

March 07, 2023

National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex (BKC) Bandra (East) Mumbai - 400051	BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001
Symbol : EQUITASBNK	Scrip Code : 543243

Dear Sir

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015- Press release dated March 07, 2023

With reference to the captioned subject, please find enclosed our Bank's Press Release dated March 07, 2023 titled "Equitas Small Finance Bank partners with Gujarat Titans for Tata IPL 2023"

Kindly take the above information on record.

Thanking you,

Yours faithfully,

For Equitas Small Finance Bank Limited

N Ramanathan
Company Secretary

Encl :.a/a



Equitas Small Finance Bank partners with Gujarat Titans for Tata IPL 2023

India, March 07, 2023: Equitas Small Finance Bank today announced that it has signed a partnership as the 'Proud Banking Partner' with the 2022 Tata IPL champions - Gujarat Titans for the 2023 season. This is to further the Bank's brand ethos of being "The Progressive Bank Behind Progressive Champions".

The Gujarat Titans team will sport the Equitas Small Finance Bank logo on the back of the helmet as part of the team's jersey. This partnership campaign will be aimed to communicate that Equitas has been playing a progressive role in transforming the lives of individuals through their lending and social responsibilities of 'Beyond Banking'.

Some of the key benefits of banking with Equitas include earning up to 7% interest on savings, contactless video KYC service, no maintenance charges on savings accounts, free online fund transfers and so on. These offerings aim to build stronger communities, phytically across India in a seamless and agile manner.

Mr. Murali Vaidyanathan, Senior President and Country Head, Equitas Small Finance Bank said, *"Equitas Small Finance Bank is excited to associate with a team like Gujarat Titans, which won the championship title in its first-ever IPL season. Through this partnership with a progressive and young team, we will be able to strengthen our association and extend our reach to a diverse segment of our population. The 'Progressive Champion' campaign is in line with the philosophy of our brand of progressive banking. We are a new-age bank that understands the evolving needs of the customer through an ideal platform to build a sustainable society and a responsible tomorrow. Furthermore, our association with the game of cricket also nourishes our relationship with the customers as we engage through the mode of entertainment that exhibits the bank's core values of being fair and transparent."*

Elated about the association, **Gujarat Titans COO Colonel Arvinder Singh, said,** *"The Gujarat Titans have showcased their commitment to excellence on and off the field since inception. We have always believed in futuristic, innovative and customer-friendly businesses which symbolise a progressive approach – an ethos shared by Equitas. I am delighted to welcome them to the Gujarat Titans family and look forward to a fruitful association."*

Currently, Equitas has 68 branches across Gujarat in cities like Ahmedabad, Rajkot, Surat, Vadodara, Gandhinagar, Bhavnagar, Jamnagar, Junagadh, etc. and looks forward to expanding the footprint.

About Equitas Small Finance Bank Limited [ESFB]

Equitas Small Finance Bank is one of the largest small finance banks in India. As a new-age bank, we offer a bouquet of products and services tailored to meet the needs of our customers – individuals with limited access to formal financing channels, as well as affluent and mass-affluent, Small & Medium Enterprises (SMEs) and corporates. Our firmly-entrenched strategy focuses on providing credit to the unbanked and underbanked micro and small entrepreneurs, developing products to address the growing aspirations at the 'bottom of the pyramid', fueled by granular deposits and 'value for money'.

Please reach out to equitaspr@adfactors.com for further queries.