

PRESS RELEASE**Federal Bank celebrates FIFA World Cup 2022 with its 'Football Fiesta' Campaign**

- An innovative AR filter on Instagram for soccer fans which can win them goodies
- A video campaign to inspire everyone to set and fulfil their financial goals with Federal Bank

FIFA World Cup 2022 has caught the imagination of millions across the world. Federal Bank, in its latest campaign named 'Football Fiesta', celebrates the spirit of the beautiful game. In connection with this, a video ad has been released with a Football themed version of the bank's Musical Logo, inspiring the viewers to fulfil their financial goals this football season.

Watch the inspiring video ad at <https://youtu.be/K00Onl89yTw>

Say Goal with Federal Bank

The Bank has also come up with an AR (Augmented Reality) filter on Instagram to add to the cheer. One can take a selfie using Federal Bank's AR filter on Instagram and see himself/herself in a branded jersey in the middle of a football stadium. The AR filter works on facial recognition and provides an immersive visual treat. As soon as one says, 'Goal', the filter pops a confetti blast & celebrates victory.

The Bank has also announced a contest on social media for the public. Win attractive prizes by trying the AR filter. To participate in the Football Fiesta contest,

1. Follow Federal Bank on Instagram <https://www.instagram.com/federalbanklimited/>
2. Try the AR face filter <https://www.instagram.com/ar/476688071114796/> (Also available at the Bank's profile page)
3. Say 'Goal' and share your Instagram story
4. Take a screenshot of your photo and post it on social media, tagging @federalbanklimited with the hashtag #FootballFiesta and win attractive prizes!

M V S Murthy, Chief Marketing Officer, Federal Bank quoted, "a quasi-immersive experience to be in the game while watching the action from anywhere in the world. At Federal Bank we try and literally waltz with our customers to understand what spurs them. A lot of learning is human observation and digital interpretation of the experience."

Federal Bank has leveraged the season to personalise the game to each individual and inspire the viewers to take steps to fulfil their financial goals.

M V S Murthy
Chief Marketing Officer

About Federal Bank: Limited

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1,323 banking outlets and 1,876 ATMs/Recyclers spread across the country. The Bank's total business mix (deposits + advances) stood at ₹3.50 Lakh Crore as on 30 September, 2022. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 13.84% as on 30th September 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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