



Inauguration of Ahmedabad branch by Ms. Ela Bhatt

Ujjivan SFB commenced its banking operations in Ahmedabad with the launch of two branches in September. There could not have been a better inspiring start for Ujjivan SFB in Gujarat. The Nava Vadaj branch was inaugurated by Padma Shri recipient Ms. Ela Bhatt, Founder of SEWA.

Ms. Ela Bhatt has worked for women empowerment for decades and has given millions of women opportunities of growth and self-reliance. SEWA has been supporting its members in capacity-building and in developing their own economic organizations. Ujjivan has a robust presence in Gujarat across 14 districts with 30 branches, catering to the financial needs of over 1.8 lakh customers. With the transition to a Small Finance Bank, Ujjivan would now be in a position to offer a bouquet of banking products & services to customers and assist them in having a secure financial future.

Ms. Bhatt has been a closer admirer of the work done by Ujjivan over the years. At the inaugural ceremony, she took the opportunity to congratulate Ujjivan team on achieving spectacular growth in the last decade and for making financial services accessible for people across the country.

She further added that with Ujjivan becoming a bank, we could motivate and empower the unserved and underserved customers to build their own capital and lead a better life. Ujjivan could help the unbanked customers to come out of the vicious cycle of poverty, debt trap and encourage them to start saving with the bank for a secure, financial future of their family. Ms. Bhatt also appreciated Ujjivan SFB's investment in State-of-the-art digital technology to provide seamless and secure banking services to customers.

— CELEBRATING — 100 BRANCHES

Ujjivan is proud to launch its 100th bank branch.

The 100+ bank branch milestone

Ujjivan SFB achieved its 100+ bank branch milestone in just eight months of commencing banking operations. Ujjivan SFB branches are currently spread across 19 States & Union Territories with a robust expansion strategy in place for the coming years. Among these 100 branches, there are two new Unbanked Rural Centres (URC) located at Matiagacha in West Bengal and Krishnapura in Karnataka.

In the past 11 years, Ujjivan has established a strong geographical presence in India with 457 branches, catering to the financial needs of over 4 million+ customers. Since its launch in February, Ujjivan SFB has been gradually converting its microfinance branches into bank branches. This conversion process will continue to take place over the next two years to serve the target customer segments. Additionally, Ujjivan SFB will be opening more URCs to fulfil RBI's requirement of 25 per cent branches in unbanked areas.

The 100-branch milestone in a short span of 8 months reiterates Ujjivan's commitment of providing a full range of banking services to the unserved & underserved customers. The cornerstone of Ujjivan's strategy is to bring the large unbanked populace into the formal banking system and this will continue to be the focus. In the coming times, Ujjivan SFB will expand its banking footprint across the country to address the financial needs of the masses and fulfil comprehensive financial inclusion objectives amongst the target segments.



Customer Story: Threading happiness

Ms. Putul Saha has been an Ujjivan customer for the past 9 years. She runs a garments manufacturing business in Dakshineswar, Kolkata which is supported by her husband and sons. She had started her business with a capital of Rs 18,000. Her first loan was of Rs 6000 from Ujjivan which she used for buying raw materials. Since then, Putul's business grew steadily and she started outsourcing her business by providing sewing machines to 15 ladies in the neighborhood and provided them daily wages in exchange of ready-to-sell garments.

She took a higher ticket size loan every time she expanded her business. Her excellent repayment history made her avail the loan in a hassle free manner. When Rs 30,000 Group Loan wasn't enough to run her budding business, she applied for Individual Loan, which helped her buy stocks in bulk. Putul continued her association with Ujjivan after it transitioned to a Small Finance Bank and opened her Savings Account with the bank. When asked about her relationship with Ujjivan, Putul said, "Ujjivan has played a strategic role in helping me build my dream. My association with Ujjivan in the last decade has been great with no issues or troubles."

When I got to know Ujjivan is now a bank, I was very happy to join them in my banking journey. When I opened my savings account with the bank, I was excited to receive my welcome kit with personalized RuPay Classic Debit Card, the manual and passbook. I am also looking forward to use biometric ATM and introduce myself to the world of digital banking."

