

March 30, 2023

**BSE Limited**  
Corporate Relationship Department,  
2nd Floor, New Trading Wing,  
Rotunda Building, P.J. Towers,  
Dalal Street, Mumbai- 400 001  
(Scrip Code: 543386)

**National Stock Exchange of India Limited**  
Exchange Plaza, 5th Floor,  
Plot No. C/1, G Block,  
Bandra - Kurla Complex,  
Bandra (E), Mumbai - 400 051  
(Symbol: FINOPB)

Dear Sir/ Madam,

**Sub: Press Release on Renewal of association with Rajasthan Royal as its official Digital Payments Partner for Season 16 of Indian Premier League**

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Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith the press release regarding renewal of association of Fino Payments Bank Limited with Rajasthan Royals as its official Digital Payments Partner for Season 16 of Indian Premier League.

The aforesaid information is also available on the website of the Company i.e. [www.finobank.com](http://www.finobank.com)

Kindly take the same on record.

Yours Faithfully,  
**For Fino Payments Bank Limited**

**Basavraj Loni**  
Company Secretary & Compliance Officer

Place: Navi Mumbai



Media Release:

## **Fino Payments Bank teams up with Rajasthan Royals as Digital Banking Partner**

*Aims to strengthen digital footprint by engaging with the franchisee's follower base*

**Mumbai, 30 March 2023:** Fino Payments Bank ("Fino Bank", "The Bank") announced today that it has renewed its association with Rajasthan Royals (RR) for season 16 of India's biggest premier cricket competition. Fino Bank will be RR's official **Digital Banking Partner**.

The Bank made its maiden foray with the mega sporting event last season by partnering with RR as the Digital Payments Partner. The new season's engagement is expected to be a notch higher as the Bank aims to connect with RR's large fan base across social media platforms to increase its digital footprint. Importantly, the newly launched **FinoPay** digital savings account is expected to get more traction through this engagement.

As the Digital Banking Partner, along with the core messages of convenience, accessibility, proximity and trust, the Bank would be looking to drive brand visibility and increase **FinoPay app** downloads. The app helps open digital savings account, an everyday banking account for routing small, daily spends. **Har Din Fino**, as the Bank says.

**Rishi Gupta, MD & CEO, Fino Payments Bank** said, "Partnerships are critical for our success. Our tie up with Rajasthan Royals last season was an innovative first for us that allowed our brand to engage with cricket lovers across the country. We value this relationship and are excited to renew our association that helps take our engagement with the team's fan base to the next level. It will be a win win proposition as we continue connecting with new customer segments and create avenues for cricket fans to explore Fino's digital banking and savings account offerings."

**Jake Lush McCrum, Chief Executive Officer, Rajasthan Royals** said, "We are delighted to be renewing our association with Fino Payments Bank for the upcoming season. We were extremely pleased with the positive impact we had on the successful expansion of their financial services across the country, especially the far-reaching areas, given the ever-growing need for digital transformation. We are looking forward to accelerating their overall growth in Rajasthan and other parts of India."

**Anand Bhatia, Chief Marketing Officer, Fino Payments Bank** said, "There are synergies in our brand values. Both the brands are a lot about consistency, competency, sincerity and being very down to earth. And importantly always take a long term view of things. Season 16 of the league is a great platform to promote our digital banking proposition, **FinoPay**. The excitement of engaging with a younger tech savvy audience and sense of pride in the association all works well for both. With RR establishing a base in Guwahati, North East is another common point as it is a growth market for both brands."

**Adarsh Reddy, CEO, Sportytrip**, who has been working with Fino Bank and RR said, "This season Fino Bank is not only engaging with RR on the premier stage but is powering grass root level talent hunt through "**Cricket Ka Ticket**". This initiative is aimed at finding India's next cricketing super star across both men and women talent."

Rajasthan Royals has a strong and loyal fan base across the country, especially in smaller towns. During the 2022 season, by engaging with RR's fans across social media platforms Fino Bank improved quality of its customer base and reduced costs by 20%.



Media Release:

**About Fino Payments Bank Ltd ([www.finobank.com](http://www.finobank.com)) BSE: 543386; NSE: FINOPB)**

Fino Payments Bank is a subsidiary of Fino Paytech Limited, which is backed by marquee investors like Bharat Petroleum, ICICI group, Blackstone, IFC, Intel and LIC among others. Frugal innovation is the key that has given the fintech a leadership position at the middle of the pyramid which primarily constitutes emerging India customers. The Mumbai-based Bank operates on an asset light business model that principally relies on fee and commission based income generated from merchant network and strategic commercial relationships.

The Bank's platform had facilitated more than 67 crore transactions with a gross transaction value of over ₹1.87 lakh crore in financial year 2021-22. The Bank turned profitable in the fourth quarter of 2019-20 and has been profitable in subsequent quarterly periods. It registered a profit of ₹42.74 crore in 2021-22.

In Q3FY23, the Bank facilitated transactions worth ₹65,926 crore of which approx. ₹52,500 crore were processed by its physical network alone and the rest amounting to 20% by digital. During this period, the Bank registered a PAT of ₹19.1 crore.