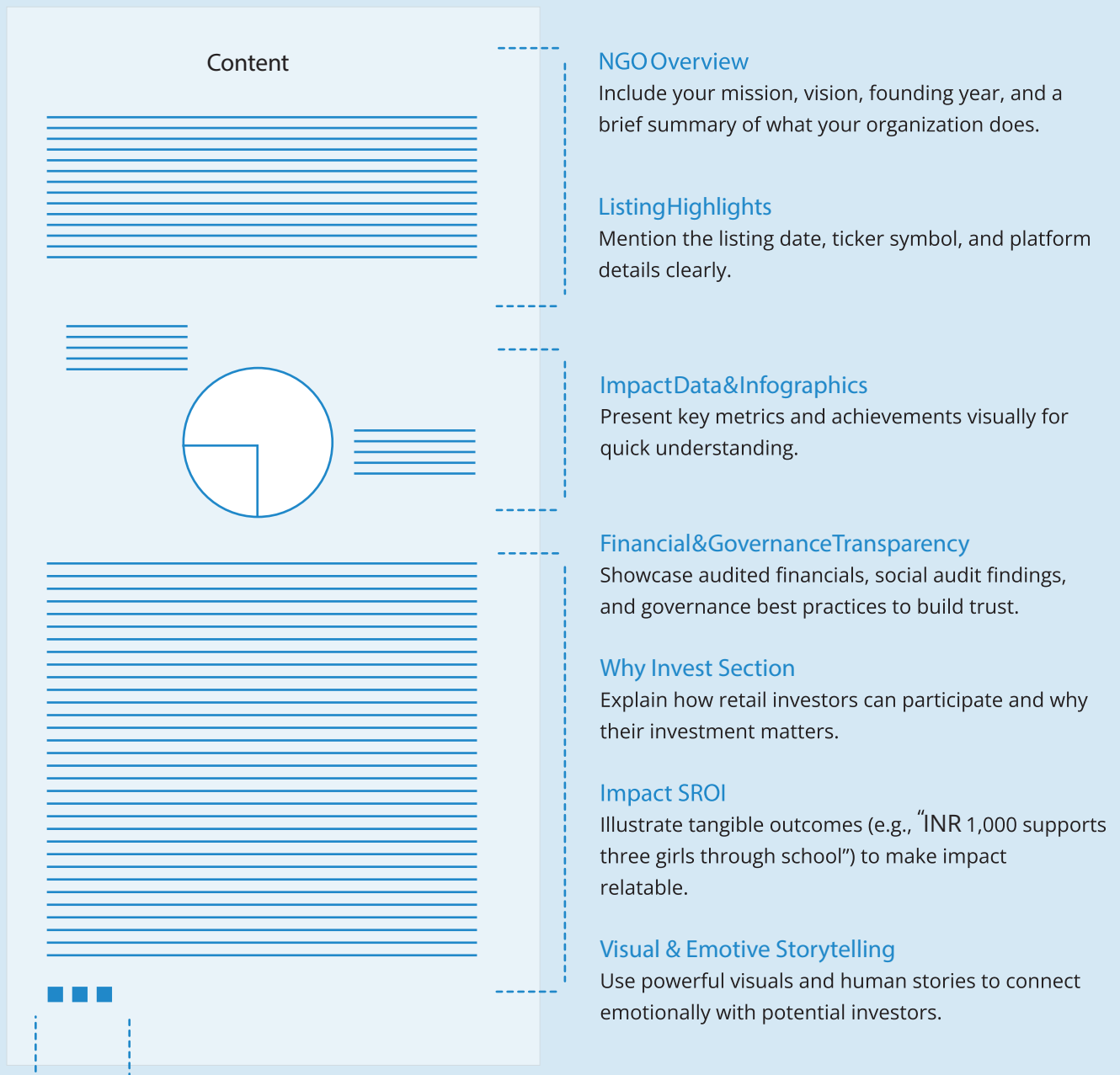
Highlight your mission, core programs, key achievements, and impact focus areas.

Add a QR code or direct link to your contribution or investor page.

Fact Sheet / One-Pager

SSE Listing Page: Key Content Elements

Purpose: Provide a concise overview for media, investors, and partners.



Contact & Social Media

Provide updated contact details and social media handles for engagement and follow-up.

SSE Listing Presentation

Purpose: Educate and persuade potential social investors.

