

Media Release

Bandhan Bank Launches Elite Plus Savings Account for Affluent Customers

- Elite Plus launched to enhance the customer experience.
- Exclusive benefits like Movie Tickets, Airport lounge access, Golf sessions, unlimited free transactions, etc.
- Additional lifestyle vouchers, milestone offers, and enhanced debit card insurance coverage are also part of the segmental offer

Kolkata, 8 April 2025: Bandhan Bank, a pan-India universal Bank, today announced the launch of the Elite Plus Savings Account, specially designed and curated to provide an elevated banking experience for the affluent customers. The Elite Plus Savings Account introduces exciting new features, including a premium Elite Plus Debit Card and exclusive lifestyle benefits.

The product was launched by Mr. Partha Pratim Sengupta, MD & CEO, Bandhan Bank in the presence of ED & CBO Mr. Rajinder Kumar Babbar and ED & COO Mr. Ratan Kumar Kesh. Saurav Ganguly, former Captain of the Indian Cricket team became our first customer of the Elite Plus savings account. .

With Elite Plus, the customers can enjoy unlimited free cash deposits each month, along with free transactions for RTGS, NEFT and IMPS. The Elite Plus account offers accelerated reward points and offers two complimentary lounge accesses per quarter. Customers will receive complimentary movie tickets worth ₹750 every month and exclusive access to premium golf sessions at select prestigious golf clubs across India. In addition, Elite Plus customers can take advantage of exclusive vouchers, milestone offers, and enhanced debit card insurance coverage, including personal accident cover up to ₹15 lakh and purchase protection up to ₹3 lakh.

Commenting on the launch, **Mr. Partha Pratim Sengupta, MD & CEO, Bandhan Bank** said, *“We believe that this new offering will cater to the evolving needs of our premium customers, providing them with unparalleled convenience, rewards, and exclusive privileges. From luxury travel benefits to exclusive insurance coverage, the Elite Plus Savings Account promises to provide an enhanced customer experience.”*

Additionally, the Bank has also reintroduced the Bandhan Elite Savings Account with additional features designed for HNI customers to offer even greater benefits to the customers in addition to the launch of Elite Plus Savings Account.

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 dedicated 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 more than 6300 banking outlets. With the trust of millions of customers. Bandhan Bank has a deposit base of Rs.1.41 lakh crores as of December 31, 2024. Bandhan Bank has achieved consistent growth, and its advances stood at Rs.1.32 lakh crore as of December 31, 2024.

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