

Ujjivan Small Finance Bank launches campaign on Covid 19 safety guidelines around festive season

Bengaluru, Oct 16, 2020: Ujjivan Small Finance Bank today kick-started an awareness campaign to amplify Covid 19 safety guidelines around Dussehra and Aayudha Puja in Karnataka. The campaign vans by Ujjivan SFB that will display Gombe, a traditional Karnataka doll, will go around 16 cities in Karnataka giving the opportunity to witness the grandeur of the festivity at the door steps of customers.

Through the campaign, Ujjivan SFB aims to join the festival grandeur while spreading awareness of keeping safety guidelines in check during festivities. The campaign van was flagged off today in Kollagela/ Kengri.

As part of the campaign, the audience will be engaged through various activities like making them take their photographs with the Gombe (dolls) displayed in front of the van; the photographs will then be gifted to them as a memento, with the necessary precautions. Simultaneously, Ujjivan SFB will also distribute COVID safety kits and Covid Guidelines to the audience participating in the same. The campaign draws significance, necessitating the need to highlight following of safety guidelines during the festival.

The campaign vans will go around cities and towns like Bengaluru, Kengeri Mysuru, Maddur, Channapatna, Srirangapatna, Ramnagara, Chamarajanagar and Kollegal. Ujjivan SFB will also extend the invitation to its customers in each of the cities, to join the celebrations, and drive the awareness on Covid safety, while maintaining social distancing norms

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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