

**Press Release**

**Jingle Deals – Federal Bank Unwraps the Festive Delight with Lifetime free Credit Card**

As the holiday season and year-end approaches, Federal Bank unveils their latest credit card offer campaign that provides lifetime free credit cards for a limited period of time, "Jingle Deals," strategically designed to add joy to the season of giving. Spanning from December 16th, 2023, to January 15th, 2024, this 30-day shopping bonanza will give Customers access to fabulous deals and great savings.

The key components of the Jingle deals campaign by Federal Bank are the diverse category offers such as apparel, electronics, travel, groceries, dining, and more. Specific brand partners include Reliance Indigo, Reliance Digital, MakeMyTrip, AJIO, Flipkart, Lifestyle, LULU, Swiggy Instamart, and others.

**Chitrabhanu K G, Senior Vice President & Country Head, Retail Assets and Cards said, "Jingle Deals will shine its festive light in key contributing states, ensuring that the magic of our credit card offers reaches every corner. We are sure that the program will find favour to all age groups of Customers and add to the flavour of joy across India."**

For more information and to unwrap the festive delight, stay tuned to our social media channels or website. Jingle Deals - because your festive celebrations deserve an extra dose of joy!



M V S Murthy

Chief Marketing Officer

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1408 banking outlets and 1,935 ATMs/Recyclers spread across the country and the Bank's total business mix (deposits + advances) stood at ₹ 4.26 Lakh Crore as on 30th September 2023. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 15.50 % as on 30th September 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.