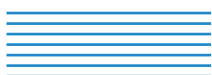
General advise: Keep slides crisp and specific. Avoid heavy text and overly dense layouts. Use infographics and visual elements wherever possible to communicate information quickly and effectively.

What to Include in Your SSE Listing Presentation

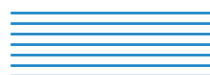
Cover Slide

Start with your logo, tagline, and a powerful visual that captures your mission.

1



6



Financials & Funding Model

Share your financial highlights and how funds raised through the SSE will be used.

Mission & Vision

State your purpose and long-term goals clearly and concisely.

2



7



Governance & Risk Management

Highlight your board structure, transparency practices, and accountability measures.

Problem Statement & Social Need

Explain the issue you're addressing and why it matters.

3



8



Benefits of Listing on the SSE

Emphasize how listing enhances credibility, visibility, and sustainable growth.

Programs & Impact Model

Describe your key initiatives and how they create measurable change.

4



9



Roadmap & Future Plans

Present your strategic direction and upcoming goals in a simple timeline.

Key Metrics & Stories

Combine data (reach, outcomes, beneficiaries) with human stories to bring your impact to life.

5



10



Call to Action & Contact Details

End with a clear invitation to invest or engage, and provide your contact information.

FAQs Document

Purpose: Equip leadership and stakeholders with consistent messaging.

Sample FAQs

- What is the Social Stock Exchange (SSE)?
- Why is this listing significant?
- How will the funds raised be utilized?
- What are the key risks and how are they managed?
- How can individuals or institutions invest?
- Can I invest through platforms like Zerodha or Groww?
- Is there a minimum investment amount?
- Will I receive updates on the organization's impact?



Leadership Bios

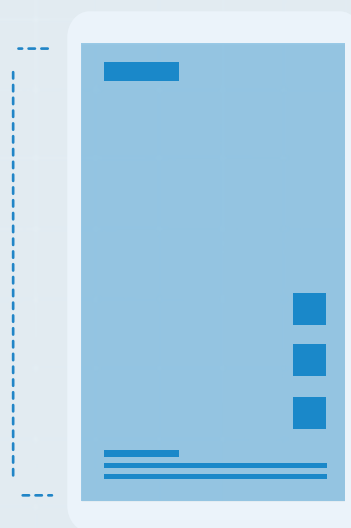
Purpose: Establish credibility and trust.

Include photos, short bios, and relevant experience in social impact, governance, and finance. Highlight past fundraising or impact success stories.

Impact Stories/Case Studies

Purpose: Before listing, ensure the NGO builds strong visibility through social media and reputable news platforms. The aim is to highlight the organisation's work, communicate outcomes clearly, and showcase real-world change.

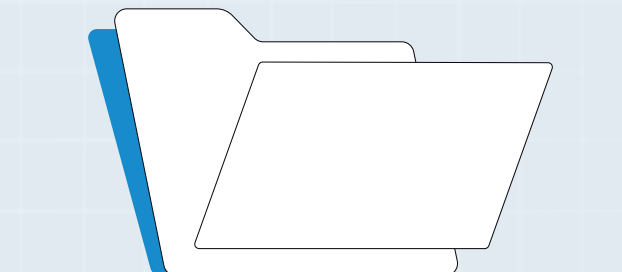
- Create short reels or carousel posts for Instagram and Facebook to highlight impact stories.
- Use before-and-after visuals to show transformation and measurable change.
- Share existing donor testimonials to build credibility and trust.
- Tell a brief story of beneficiaries or communities served, focusing on personal journeys.
- Highlight challenges faced and how the NGO's intervention made a difference.
- Showcase tangible results and outcomes, supported by real voices or data.
- Include photos or video links, where available, to make the content more engaging and authentic.



Media Assets Folder

Purpose: Every news agency will require the following, it is best to prep and have these ready as a folder for the media.

- High-resolution logos (various formats)
- Leadership bios
- Infographics and charts
- Video clips or B-roll footage (if available)
- Press release PDF
- Fact sheet PDF



Social Media Toolkit

Purpose: Drive engagement and awareness across digital platforms.

