

Bandhan Bank names Zubeen Garg as brand ambassador

BUSINESS REPORTER

GUWAHATI, Oct 27: Bandhan Bank, a universal bank with inclusive banking at its core, announced today that music icon Zubeen Garg will be the brand ambassador for the bank in Assam.

The bank's association with the talented singer, composer, actor and film-maker reflects a common passion for reaching out to the people of Assam – from all walks of life – and making a positive impact on their lives in multiple ways, a media statement by the private sector lender said here.

This association is a landmark one for Bandhan Bank as this is the first time ever that the bank has named a brand ambassador since its inception six years back.

To mark the commencement of this association, Zubeen has released his new music video, titled *Axom amaar mone praane, milicho akei xuror bandhane*, which showcases diverse elements of Assamese culture and heritage. The song and video have been produced by Bandhan Bank, the statement said.

The song and music video



were launched by Bandhan Bank, and shared by Zubeen on his social media platforms, including YouTube, Facebook, Instagram and Twitter. The song will also be available for online streaming.

“Bandhan has a deep-rooted association with the State of Assam and its people. It's been our mission to serve the people of the State and help fulfil their aspirations, and catalyse their holistic development through a combination of financial services and community development initiatives. We are privileged to have received the love and trust of the citizens of the State.

“When it comes to receiving the love and affection of the State of Assam, Zubeenda's name would be among the first few. Through his music, films and philanthropy, Zubeenda has become a household name in Assam... Associating with Zubeenda was therefore a natural decision, and the song and music video are our tribute to the people of this culturally rich State,” Apurva Sircar, Head – Marketing, Bandhan Bank, said in this connection.

Speaking about the song and his association with Bandhan Bank, Zubeen said: “I am fortunate and indebted to my lovely people of Assam for showering their love and affection on me. In whatever I do, I keep them in my thoughts. My association with Bandhan Bank is a logical one since they also have a strong connect with the State of Assam and have been empowering the people of the State to transform their lives and that of their families...”

In addition to the song and music video, Bandhan Bank will also embark on a campaign featuring Zubeen, to be run across television, print, OOH, radio and digital media, the statement added.

o
B
f

e
A
n
o
t
r
i