



Utkarsh Small Finance Bank

October 3, 2024

**The BSE Limited
543942, 958095, 959644, 968226, 975790**

**National Stock Exchange of India Limited
UTKARSHBNK**

Dear Sir/Madam,

Sub: Press Release

Pursuant to Regulation 30 read with Schedule III of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed press release on "*Utkarsh Small Finance Bank on-boards Mary Kom and Sunil Chhetri as Brand Ambassadors*"

This is for your information and record.

For **Utkarsh Small Finance Bank Limited**

**Muthiah Ganapathy
Company Secretary & Compliance Officer
ICSI Membership No: F5674**

Registered & Corporate Office

Utkarsh Tower, NH-31 (Airport Road) Sehmalpur, Kazi Sarai, Harhua, Varanasi, Uttar Pradesh - 221105.
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Utkarsh Small Finance Bank
Aapki Ummeed Ka Khaata

Utkarsh Small Finance Bank on-boards Mary Kom and Sunil Chhetri as Brand Ambassadors

Launches superCard and WhatsApp Banking Service*

Mumbai, October 03, 2024: Utkarsh Small Finance Bank Limited (Utkarsh SFB), a leading provider of banking and financial services today announced on-boarding legendary boxer Mary Kom and the celebrated footballer Sunil Chhetri as its Brand Ambassadors.

Mr. Parveen Kumar Gupta, Chairman, Utkarsh SFB speaking on the occasion said, "It is an honour and privilege to welcome Mary Kom and Sunil Chhetri to the Utkarsh SFB family as our brand ambassadors. Both, Mary Kom and Sunil Chhetri, have overcome significant challenges to achieve global recognition, mirroring Utkarsh SFB's mission of uplifting underserved segments by providing accessible financial services. We are looking forward to continuing achieving our vision and mission with them as our partners."

Mr. Govind Singh, MD & CEO of Utkarsh SFB, said, "Mary Kom and Sunil Chhetri are synonymous with resilience, discipline, and commitment—qualities that resonate with Utkarsh SFB's core values of financial inclusion, empowerment, and trustworthiness. The Bank caters to all segments of the society cutting across strata to empower with financial confidence. This alliance represents that we believe in the power of determination and empowerment through finance. This is what both Mary Kom and Sunil Chhetri inspire millions by virtue of their grit and success, We at Utkarsh SFB do make efforts and reinforce to inspire unserved and underserved communities to access inclusive financial solutions."

Ms. Mary Kom speaking on the occasion said, "Utkarsh SFB's commitment to driving financial inclusion within underprivileged communities and helping them access financial support is admirable and inspiring. I feel proud to be a part of this journey with Utkarsh SFB and look forward to inspiring people to achieve their aspirations, regardless of challenges."

Mr. Sunil Chhetri, sharing his thoughts on the occasion said, "This association with Utkarsh SFB is an opportunity for me to be a part of a Utkarsh SFB's vision and mission of driving financial freedom and empowering people to achieve their dreams. Persistence and proper Support are key factors for success in any sport and Utkarsh SFB plays both these roles in helping people and businesses achieve their dreams."

Mary Kom's legacy as a trailblazer in Indian Women's Boxing and Sunil Chhetri's leadership in Indian Football make them aspirational figures. Their humility, perseverance, and ability to connect with people from all walks of life positions them as relatable and trustworthy ambassadors for a brand like Utkarsh SFB, which caters to a diverse audience.

Utkarsh SFB along with Mary Kom and Sunil Chhetri will focus on a series of initiatives like financial literacy campaigns, product launches, branch inaugurations, and social media campaigns for inclusion and resilience. In addition, the bank will be launching a multi-channel campaign through ad films and social media content, this time focused on stories of financial

*super.money (a Flipkart company)



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empowerment and real success with Mary Kom and Sunil Chhetri at the helm of these messages.

Utkarsh SFB, with a 967-branch strong banking outlets infrastructure, provides an array of financial products and services to its customers, which includes savings and current accounts, fixed deposits and recurring deposits. The Bank has kept pace with the evolving needs of their customers and offers them digital banking capabilities for an integrated banking experience through multiple channels such as Internet banking, Mobile banking, Unified Payment Interface (UPI), Merchant Payment Solutions – Utkarsh Vyapar, Debit cards, ATM/ Micro ATMs, Aadhar enable payment systems, Digital Onboarding of Savings, Fixed Deposits and Call Centre.

Utkarsh SFBL aims to provide financial services to the underserved and unserved customer segments with micro-banking loans (JLG loans), while serving other segments of society with products and services including Business loans, personal loans, commercial vehicle and equipment loans (Wheels), MSME loans, housing loans and loan against property, credit cards amongst others. Also, the Bank provides facility to customers for opening a bank account without having to visit the branch through the tablet-based application assisted model, "Digi On-Boarding".

About Utkarsh Small Finance Bank Limited:

Utkarsh Small Finance Bank Limited (Utkarsh SFBL), incorporated on April 30, 2016, is engaged in providing banking and financial services with a focus on providing microfinance to the underserved and unserved segments. The Bank's micro-banking operations are focused in rural and semi-urban locations of the country while its general banking operations are spread across the country. The Bank commenced its operations on January 23, 2017, pursuant to the small finance banking license granted by Reserve Bank of India on November 25, 2016.

The Bank extends microfinance loans based on Joint Liability Group (JLG) model to individuals, other retail asset loans including Micro, Small and Medium Enterprise (MSME) Loans, Housing Loans (HL), Personal Loans, Commercial Vehicle Loans, Construction Equipment Loans and Wholesale Lending to borrowers.

The Bank offers a slew of digital services such as internet and mobile banking, Digi On-Boarding, UPI and an online account opening facility for clients, besides a range of ATMs and Micro ATMs for ease of transactions, amongst others. The Bank is headquartered at Varanasi, Uttar Pradesh.

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