

PRESS RELEASE

Federal Bank celebrates Adyar and its people through an extraordinary initiative

Federal Bank's Adyar branch celebrated the city of Adyar and its people through a unique project "I am Adyar, Adyar is me". The walls of the Adyar Branch painted to reflect the vibrant spirit of the locality. An art exhibition that showcases the portraits and stories of the people of Adyar was held at the branch. The inauguration of the same was held at branch Adyar with Samay Singh IPS, Deputy Commissioner – Traffic, Government of Tamil Nadu as the Chief guest in the presence of senior executives of the Bank Harsh Dugar – Group President & Country Head – Wholesale Banking, Eqbal Manoj – Senior Vice President & Zonal Head – Chennai, MVS Murthy – Chief Marketing Officer, Betty Antony – Deputy Vice President 1 & Regional Head – Chennai, staff, other guests and customers.

During the initial phase the team ventured into the area, listening attentively to stories of struggles, triumphs, and everything that makes Adyar special. Approximately 100 stories were collected, accompanied by striking portraits of the individuals involved. From these narratives, 40 stories were handpicked and showcased in an exclusive exhibition at the Adyar Branch. Additionally, over 100 autos adorned with the campaign's branding will traverse the streets, carrying the message far and wide. Visitors to Adyar will also notice Federal Bank branded boards displayed at various local shops.

Eqbal Manoj, Senior Vice President & Zonal Head, Chennai Zone at the inauguration said, "This geography is an important market for Federal Bank, and we are committed to serving the banking needs of our customers in the state. This activity celebrates those who make everyday living in Adyar convenient. We are glad to be a part of this locality as one among the people here."

The Federal Bank's unique project in Adyar has connected with people in a way that is not just transaction-based, but also personal. It has absorbed into the culture of the locale, rather than compelling itself. This is in line with the Bank's values, where people are given more prominence. The Bank has gone beyond banking with an aim to create an emotional connection with the community, making them feel valued and heard.

M V S Murthy
Chief Marketing Officer

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 31st March, 2023. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 14.81% as on 31st 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.