



AU Small Finance Bank Limited
Head Office - Bank House, Mile 0,
Ajmer Road, Jaipur, Rajasthan, 302001

Corporate Office - 5th Floor, E-Wing, Kanakia Zillion
LBS road, Kurla West, Mumbai, Maharashtra, 400070

For Immediate Release

AU Bank launches Platinum Privilege Family Banking Program

Key Highlights

- *Dedicated Relationship Officer to address financial needs of entire family.*
- *Priority access at branches / call center for quick service*
- *Preferential pricing benefit across wide range of products and services*
- *A complimentary feature rich lifetime free debit card with exciting offers*
- *Enhanced insurance benefits*
- *Gift voucher from leading e-retail platforms worth INR 1250/- for each family member on digital adoption*
- *1 % monthly cashback on Debit Card spends*

Jaipur/ Mumbai, April 1, 2021: AU Small Finance Bank, a Fortune India 500 Company and India's largest SFB, today launched its Platinum Family Banking Program. It will bring together the benefits of family banking and a host of interesting offerings like preferential pricing, priority processing, exciting on-boarding offers, dedicated Relationship Officer, etc.

AU has a 25-years legacy of being a retail focused and customer centric institution. With the Platinum Program, AU Bank has used these learnings to offer the new age consumers of India a premium family banking experience. Keeping the interest of this segment in focus, the Platinum Program comes with a dedicated Relationship Officer for the entire family. This single point of contact will take care of the entire family's banking needs including deposits, investments, loans, insurance, and payments. Family banking offers them the ease of maintaining requisite balance across family member accounts.

The customers of Platinum Program can enjoy priority processing at the branches and contact centres. This Program also brings the preferential pricing benefit across products and services and a complimentary lifetime free Debit Card. The Card is loaded with exciting lifestyle and entertainment offers. Additionally, on digital adoption, the customers get enhanced insurance benefits and gift vouchers from leading e-retail platforms worth INR 1250/- for each family member. Customers also stand to earn 1% monthly cashback on Debit Card spends.

Speaking on the launch of Platinum Program, **Mr. Rishi Dhariwal, Group Head, Branch Banking, AU Bank** said, "At AU Bank we believe in democratisation of quality banking and thrive on building products & programs keeping in the mind the consumers of today. We observed a big gap in the banking experience delivered to the mass affluent segment of this country, which is where we present the all-new Platinum Savings Program. It is a perfect mix of Smart Banking, Supreme Privileges & Personalised Experience."

Besides all these customized benefits, the customers will enjoy an array of product offerings from AU Bank including Deposits, Loans, Insurance, Mutual Funds, and Investment products, etc. The customer stands to gain from the higher savings interest rates of up to 7% and unique monthly interest pay-out and everywhere banking feature exclusively offered on AU Bank Savings Accounts.

About AU Small Finance Bank:

AU Small Finance Bank Limited (AU Bank) is a scheduled commercial bank and a Fortune India 500 Company. Starting its journey from the hinterlands of Rajasthan, today AU Bank is the largest Small Finance Bank with a deep understanding of the rural and semi-urban markets that has enabled it to build robust business model facilitating inclusive growth.

With 25 years legacy of being a retail focused and customer-centric institution, AU started its banking operation in April 2017 and as on 31st Dec. 2020, it has established operations across 728 Banking Touchpoints while serving 18.8 Lakh customers in 15 States & 2 Union Territories with a talent base of 18,992 employees. The Bank has a net worth of Rs. 5,403 Cr., deposit base of Rs. 29,708 Cr. and a lending base of Rs. 33,222 Cr. as on Q3FY'21. AU Bank enjoys the trust of marquee investors and is listed at both the leading stock exchanges viz. NSE and BSE. It has consistently maintained a high external credit rating from all major rating agencies like CRISIL, ICRA, CARE and India Ratings.