

# Bandhan Bank Hires Bajaj Cap ex-CEO to Boost Digital Presence

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## Our Bureau

**Kolkata:** Private sector lender Bandhan Bank is strengthening its leadership team as part of its next five-year growth strategy.

It has appointed former Bajaj Capital chief executive Rahul Parikh as digital head as the bank broadens its digital presence to improve customer services. Earlier in the month, the bank hired ICICI Bank veteran Kumar Ashish as head for



'emerging entrepreneurs business' vertical, which includes micro-banking, micro home and micro-enterprise loans.

As the chief marketing and digital officer, Parikh will be responsible for the digital banking business and for building a strong digital backbone to support growth.

"Having completed five years of our operations, we need to drive our marketing initiatives to support and add value to the strategic roadmap that we have for the bank," MD Chandra Shekhar Ghosh said.