

## Ujjivan Small Finance Bank unveils its radio & cinema campaign

Experience 'Better Banking, Better Living' with Ujjivan Small Finance Bank

**09 April 2018:** Ujjivan Small Finance Bank today announced the launch of its Radio & Cinema campaign in Karnataka & West Bengal markets. The 30 second advertisement will be aired on Big FM, Radio Mirchi and Red FM in key markets of Kolkata, Bengaluru and Mysore. In the coming months, the campaign will further be extended to other prime markets in New Delhi, Pune & Ahmedabad.

The Bank will air its cinema campaigns in leading theatres across West Bengal markets where the bank branches are live. With the extension of the campaign in these two mediums, current and potential bank consumers in these states will be exposed to audio and video messaging, building salience and equity for the brand.

The month long campaign focuses on the core message of 'Better Banking, Better Living' and highlights the key product propositions of 'Doorstep Account Opening' and 'Special Services for Senior Citizens'. The new positioning of Better Banking, Better Living is also a key communication element in the campaign.

Commenting on the launch, **Vijay Balakrishnan, Chief Marketing Officer, Ujjivan SFB** said, "Radio and cinema advertising are key drivers to build brand recall and to create a massive impact for our target audience which comprises unserved and underserved customers in the banking space. The concepts of better, convenient and easy banking are key brand drivers for new customer acquisitions, crucial to building trust and establishing a long term relationship with the bank. Our radio campaign aired last year had a positive ring for brand and business; hence we are back on this medium to drive further brand engagement with consumers. We see Cinema playing a pivotal role as a multimedia reminder besides delivering big screen impact.

Our Television and Cinema campaigns are therefore intended to offer an engaging atmosphere to showcase the new Ujjivan SFB brand to potential first time bank customers as much as to banked customers looking for convenience, technology and competitive products. Given we will be adding a significant number of new branches in the next 90 days the campaign will set the right tone and product promise for desired conversions", added Vijay Balakrishnan.

Ujjivan Small Finance Bank has 180+ branches live across 20 States and Union Territories. 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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