

PRESS RELEASE
#End-Dependence says Federal Bank.

As the nation celebrates Independence Day, Federal Bank joins in to accentuate the fervor of a free nation.

Independence is a memory of a significant day and at the same time, it is about everyday victories. The new campaign celebrates one of many such moments of a leap of faith and self-belief.

Post hoisting the flag and attending the Independence Day Celebrations, a family is back home. Three generations of a family wanting to savour togetherness. Each preoccupied with doing their own thing. The ho-hum moment, morphs into a euphoric one when one of them quips in joy!



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The campaign by Federal Bank is inspired by many of its initiatives to consistently #End-Dependence. For instance, the Federal Skill Academy regularly runs 3-month skilling programs to empower economically disadvantaged youth and women. The goal is simple yet transformative: teach a skill, and it becomes a way to sustain livelihood. The Academy's comprehensive approach covers mobilization, beneficiary identification, skill development, assessment, and employment/self-employment facilitation. The courses at Federal Skill Academy are many including self-employed tailoring, Financial Accounting & Tally, etc. The course not only enhances students' employability but also nurtures their potential for career growth. By offering these free courses, Federal Bank paves the way for participants to seamlessly integrate into the workforce, thus transforming their lives and livelihoods. With the inauguration of the fourth Federal Skill Academy in Faridabad, Federal Bank continues to expand its footprint of empowerment. Other centers include Kochi, Coimbatore, and Kolhapur.

Federal Bank's End Dependence campaign is many such strands of empowerment that get woven into building an "Atma-Nirbhar" country.

M V S Murthy, Chief Marketing Officer of Federal Bank said, " #End-Dependence, furthers Federal Bank's commitment to Rishta. It is a testimony that we value our customers irrespective of their generation. There will always be product parity, but our understanding of Customers, helps us power our digital experience, through our knowledge of in-person, delivery of banking services. End-Dependence pivots itself on the need of someone vulnerable for support, to simply bust the challenge. Kyonki hum maante hain, ke Rishta Aap Se Hai, Sirf App Se Nahi.™"

Rohit Dubey - Executive Creative Director, Ogilvy said, "Independence Day is the perfect time to inspire and empower our elderly to adopt banking technology, promoting self-reliance and lessening dependency. And the team found a gem in the fantastic idea - 'End Dependence' - a concept that clicked seamlessly with our partners at Federal Bank. The excitement is tangible as we proudly champion this notion, boosted by the remarkably user-friendly Federal Bank app. 'End Dependence' doesn't just nudge our customers toward a shift in behavior; it also strengthens the essence of our 'Rishta' with them."

M V S Murthy
Chief Marketing Officer

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1385 banking outlets and 1,918 ATMs/Recyclers spread across the country and the Bank's total business mix (deposits + advances) stood at ₹ 4.06 Lakh Crore as on 30th June 2023. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 14.28 % as on 30th June 2023. 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 Tec-City (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.