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PRESS RELEASE

Federal Bank and LuLu Group team up for 'Savings ki Vidya™' Campaign

Mumbai | June 16, 2025: Federal Bank has teamed up with The Lulu Group, India's leading business house with a strong presence in retail to offer instant discounts on EMI Transactions. Shoppers at Lulu Malls will benefit from Federal Bank's on-going Savings Ki Vidya™ Campaign. As part of 'Savings ki Vidya™' campaign, the Bank is now offering 10% instant discount on EMI transactions made using Federal Bank Credit Cards at LuLu stores across India. The discount is available from June 12 to June 30, 2025, on a minimum spend of ₹5,000, with a maximum discount up to ₹5,000 per transaction.

Whether it's appliances, electronics, furniture or fashion — customers can now save smartly with EMI flexibility and real-time rewards.

Offer Details at a Glance:

Offer: 10% Instant Discount on EMI transactions

Applicable Cards: Federal Bank Credit Cards (EMI only)

Partner: LuLu (All participating stores & webstore)

Min. Transaction Value: ₹5,000

Max. Discount: ₹5,000

Validity: June 12 – June 30, 2025

M V S Murthy, Chief Marketing Officer, Federal Bank said " Our partnership with Lulu Group has been about creating convenience and value for all Customers shopping at Lulu Malls. The attempt is to create opportunities to save on every swipe of the Federal Bank Card. Large ticket, considered purchases for the entire family double up in their joys when there is a topping of instant savings. The idea is to encourage premium buys and a value of appreciation for shopping at Lulu, using Federal Bank Cards. This collaboration will create better lifestyles, without the guilt of being a spend thrift. "

Priya Menon Chellapan-Head-Retail Marketing, Lulu group India said, "LuLu has always been about delivering value and delight to our shoppers. Our association with Federal Bank elevates this by making shopping more rewarding. With this EMI discount offer, customers can now enjoy the best of both worlds — affordability and variety — all under one roof."

For more information and offer terms, customers are encouraged to visit www.federalbank.co.in

M V S Murthy

Chief Marketing Officer

About Federal Bank

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1589 banking outlets and 2080 ATMs/Recyclers spread across the country and the Bank's total business mix (deposits + advances) stood at ₹ 5.18 Lakh Crore as on 31st March 2025. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 16.40 % as on 31st March 2025. Federal Bank has Representative Offices in Dubai and Abu Dhabi that serve as a nerve center for Non-Resident Indian customers in the UAE. The Bank also has an IFSC Banking Unit (IBU) in Gujarat International Finance TecCity (GIFT City). Federal Bank is transforming itself, keeping its principles intact, into an organization that offers services beyond par. It has a well-defined vision for the future as a guidepost to its progress.