



Bandhan Bank joins hands with Kolkata Metro

Kolkata, November 19, 2020: Bandhan Bank will now touch the daily lives of Kolkata residents in one more manner. In a new development announced today, Bandhan Bank's logo will now be seen on smart cards that the Kolkata Metro will issue to commuters. In nearly four decades of its existence, this is the first time that Kolkata Metro has joined hands to help a brand leverage the Metro's vast user base through an exclusive medium.

Metro Railway was established in Kolkata in 1984 and has been the backbone of everyday commuters in the city. Similarly, Bandhan Bank has been an integral part of the lives of a vast base of loyal and happy customers, built through an extensive branch network in the city. The Bank has, since its inauguration in 2015, expanded its reach to become a true pan-India bank. Incidentally, Bandhan Bank is the first bank to be set up in Eastern India after independence. The coming together of two iconic institutions of the city to leverage each other's popularity, is surely a landmark event for the city.

Kolkata Metro launched its first smart card in 2011. Today, about 5 lakh people use the metro smart card for their daily commute.

Speaking on the association, **Chandra Shekhar Ghosh, Managing Director and CEO of Bandhan Bank**, said, "We are privileged to partner Kolkata Metro. Every Kolkata citizen is proud of the metro, which was the first in the country and has been the lifeline of the 'City of Joy'. Bandhan Bank was also born on this soil and is now present across the country. I am sure, the citizens of this city will be happy to know about the coming together of two of their favourite brands. The branding of the smart cards helps us to gain immense visibility and I am happy that Kolkata Metro chose us to be a part of its first-of-its-kind partnership format."

Manoj Joshi, General Manager, Metro Railway, said, "On behalf of Metro Railway, Kolkata, I extend our best wishes to Bandhan Bank in their endeavours."

About Bandhan Bank:

Bandhan started in 2001 as a not-for-profit enterprise that stood for financial inclusion and women empowerment through sustainable livelihood creation. It turned into an NBFC a few years later but the core objective remained financial inclusion. When Bandhan Bank started operations on August 23, 2015, it was the first instance of a microfinance entity transforming into a universal bank in India. On the day of launch itself, Bandhan Bank started with 2,523 banking outlets. Bandhan Bank is driven by a constant desire to serve better. It offers world-class banking products and services to urban, semi-urban and rural customers alike. In the last few years of operations, Bandhan Bank has spread its presence to 34 of the 37 states and union territories in India with 4,701 banking outlets serving 2.08 crore customers, as on September 30, 2020. With its experienced management, diversified team and well entrenched distribution, Bandhan Bank is well poised to meet the aspirations of its customers and stakeholders.

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