

Ujjivan Small Finance Bank launches its first Brand Campaign

Introduces 4 Films on “Banking is now Simple and Better” as the core message

Films highlight key product propositions of Doorstep Account Opening, Paperless Banking, Cutting Edge Technology and Special Products & Services for Senior Citizens.

27 March 2018: Ujjivan Small Finance Bank unveiled its debut brand campaign on Television today. The campaign attempts to strategically position Ujjivan Small Finance Bank (SFB) as a bank of choice among the target consumer segments using its key service propositions of ‘Doorstep Account Opening’, ‘Paperless Banking’ & ‘Special Service Envelope for Senior Citizens’. The commercial went live across Kannada and Bengali channels and will progress to a national outreach in the next three weeks.

“Yeh Bank to ghar bhi aata hai” (The Bank comes to your doorstep) is one of the core messages of the thematic campaign. Ujjivan SFB targets the underserved and unserved segments in urban, semi urban and rural India. Opening a bank account and undertaking transactions at bank branch are considered as a complex and tedious procedure by these customer segments. Ujjivan SFB makes this otherwise cumbersome process fast, seamless and secure using Aadhar authentication on a biometric enabled handheld device right at customer’s doorstep and an account can be opened in less than 10 minutes.

Commenting on the campaign, **Mr Vijay Balakrishnan, Chief Marketing Officer** said, “We are pleased to unveil the thematic TVC today starting with two of our key markets: Karnataka and West Bengal. In the coming weeks, The television commercials’ outreach will be extended nationally thereby reaching our over 3.8 million customers across 24 States in India. Over the next few months, the campaign will leverage a multimedia approach with extensions in print, cinema, outdoor and digital.”

“Our customer research & insights studies revealed 5 brand drivers namely amongst our Target audience: Simplicity, Convenience, Assistance, Trust and Security. Our Brand Campaign, while addressing these pivots head on, showcases them in real life situations which are absolutely relevant and credible for our target audience. The tone of the campaign relies on a subtle humor in daily life situations and makes banking look truly simple and easy. The narratives are showcased between a young couple, a senior citizen couple, a supervisor and his subordinate in different life settings, where through a clever play of words and emotions the message is delivered with a mix of naivety, warmth and hilarity.” **added Mr Vijay Balakrishnan.**



In this campaign there is a sub message of Ujjivan having transformed into a Small Finance Bank from its previous avatar of being a NBFC-MFI. Ujjivan also consciously departs from its earlier positioning and tag line of 'Build a better life' to 'Bank Better, Live Better' (**Behtar Banking, Behtar Jeevan**).

Besides Hindi, the TVC has been adapted in various vernacular languages: Kannada, Tamil, Malayalam, Marathi, Assamese, Bengali, Gujarati and Oriya for widespread reach and connect with the masses.

Ujjivan's creative agency, DDB Mudra has conceptualized the campaign.

Thematic Film 1: Formless Banking

Communication: Showcases an Ujjivan Bank account being opened without paper work using a customer's Aadhar number and biometric authentication.

Link: <https://youtu.be/uuKmoMED8Y8>

Thematic Film 2: Doorstep Account Opening

Communication: Highlights how going to a bank to open an account is a struggle for working professionals. Ujjivan's doorstep account opening enables quick and hassle free service.

Link: https://youtu.be/u3_xJHQxKA

Thematic Film 3: Bigger Returns on Fixed Deposit

Communication: Film highlights attractive and higher Fixed Deposit Interest Rate of 8%

Link: <https://youtu.be/1v5XZEIyiX4>

Thematic Film 4: Queue Less & Confusion Free banking for Senior citizens

Communication: Film portrays the happiness of a senior citizen on discovering a service envelope of no queues, no forms, doorstep banking and attractive 8.5% interest rate on FD for senior citizens.

Link: <https://youtu.be/ya5Jpu1LrTY>

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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