

February 17, 2024

<b>National Stock Exchange of India Limited</b> Exchange Plaza Bandra Kurla Complex (BKC) Bandra (east) Mumbai - 400051	<b>BSE Limited</b> Phiroze Jeejeeboy Towers Dalal Street Mumbai - 400001
<b>Symbol: EQUITASBNK</b>	<b>Scrip Code No: 543243</b>

Dear Sir

**Sub: Press release dated February 17, 2024**

With reference to the captioned subject, please find enclosed our Bank's Press Release dated February 17, 2024 titled "Equitas SFB becomes Official Banking Partner of Chennai Super Kings".

Kindly take the above information on record.

Thanking you,

Yours faithfully,

**For Equitas Small Finance Bank Limited**

**N Ramanathan**  
**Company Secretary**  
**Encl: a/a**



**BEYOND BANKING**

When you bank with us, you contribute towards a better society.

**Equitas Small Finance Bank Limited**  
(Previously known as Equitas Finance Limited)

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## Equitas SFB becomes Official Banking Partner of Chennai Super Kings

**India, February 17, 2024:** Equitas Small Finance Bank announced its partnership as the “Official Banking Partner with Chennai Super Kings. The rekindled partnership symbolises the champion team’s journey of coming back home with Equitas’ campaign “Bank Behind Champions”.

The campaign also showcases Equitas’ contribution in shaping up individuals’ lives through the “Beyond Banking” initiatives. This alliance not only extends a feeling of home for the team but also promises a sense of pride among citizens banking with Equitas across 16 branches in the city of Chennai. As part of this partnership, Chennai Super Kings team will sport the Equitas Small Finance Bank logo on Leading side of headgear.

Excited to join hands with the champion team, **Mr. Murali Vaidyanathan, Senior President & Country Head – Branch Banking - Liabilities, Products & Wealth, Equitas SFB**, said, *“At Equitas, we firmly believe in taking pride of one’s performance and it is our delight to partner with the home team again as CSK has exhibited their resilience and skills across multiple seasons. Associating with a team of champions, we look forward to strengthen the society by providing crucial financial support to our customers be champions in their respective lives. Being the bank behind Champions, we take pride of performance of our team in spreading joy through our beyond banking initiatives is our journey towards building progressive and committed bank. The campaign is a testament of our championship in acknowledging the progressing needs of our customers to gift them a responsible tomorrow. Just like the CSK team, we at Equitas believe in committing to our customers throughout challenges to assist in their victory on and off the pitch.”*

**Mr. Kasi Viswanathan, CEO, Chennai Super Kings** said, *“We are delighted to announce the return of Equitas Small Finance Bank to our family for the upcoming 2024 season. Our strong bond extends beyond the cricket field, encompassing collaborations for the Super Kings Academy and Junior Super Kings. We believe that their vision of elevating the lives of Indian youth aligns seamlessly with our quest for excellence and are confident of establishing a winning synergy on and off the field.”*

Through this collaboration, Equitas is introducing a range of banking benefits up to 7% interest on savings, no maintenance charges, reward points on all debit cards, and contactless KYC video services with the aim of building stronger connects. Currently, Equitas aims to further expand its footprint and extend its services for both customers and cricket enthusiasts.

### **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’, fuelled by granular deposits and ‘value for money’.

Please reach out to [equitaspr@adfactors.com](mailto:equitaspr@adfactors.com) for further queries.