

Ujjivan Small Finance Bank launches Smart Kirana Plan this festive season

Bangalore, October 23, 2019: Ujjivan Small Finance Bank introduces Smart Kirana Plan for departmental and kirana stores to enable them grow their business manifold this festive season.

As part of this festive period, Ujjivan SFB is offering a value proposition specially created for retailers, through which they will be able to save upto 86% of their existing cost. The plan also includes free Point of Sale (POS) machine + installation and special discounts on rentals. In addition to the above, the Smart Kirana Plan offers 0 % Merchant Discount Rate (MDR), upto Rs30, 000 worth of transactions, every month. The plan ensures that the accounts are settled, with the amount credited to the retailer's account, the same day.

Commenting on this plan, **Mr. Sanjay Kao, Chief Business Officer, Ujjivan Small Finance Bank** said, "The festive period is a great opportunity for the departmental and the kirana stores to maximise on their turnover. The Smart Kirana plan of Ujjivan SFB will enable retailers cash-in on this opportunity, and get their customers to adopt to the digital way of life."

About Ujjivan Small Finance Bank Limited

Ujjivan Small Finance Bank Limited is a wholly-owned subsidiary of Ujjivan Financial Services Ltd. The bank commenced operations as a Small Finance Bank with effect from February 1, 2017 post transfer of business undertaking by Ujjivan Financial Services Ltd. The Reserve Bank has issued a licence to the bank under Section 22 (1) of the Banking Regulation Act, 1949 to carry on the business of small finance bank in India. Ujjivan Small Finance Bank Ltd. is also included in the Second Schedule to the Reserve Bank of India Act, 1934.

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