

Press Release

Federal Bank Launches #RishtaBhiPakkaFutureBhiPakka Campaign to Celebrate India's Wedding Season

National, November 29, 2024 – With over 10 million weddings taking place annually in India, Federal Bank recognizes that marriage is not just about traditions and celebrations—it's also about building a secure financial future together. Federal Bank is excited to announce the launch of its new campaign, #RishtaBhiPakkaFutureBhiPakka www.federalbank.co.in/rishtabhipakka-futurebhipakka. This initiative goes beyond traditional wedding celebrations to empower couples with financial wisdom, ensuring that as they seal their relationship, they also secure their financial future together.

The Bank has strategically combined its savings and deposits products for this campaign, recognizing these as elementary building blocks for financial well-being. The comprehensive offering includes high-yield savings accounts paired with flexible deposit schemes, designed specifically to help couples build a strong financial foundation together.

The Bank is celebrating the event by engaging in various celebratory activities at a wedding themed stage set up at Omaxe Mall near Chandni Chowk, New Delhi from Friday, 29th November 2024 to Friday, 13th December 2024. A bell-ringing ceremony for bride and grooms with families, photo opportunities in wedding attire in the presence of dancers and a guitarist dedicating songs to couples will add to the wedding vibes.

This unique concept is designed to resonate with the essence of Indian weddings, where every promise and bond is meant to last a lifetime. Federal Bank toasts to a bond built on trust, safety, and assurance.

Commenting on the celebration, Mr.MVS Murthy, CMO of the bank said, "Marriage in India is not just a union of two individuals but a lifelong commitment of trust and shared dreams. With #RishtaBhiPakkaFutureBhiPakka, Federal Bank celebrates this sacred bond while empowering couples to build their financial future together. By combining our savings and deposits offerings, we're providing newlyweds with the essential tools they need for financial stability. Our research shows that the first year of marriage is crucial for establishing strong financial habits, and we're here to guide couples through this journey. Just as a strong relationship needs nurturing, a secure financial future needs planning – and Federal Bank stands committed to being a trusted partner in both."

In addition to the mall activity, roadshow at key locations such as Chandni Chowk, Vasant Vihar, Pitampura, Paschim Vihar, Nehru Place, Noida, and Gurugram is planned over the next five days, starting from Omaxe Chowk Mall. The roadshow will also be extended to 18 Federal Bank branches in the city to celebrate the essence of the campaign. The roadshow was flagged off by Mr. Sasidharan C M (VP & Zonal Head - New Delhi) and Ms. Alpna Gupta (VP & Regional Head - New Delhi Central) in the presence of customers and bank officials on 29th Nov, 2024.

Federal Bank invites everyone to join in celebrating this joyous season to make their Future Pakka while their Rishta is made Pakka.

About Federal Bank:

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1533 banking outlets and 2052 ATMs/Recyclers spread across the country and the Bank's total business mix (deposits + advances) stood at ₹ 4.99 Lakh Crore as on 30th September 2024. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 15.20 % as on 30th September 2024. 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.