

**PRESS RELEASE**

**Federal Bank Unveils Innovative Gold Loan Campaign, Showcasing the Transformative Journey of Gold**

Gold, a precious asset in Indian households, holds immense sentimental value as it is passed down through generations. Recognizing the emotional and financial significance of gold, Federal Bank introduces its groundbreaking Gold Loan Campaign, narrated by none other than the protagonist itself—the gold.

In a refreshing departure from conventional loan campaigns, Federal Bank's focus is not on the interest rates, swift delivery, or fancy dreams associated with gold loans. Instead, the spotlight is firmly on the gold itself, personifying its journey of transformation. This unique campaign appeals to both the adventurous and the thrifty. The bold will wager their gold, leveraging it to accomplish their aspirations.

**M V S Murthy, Chief Marketing Officer, Federal Bank said,** “Every unit of gold we acquire is intended to celebrate, honor, or reward special moments and milestones in our lives. During this transmission of gold through time, it undergoes a metamorphosis, evolving to fulfill our cherished goals and acting as a safety net during uncertain times. The brilliance of this campaign lies in its ability to showcase the transformative power of gold, elevating it from a mere ornament lying within our homes to a higher realm of utility and value.”

Ogilvy, the ad agency behind the campaign is thrilled to have partnered with Federal Bank for this campaign. **Rohit Dubey, Executive Creative Director, Ogilvy Mumbai, said,** “In the realm of possibilities, gold possesses an incredible ability to shape-shift and transcend its form. Through this campaign, we endeavoured to distill this insightful revelation and challenge people's perception regarding gold's hallowed status as an untouchable asset. We hope that it brings about a transformative shift in how gold is utilized in the pursuit of our financial goals.”

The allure of this campaign is the enchanting “unlock my potential” narration of gold which can be heard on radio in 6 languages. To listen, click - <https://www.youtube.com/playlist?list=PLZj4xZ-8Qfp99wrlqc8L0375DVg-MQkZL>

Federal Bank's Gold Loan Campaign promises to transcend language barriers, as each captivating story unfolds in multiple languages, ensuring that its message resonates with diverse audiences across the nation.

M V S Murthy  
Chief Marketing Officer

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Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1,372 banking outlets and 1,914 ATMs/Recyclers spread across the country. The Bank's total business mix (deposits + advances) stood at ₹ 3.87 Lakh Crore as on 31<sup>st</sup> March, 2023. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 14.81% as on 31<sup>st</sup> March 2023. Federal Bank has Representative Offices in 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.