PRESS RELEASE

Federal Bank launches WhatsApp Registration for PMJJBY and PMSBY, becomes the first Bank to offer enrolment through WhatsApp.

Federal Bank has launched WhatsApp enrolment for Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and Pradhan Mantri Suraksha Bima Yojana (PMSBY). This has simplified the registration process and customers can effortlessly secure the future of their dear ones with ease and convenience.

Customers just need to send a message 'Hi' to the WhatsApp lending platform of Federal Bank at 9633 600 800. The customers will then be presented with the options to choose the products. All Indian citizens between the age of 18 and 50 are eligible for PMJJBY and 18 -70 are eligible for PMSBY.

Shalini Warrier, Executive Director, Federal Bank said, "The new facility launched by Federal Bank brings the best of convenience and product capability together for our valued customers. With just a few taps on WhatsApp, our customers can now access the security of PMJJBY and PMSBY, without the hassle of visiting branches or dealing with complex paperwork."

Federal Bank becomes the first Bank to offer enrolment to these schemes through WhatsApp.

M V S Murthy
Chief Marketing Officer

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1385 banking outlets and 1,918 ATMs/Recyclers spread across the country and the Bank's total business mix (deposits + advances) stood at ₹ 4.06 Lakh Crore as on 30th June 2023. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 14.28 % as on 30th June 2023. Federal Bank has Representative Offices in Dubai and Abu Dhabi that serve as a nerve center 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.