

PRESS RELEASE

Federal Bank bridges the Physical and the Digital Market Places

Federal Bank today announced the launch of a mint fresh brand campaign, "Rishta Aap Se Hai, Sirf App Se Nahi TM." The campaign brings alive the Bank's work ethic - Digital at the Fore, Human at the Core.

This captures many a day that Customers experience in the Bank. In markets of dominance employees of the Bank are a part of celebrations as well as moments of grief of their clients. There are many instances where Customers have experienced the technological ease of transactions as well as the service with sensitivity at branches.

The campaign is inspired by real life events and that is transposed on to the communication. There is no script, protagonists of the campaign are the employees, the customers, and the partners of the Bank.

The multiple narratives of the campaign are representative of the Bank's robust franchise. On an average a client clocks in above 10 years of relationship, giving the Bank the benefit of a high life-time value of the Customers. And during this phase the Bank will be able to participate in the various life stages of both its retail as well as corporate banking customers. Besides, having one of the lowest attrition rates in the industry, enhances the customer confidence in the Brand.

M V S Murthy, Chief Marketing Officer, Federal Bank said, "Businesses across the globe need the digital chutzpah, or customer experience as it is known. However, increasingly, efficiency in technology needs to be reinforced by go to people, whom you can reach out to at all points in time. The core idea of Rishta Aap Se Hai, Sirf App Se Nahi TM comes from our secret sauce which includes **Commitment, Agility, Relationship orientation, Ethics and Sustainability**. It is imperative that we need to be 'Digital At The Fore, Human At The Core'. This campaign is representative of how we conduct ourselves as a team. We have unified our physical and digital spaces with this approach."

The campaign will be rolled out across a variety of platforms, including television, digital, radio, outdoor and social media. Community events will bring the campaign closer to the branches.

For more information about the campaign and its "Rishta Aap Se Hai, Sirf App Se Nahi" campaign, please visit <https://www.federalbank.co.in/rishta>

Video ads: <https://www.youtube.com/watch?v=kAP7XNUg4qg>

<https://www.youtube.com/watch?v=DZgZr458Cw8&feature=youtu.be>

M V S Murthy
Chief Marketing Officer

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1,351 banking outlets and 1,896 ATMs/Recyclers spread across the country. The Bank's total business mix (deposits + advances) stood at ₹ 3.69 Lakh Crore as on 31st December, 2022. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 13.35% as on 31st December 2022. Federal Bank has its Representative Offices at Dubai and Abu Dhabi that serve as a nerve centre for Non-Resident Indian customers in the UAE. The Bank also has an IFSC Banking Unit (IBU) in Gujarat International Finance Tec-City (GIFT City). Federal Bank is transforming itself, keeping its principles intact, into an organization that offers services beyond par. It has a well-defined vision for the future as a guidepost to its progress.

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