The Success Story of Ms. Varsha Rana, Relationship Officer in MSE team Gujarat



On 3 Oct, 2016, Varsha Rana joined Ujjivan's Naroda branch in Gujarat as a Relationship Officer (RO). Today, she is the only woman RO in MSE team who has made a mark for herself and performed remarkably in achieving her business targets. In the last 1 year, Varsha has proven her abilities to emerge as a star performer for MSE business in West region.

After completing her graduation from Gujarat University, Varsha started her professional journey in a bid to support her family financially. Having worked for 12 years with various banks and financial institutions, Varsha joined Ujjivan with a lot of experience and mettle to strive for the best in her new role for MSE business.

Her focus, commitment and social skills helped her achieve an average of Rs 20-25 lakhs of monthly business targets in the last six months. In one year of working with Ujjivan, Varsha has achieved a disbursement of Rs 1 Cr + as the Relationship Officer for MSE business in West Region.

On being asked about her accomplishments, Varsha said, "In the last year, I have had an amazing experience at Ujjivan, the work culture here is very positive. As an RO, I currently have over 45-50 MSE customers and that relationship has helped me to achieve my business targets. I believe that referrals are a very strong way to get more customers. I have a great relationship with my clients which have helped me get more customers for the company. As an RO, our strength lies in our conviction to impress and influence customers to choose us for their financial needs. This commitment of conviction is something that I keep sharing with my team and colleagues as well. I would like to thank the cluster manager, area manager and credit teams for their continued support and in helping us achieve the business targets."

MSE's Siliguri Cluster achieves a disbursement of over 1 Crore



The Siliguri Cluster of MSE business has crossed a disbursement of 1 Crore in the month of September 2017. This is the first time in the history of Ujjivan's MSE business that a cluster has crossed 1 crore disbursement. This is a great accomplishment for Cluster Manager, Mr. Samrat Bardhan and his entire team. When we asked them about their success mantra Mr. Bardhan said, "As a team, we had focused on our goals from the start and planned our initiatives accordingly. We learnt a lot from our failures in the previous months and accepted the challenge. This achievement is a result of our team effort, outcome of endless determination, well-planned activities, various product mixes and extensive support from branch, credit & operations team as well. We hope to sustain the business momentum and achieve more feats in the coming months."

Launched our first radio campaign



We have launched our maiden radio campaign across leading radio stations in Delhi, Ahmedabad, Vadodara and Kochi in September-October. The 30 second ad campaign is extended across over 5000 radio spots in these cities for mass impact. The campaign will be extended to Bangalore, Pune and Kolkata in November-December.

The two month long campaign focuses on the core message of experiencing Better Banking with Ujjivan SFB and highlighting the USP's which makes banking experience seamless, convenient and better for customers. The innovative services & product offerings such as doorstep account opening, biometric ATMs and higher interest rates on deposits have been highlighted in the campaign.

The radio campaign has gone live with two narratives currently. The first narrative focusses on how Ujjivan SFB is introducing better banking for consumers by making the otherwise tedious and cumbersome account opening process, a quick and hassle free experience through Aadhar linked account opening on a hand-held device – the bank comes to the customer and not the other way round. The second narrative emphasizes on Ujjivan Small Finance Bank's higher interest rate offering on term deposits when interest rates are falling all around, so that customers can bank their savings with Ujjivan SFB and maximize their returns.

Our research told us that Radio is a preferred, effective medium of mass communicating to customers if the messaging is simple and entertaining. The radio advertisements executed in regional languages with a colloquial flavor attempt to create awareness & action impact by delivering core product messages in a simple and humorous manner.



Ujjivan's Community Connect Programme

Ujjivan initiated CSR projects under the name "Community Development Program" in 2010 to address critical community needs. This year, Parinaam Foundation will be taking charge of Ujjivan's Community Development and Connect program.

It has been 10 years since Parinaam conducted its first Eye Camp in Bangalore for 365 Ujjivan beneficiaries and with that a beautiful partnership was formed. Parinaam and Ujjivan came together as strategic partners with a fundamental belief that financial support alone cannot help the poor and that poverty manifests itself in various forms.

With the view to take this belief forward, Parinaam will be taking over Ujjivan's Community Development and Connect programme this year. Ujjivan's branch staff & customers will continue to be involved as volunteers in conceptualization and execution of the program. Through this initiative, Parinaam will be undertaking projects in the areas of community infrastructure development, healthcare, environment conservation and education to aid Ujjivan strengthen their customer connect and play a pivotal role in the community development.