

**PRESS RELEASE****Federal Bank launches series of initiatives on Founder's Day**

Federal Bank will launch four major initiatives on the occasion of the Founder's day of the Bank which falls on 18<sup>th</sup> Oct 2015. This includes the opening of a Skill Academy at Kochi, commencement of youth engagement programmes in Kerala and Karnataka, the launch of a Hackathon, and the announcement of Fedbank Hormis Memorial Foundation Scholarship for the year 2015-16. The details of each of these initiatives are given below.

**1. Skill Academy**

In line with its recently announced decision to start skill academy to skill underprivileged youth, Federal Bank will open its first Skill Academy at Kochi on 19<sup>th</sup> October 2015. The centre will impart highly demanding courses like plumbing system design & technology courses to meritorious students. The entire fees and infrastructure for the program will be borne by the Bank. Selection towards the skill academy will be based on merit/financial capability of the student. The initiative will facilitate eligible candidates to successfully complete the courses with international certification and make them employable for opportunities both in India and abroad. The initiative aligns well with the Skill Development Mission of the Government of India which aims to up-skill millions of students and make India a hub for skilled workforce. This is a CSR initiative of the Bank being undertaken through Federal Bank Hormis Memorial Foundation.

**2. Federal Bank Speak for Kerala & Federal Bank Speak for Karnataka**

Federal Bank is launching its flagship annual Student engagement programme, this year in two states – Kerala and Karnataka. This is a CSR initiative being held under the aegis of Federal Bank Hormis Memorial Foundation. Titled as FEDERAL BANK SPEAK FOR KERALA and FEDERAL BANK SPEAK FOR KARNATAKA, these 3-month long inter-collegiate debate competitions will commence on 18<sup>th</sup> October and will provide a platform to college students of the states to articulate their views on topics that are contemporary and relevant. College students from Kerala and Karnataka can register for participating in the competitions by logging on to [www.speakforkerala.com](http://www.speakforkerala.com) and [www.speakforkarnataka.com](http://www.speakforkarnataka.com) respectively. Winners will get attractive prizes that include cash prize and scholarship worth Rs. 5 Lakh.

**3. Federal FinTech Hackathon**

Keeping in line with the Government of India's Digital India vision, Federal Bank is launching a-first-of-its-kind Hackathon on 18<sup>th</sup> October and this is proposed to be an annual event. The Bank is partnering with IBM for this year's edition, which will be a 'Mobile Challenge'. The Hackathon is part of an outreach program to welcome newer ideas that can enable NexGen Banking through Mobile especially in the areas of Retail Banking, Payments, Remittances, and Merchant Payment. IBM will provide the Digital Innovation Platform – IBM MobileFirst/IBM Bluemix for the Hackathon. Participants will have to register online, and submit the ideas on the event microsite. Shortlisted ideas will be provided 20 day to develop the concept to an application on the Bluemix platform with IBM MobileFirst Services. Winning team gets iPad Air Devices.

**4. Fedbank Hormis Memorial Foundation Scholarship 2015-16**

As in the previous years, Federal Bank announces Fedbank Hormis Memorial Foundation Scholarship for students studying in the state of Kerala, Tamil Nadu, Gujarat and Maharashtra for the courses Medicine (MBBS), Engineering (BE/BTech), Agriculture (B.Sc), Nursing (B.Sc) or MBA. Twenty students in each discipline, of which one seat will be kept aside for a physically challenged student, will be reimbursed 100% of the tuition fees as per the fee structure for seats allotted in the Government quota in Govt., Aided and Self-financing colleges, subject to a maximum of Rs 1,00,000/- in a year up to the normal completion of course.

The Bank also proposes to conduct the Annual FedBank Hormis Memorial Foundation Commemorative Lecture in the month of November, details of which will be announced soon.

***Rajanarayanan N***  
***Assistant General Manager***

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**About Federal Bank:**

*Federal Bank is a leading Private Sector Bank with a branch network of 1,251 branches and 1,521 ATMs spread across the country. The Bank's total business mix (deposits + advances) stands at Rs 1.22 Lakh Crore as at March 31, 2015 and it has earned a net profit of Rs 1005.75 Crore. Bank's Capital to Risk weighted Ratio (CRAR) stood at 15.46% at the end of March 31, 2015. Federal Bank has its Representative Office at Abu Dhabi that serves as a nerve centre for NRI customers in the UAE. 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.*