

PRESS RELEASE**DIGITAL KAINEETTAM FROM FEDERAL BANK**

Federal Bank has come out with a special Vishu Kaineettam for their customers. Those customers who download and activate FedMobile, the bank's mobile banking App, and do at least one financial transaction on 14th April will get a Cash baçk of Rs. 101 or 50% of the amount of the first such transaction, whichever is less. The offer is valid for mobile recharge, DTH recharge, funds transfer and bill payment transactions.

Announcing the offer, Shri. K A Babu, Digital Banking Head of Federal Bank said, "We are happy to celebrate Vishu with our customers, this time with Digital Kaineettam. The day is auspicious to present a gift and we thought of gifting our feature rich mobile banking app along with Cash back to those who haven't yet subscribed to the service. FedMobile has been recently revamped with additional features and improved security. To give more options and conveniences to our customers, we are in the process of including more than 200 merchants in the mobile banking app, which will further enrich the digital experience of our customers."

Rajanarayanan N
Assistant General Manager

About Federal Bank:

Federal Bank is a leading Private Sector Bank with a branch network of 1,252 branches and 1,548 ATMs spread across the country. The Bank's total business mix (deposits + advances) stands at Rs 1.22 Lakh Crore as at March 31, 2015 and it has earned a net profit of Rs 1005.75 Crore. Bank's Capital to Risk weighted Ratio (CRAR) stood at 15.46% at the end of March 31, 2015. Federal Bank has its Representative Office at Abu Dhabi that serves as a nerve centre for NRI customers in the UAE. 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.