SSE Listing Social Media Plan

- Create a countdown series to the listing date
- Use the #Invest4Impact or similar themes with relatable impact stories
- Share data-driven posts to highlight credibility
- Adapt content to each platform (LinkedIn articles, Instagram reels, etc.)
- Add interactive elements like polls, Q&As, and quizzes
- Prepare sample posts and captions for all major platforms
- Use consistent hashtags and tags, including the exchange of choice
- Design platform-optimized graphics and visuals
- Keep all content aligned with your key messages and talking points

Dissemination and Engagement Strategy

A strong dissemination plan ensures visibility and trust among stakeholders. NGOs should always remember to create a well-defined Gantt chart of activities to be undertaken. This will assist in how the strategy is managed from start to completion.

Promotion & Outreach Strategy for SSE Listing

01 Host a PR Roadshow

A PR roadshow is a powerful way to build visibility and trust around your SSE listing. Host sessions with media, funders/philanthropists, and the public to share your impact stories, audited data, and social audit findings. Make it a public campaign by targeting Tier 1 and Tier 2 cities, hosting retail investor webinars, and partnering with local media—including radio, regional newspapers, and TV—to reach a wider audience and generate excitement ahead of the listing.

02 Leverage Ambassadors & Influencers

Partner with cause-aligned ambassadors and social media influencers to share the listing news and amplify your message.

You can also host an Instagram Live session with them to announce the listing, answer questions, and engage potential investors in real time.

03 Engage Sector Leaders & Fund Managers

Partner with financial influencers, fund managers, and advocates in your focus area to reach both investor and cause-driven audiences.

04 Distribute Collaterals Strategically

Upload campaign materials on BSE/NSE, broker websites, and your NGO website.

Combine this with targeted outreach in Tier 1 and Tier 2 cities, retail investor webinars, and partnerships with local media (radio, regional press, and TV).

Ensure all collaterals are mobile-friendly, SEO-optimized, and include a clear call-to-action such as “Invest Now.”

Post-Listing Communication and Monitoring

After listing, NGOs must maintain transparency and engagement.

Key Actions

- Publish quarterly fact sheets on project progress
- Share impact updates through newsletters and social media
- Host annual impact webinars for investors and supporters
- Track media mentions and engagement analytics to refine strategy

About the Authors

BSE SSE

With over 150 years of market credibility, regulatory trust, and a transparent listing framework, BSE provides a strong backbone for India's social finance ecosystem. It plays a pivotal role in operationalizing the Social Stock Exchange (SSE), reinforcing its commitment to mainstreaming social impact within capital markets.

Leveraging BSE's market expertise, the SSE enables the systematic mobilisation of public and private capital for social development. The platform offers social enterprises and not for profit organisations enhanced visibility, access to a wider pool of donors, and innovative fundraising instruments such as Zero Coupon Zero Principal (ZCZP) bonds. These features help channel capital efficiently while ensuring regulatory compliance and trust.

SSE's operating model prioritizes transparency, robust impact accountability, strengthening investor confidence and credibility. Since its inception, the BSE-SSE has onboarded over 100 not-for-profit organisations (NPOs) across diverse thematic domains and geographies. By bridging philanthropy and capital markets, the SSE is emerging as a key platform for advancing sustainable development and inclusive nation building in India.

To know more – [BSE Social Stock Exchange](#)

About ATECF

ATECF is one of India's largest (by annual budget) and leading (by impact in chosen verticals) philanthropic foundations. We professionally, manage the social impact-oriented giving of Archana & Amit Chandra and the A.T.E. Group. Our differentiated approach involves strategically investing in ideas that generate exceptionally high SROI (social return on investment) over the long term. We deeply believe in the power of a 'multiplier approach' and aim to maximise our philanthropic impact by collaborations, impacting behaviour and policy.

Our approach towards problem-solving any societal issue is three pronged where in we:

- Engage in understanding the root cause by investing in research and data
- Work, directly or with partners, to build replicable templates using case studies that can help spread learning relating to success and failure

- Have an open architecture approach and disseminate our learnings for wide adoption of good practices. Also, work extensively with governments, where possible to impact policy

Unlike most CSR / Foundations, our efforts are well distributed between implementation and advocacy of evidence, so as to play a catalytic role in solving for issues at scale.

<https://www.atecf.org/>

For more queries email: sse@bseindia.com

***Disclaimer:** The information included in this document has been compiled for general information sharing purpose only and does not constitute professional guidance or legal opinion. Readers should obtain appropriate professional advice. The information should not be reproduced, redistributed, or passed on directly or indirectly in any form to any other person or published, copied, in whole or in part, for any purpose.*

