

PRESS RELEASE

Federal Bank Launches Sum-Merry Offers: A Treat for Credit Card Users, and Maybe You Too!

Federal Bank announced its latest campaign, "Sum-Merry Offers," designed to shower existing credit card users with amazing deals and discounts across India. But wait, there's more! This summer of savings could be yours too.

Starting mid-May for a limited time, Federal Bank Credit Cardholders can indulge in a plethora of exciting deals and discounts across various categories, making this summer even more rewarding. ** But why miss out on the fun? ** Consider applying for a Federal Bank Credit Card today and unlock your Summer of Savings with Sum-Merry Offers!

The Bank has partnered with leading brands across diverse categories to offer exclusive benefits that cater to a wide range of preferences. Upgrade your fashion game from Ajo, Levis & Neemans, the latest gadgets at incredible prices from Croma or Reliance Digital, or unforgettable summer adventures with exclusive deals on flights and travel packages from Indigo, Make My Trip, and Zoomcar. Federal Bank Credit Cards can put all this and more within your reach!

"We understand that summer is a time when our customers want to make the most of their spending," said **Chitrabhanu K G, Senior Vice President & Country Head - Retail Assets & Cards**, Federal Bank. "With our Sum-Merry Offers, we're excited to offer a diverse range of benefits that cater to their varied interests and lifestyles. It's our way of saying 'Rishta Aap Se Hai'. With Sum-Merry Offers, even non-cardholders can seamlessly onboard via our digital credit card journey and consider joining the Federal Bank Credit Card family to avail these offers. It's a fantastic way to treat yourself, explore new interests, and create unforgettable summer memories. "

A few of the categories and brands include:

Travel: Indigo, Make My Trip, and Zoomcar ensure your summer adventures are memorable with exclusive flight and travel packages.

Electronics: Croma, Reliance Digital, and Vijay Sales provide the latest gadgets and appliances at incredible prices.

Fashion: Levis & Neemans offers trendy options to upgrade your wardrobe.

Grocery: Swiggy, Instamart and Zepto bring the convenience of quick grocery deliveries.

Dining: Zomato Dining and Eazy Diner let you explore culinary delights with amazing discounts.

The offers are available across India. For more details on Federal Bank's Sum-Merry Offers and to explore the full range of benefits, including how to apply for Federal Bank Credit Card, visit <https://www.federalbank.co.in/deals-and-offers> or follow the Bank's social media channels.

M V S Murthy
Chief Marketing Officer

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1504 banking outlets and 2013 ATMs/Recyclers spread across the country and the Bank's total business mix (deposits + advances) stood at ₹ 4.62 Lakh Crore as on 31st March 2024. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 16.13 % as on 31st March 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.