



## AU Small Finance Bank Limited

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### AU Bank extends its top-of-the-line AU Royale programme to salaried and business segments

- Benefits like up to 1% cashback on Signature Debit Card spends, complimentary movie tickets, airport lounge access and attractive welcome benefits extended to family members too
- Expands the affluent banking programme- AU Royale, currently catering to HNI & NRI customers

**Mumbai, 24 May 2022:** AU Small Finance Bank, the largest Small Finance Bank and one of the fastest-growing retail Banks in India, has launched two new products under its affluent banking programme AU Royale – ‘AU Royale Salary’ and ‘AU Royale Business’ Current Account.

The affluent segment in India is consistently growing. As the Hurun India Wealth Report 2021 estimates, Indian millionaire (USD) households are set to rise by 30% over the next five years. As this segment is experiencing a steady growth, its expectations from banking are ever evolving. Considering this, AU Bank had launched its Royale programme designed specifically to cater to the everyday banking requirements of this segment. While the Bank was already offering customized premium products for HNIs and NRIs, now it has launched niche products, ‘AU Royale Salary’ and ‘AU Royale Business’, specially curated for the salaried and business class respectively.

Commenting on the launch **Mr. Uttam Tibrewal, Executive Director, AU Small Finance Bank** said, *“Over the years, we have seen growing interest from the affluent segment towards our personalized services and higher returns. While we have been a preferred choice of Bank for the self-employed business class, the number of salaried class customers has gradually started growing as we increase our footprint in Metros & Tier-I cities. As we have strategically expanded our range of services across the banking spectrum, with ‘AU Royale Salary’ and ‘AU Royale Business’, we are expanding our class leading solutions to different segments of the affluent customers. In line with our commitment to bring Badlaav in Banking, we shall continue to enhance our proposition and deliver unparalleled value to our customers.”*

The **AU Royale Business** Current Account offers family banking which allows grouping of business and family accounts. While the Relationship Managers provides end-to-end personalized banking, customers can avail a host of benefits offered by a feature Rich Royale Business Signature Debit Card. Other benefits include best in class Merchant Solutions (QR, PoS, Payment gateway); preferential pricing on banking products; choice of Account Number and domestic airport lounge access.

The **AU Royale Salary** Savings account offers family banking for up to five family members and exciting cashback of upto 1% on Signature Debit Card spends. While a dedicated relationship



manager provides support all the banking needs, customers can avail a host of other benefits like complimentary movie tickets on BookMyShow; low currency mark-up on international transactions and 75% discount on Lockers.

Customers wanting to enroll for AU Royale programme can visit [www.aubank.in](http://www.aubank.in) or visit the nearest branch of AU Small Finance Bank.

#### **About AU Small Finance Bank:**

AU Small Finance Bank Limited (AU Bank) is a scheduled commercial bank, a Fortune India 500 Company and the largest Small Finance Bank in the country. 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 operations in April 2017 and as on 31st March 2022, it has established operations across 919 banking touchpoints while serving 27.5 Lakh customers in 18 States & 2 Union Territories with an employee base of 27,817 employees. The Bank has a net worth of ₹ 7,514 Cr, deposit base of ₹ 52,585 Cr and Assets Under Management (AUM) of ₹ 47,831 Cr. 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, CARE Ratings and India Ratings.