

PRESS RELEASE

Federal Bank celebrates people and their neighbourhoods with its new campaign

Federal Bank in a first of its kind in banking history unveiled an extraordinary initiative, a micro-marketing project 'I am Adyar, Adyar is me' via its Adyar branch. Through this, Federal Bank attempts to showcase the soul of Adyar. The walls of the Adyar Branch are painted to reflect the vibrant spirit of the locality. The Bank 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 traversed the streets, carrying the message far and wide. Visitors to Adyar will also notice Federal Bank branded boards displayed at various local shops, painting Adyar 'Federal.'

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.

M V S Murthy, Chief Marketing Officer, Federal Bank at the inauguration said, "I am Adyar, Adyar is me is a sincere ode by the Bank to celebrate life, living and memories of the people of Adyar. Federal Bank recognizes its role as the Bank that encourages citizens to dream big and achieve their aspirations. We believe the fuel for enterprising economic growth is service with empathy". He further said, "Federal Bank is honoured that the neighbours around its branch in Adyar have graciously shared their stories in an authentic & inimitable way. Their faces and stories trace the everyday journeys, joys and accomplishments in Adyar."

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. Earlier in the calendar year, Federal Bank had emphasized its focus on human connection with the campaign, "Rishta Aap Se Hai, Sirf App Se Nahi".

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.