

PRESS RELEASE

Federal Bank appoints M V S Murthy as its first Chief Marketing Officer

Federal Bank appointed M V S Murthy as its first Chief Marketing Officer. He has been mandated to leverage marketing to help build scale by working on the intersection of Brand Communication, Customer Experience and Technology. The function has a horizontal play across the existing portfolio of customers and pans vertically to strengthen the bank's organic acquisition as well as inorganic growth which is powered by its strategic partnerships within the fintech and start-up ecosystem.

Prior to being appointed at Federal Bank, M V S was heading – Marketing, Digital and Corporate Communication at TATA AMC.

“We are happy to welcome M V S to Federal family. I am certain his vast experience will strengthen our brand positioning and will be an enabler in our journey from good to great.” Said Ajith Kumar K K, President & Chief Human Resources Officer, Federal Bank.

M V S Murthy is a strong CXO level Marketing led Business & Entrepreneurial Leader with an exceptional track-record of building and leading high growth verticals. He has got vast experience across BFSI in Banks, Insurance, Broking and Mutual Funds namely Ogilvy, Urja Communications, ICICI Bank, Edelweiss, TATA AIG and Tata Mutual Fund.

Amith Kumar P
Deputy Vice President – I

About Federal Bank

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of 1,300 banking outlets and 1,886 ATMs/Recyclers spread across the country. The Bank's total business mix (deposits + advances) stood at ₹ 3.29 Lakh Crore as on March 31, 2022. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 15.77% as on 31st March 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.