

## **Ujjivan Small Finance Bank launches its first radio campaign**

**“Experience Better Banking with Ujjivan Small Finance Bank”**

**November 14, 2017:** Ujjivan Small Finance Bank has launched its maiden radio campaign across 7 leading radio stations in Delhi, Ahmedabad, Vadodara and Kochi. The 30 second ad campaign is extended across over 5000 radio spots in these cities for mass impact. The campaign will soon be extended to Bangalore, Pune and Kolkata.

The two month long campaign focuses on the core message of experiencing Better Banking with Ujjivan Small Finance Bank. The advertisement highlights the USP’s of Ujjivan Small Finance Bank 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.

Speaking on the campaign and its creation, **Mr. Vijay Balakrishnan, Chief Marketing Officer, Ujjivan Small Finance Bank** said, “Ujjivan Small Finance Bank is a new class of financial institution targeting unserved and underserved bank customers who often struggle to understand bank products and services. We foresaw a marketing opportunity and need gap addressing amongst these segments on their expectations from a bank. Our research told us that Radio is a preferred, effective medium of mass communicating to them 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”

The radio campaign is conceptualized and executed by DDB Mudra.

Ujjivan Small Finance Bank has 105+ branches live nationally. Ujjivan SFB’s goal is to build a leading state of the art mass market bank in five years to serve the vast un-served and under-served customer base who currently are outside the formal banking system.

**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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