



Press Release

Ujjivan Small Finance Bank appoints Sriram Srinivasan as the Head of Digital Banking.

- An expert of international repute, Mr Sriram Srinivasan, to lead as the Head of Digital Banking Ujjivan Small Finance Bank

Bengaluru/Mumbai: February 5 2022: Ujjivan Small Finance Bank has appointed industry veteran Mr. Sriram Srinivasan as the new Head of Digital Banking. He will be responsible for accelerating digital adoption across the bank and its services.

Mr. Sriram Srinivasan has a rich experience of over 26 years, having worked extensively in Japan, India, Singapore, Hong Kong, Vietnam & China markets, at the global, country, and regional levels. Mr. Srinivasan championed and established Digital COE as well as data and analytics-driven models of Digital enablement and growth at Citibank, at a global and regional level. He pioneered in building Strategy, and driving an agile road map, to holistically redefine digital customer service for over 18 million client interactions across 15 countries at SCB. At SCB, he delivered the digital transformation in customer relationship management (CRM) and client servicing through Web, Mobile Apps, Branches, Phone Banking & ATMs, across 30+ markets globally. He also played a pivotal role in building the regional Digital Centre of Excellence for HSBC Asia Pacific, based in Hong Kong & China.

Mr. Srinivasan joins us from Digital14, an Abu Dhabi based Cyber Security, Digital Transformation, and Secure Solutions organisation. As Vice President with Digital14, he led the Financial Services Industry and was responsible for business development efforts, defining overall strategy and building cross-functional teams. He has been instrumental in driving organisational transformation from the C-Suite, down to frontline technology, at operational levels, through effective consensus building and deep interpersonal relationships.



Mr. Ittira Davis, MD and CEO of Ujjivan Small Finance Bank, said: “We are happy that Sriram has joined our senior leadership team. His outstanding credentials and industry experience, in the new digital era, will be an excellent addition to the bank. I am confident that under Sriram’s guidance, the bank will achieve the desired goals and strengthen its digital products and services.”

Mr. Srinivasan is an alumnus of IIM Bangalore, with BE (Honours) from BITS Pilani. He has acquired advanced training in Machine Learning.

About Ujjivan Small Finance Bank

Ujjivan Small Finance Bank Limited is one of the leading small finance banks. The bank remains committed to serving unserved and underserved segments through financial and digital inclusion as a mass-market bank. Ujjivan is a one-stop destination for financial services, offering a personalised customer experience. The strengthened digital interfaces across regions and languages have empowered Ujjivan customers to seek timely and easy access to finance at all times.