

Media Release

Bandhan Bank celebrates Foundation Day with two new launches

- **Avni** - a savings account product exclusively designed for female customers
- Avni offers a 25% discount on locker rentals & 50% discount on gold loan processing fees
- Personal accident cover of Rs. 10 lakh and other insurance benefits also offered on Avni
- The Bank is also introducing a customer loyalty program – **Bandhan Bank Delights**
- Bandhan Bank Delights provides earn-and-burn of rewards and a host of exclusive offers

Kolkata, August 22, 2024: On the eve of its Foundation Day, Bandhan Bank announced the launch of **Avni**, an exclusive savings account for women. The Bank also launched its innovative enterprise-wide loyalty programme, **Bandhan Bank Delights**, where customers can earn reward points called Delight Points, use the accrued Delight Points for their purchases and also enjoy exclusive offers.

With Avni, customers get an exclusive debit card that offers free airport lounge access, personal accident insurance cover of Rs.10 lakh, lost card liability of Rs.3.5 lakh, and multiple milestone-spends-based offers from premium brands. Avni also offers attractive discounts on annual locker rentals, gold loan processing fees as well as on beauty and wellness products.

With Bandhan Bank Delights, an enterprise-wide loyalty programme, customers earn Delight Points for a variety of actions including account opening, card transactions, funds transfer, and more. Through the programme, customers can redeem the Points for a wide range of rewards including travel & stay, merchandise, entertainment and also enjoy exclusive offers. Customers can also convert their accumulated Delight Points to air miles.

Ratan Kumar Kesh, Managing Director & Chief Executive Officer (Interim), Bandhan Bank, said, "Over the nine years of Bandhan Bank as a universal bank, we have strengthened the product suite to cater to the needs of various customer segments. Women have always played an important part in our journey and contributed to the success of the Bank. As a respect to our women customers, we planned to launch Avni, a specially curated product for women, on our Foundation Day. Bandhan Bank Delights is our initiative to reward the loyalty, trust and support we have received over the years from our valued customers. The Bank is driven by the North Star of being a Bank for all, and these new launches are in line with the same."

Commenting on the development, **Rajinder Kumar Babbar, Executive Director and Chief Business Officer**, Bandhan Bank said, "This launch represents a strategic milestone in Bandhan Bank's commitment to broadening our product offerings. By introducing Avni, we are not only addressing the financial and lifestyle needs of our women customers but also enhancing the overall banking experience with value-added services. We are also pleased to announce the launch of Bandhan Bank Delights, which aims to reward our esteemed customers and augment the value that the Bank delivers. These initiatives are part of our broader strategy to differentiate ourselves in the marketplace, fostering long-term loyalty and driving sustainable growth."

About Bandhan Bank:

Started as a universal bank on August 23, 2015, Bandhan Bank is one of India's fastest-growing private sector banks.

Bandhan Bank has always been committed to financial inclusion and aims to serve the underserved. Guided by the principle of 'Aapka Bhala, Sabki Bhalai,' the Bank is committed not only to serving its customers but also to making a positive difference in people's lives. The Bank actively aims to bridge the gap for those who may not have had easy access to conventional banking services. Its focus is on providing a variety of world-class banking products and a comprehensive 360-degree service proposition, including loans, deposit accounts, internet and mobile banking and a host of products across India, primarily to semi-urban and rural customers.

In the last few years of operations, Bandhan Bank has spread its presence to 35 of the 36 states and union territories in India, with around 6300 banking outlets. With the trust of more than 3.44 crore customers, Bandhan Bank has a deposit base of Rs.1.33 lakh crore as on June 30, 2024. Bandhan Bank has achieved consistent growth and its total assets stood at Rs.1.26 lakh crore as on June 30, 2024.

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