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Date: 11th August, 2021

To,

National Stock Exchange of India Ltd. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai 400051, Maharashtra. NSE Symbol: AUBANK	BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400001, Maharashtra. Scrip Code: 540611
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Dear Sir/Madam,

Sub: Press release on brand campaign launch for AU Small Finance Bank Limited ("Bank")

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Bank has launched a brand campaign wherein the Bank has announced Mr. Aamir Khan & Ms. Kiara Advani as Brand Ambassadors of the Bank on 11th August 2021. The Bank also launched its digital banking platform AU 0101 and Credit Card product at the event.

In this connection, copy of the press release is enclosed herewith for your information and records.

Thanking You,

Yours faithfully,

For AU SMALL FINANCE BANK LIMITED



Manmohan Parnami
Company Secretary and Compliance Officer
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Encl.: Press Release

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Formerly known as **Au Financiers (India) Limited**



AU Small Finance Bank Limited

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For Immediate Release

‘BADLAAV Humse Hai’: AU Bank unveils mega Brand Campaign and launches AU 0101, its Digital Bank & Credit Card

Aamir Khan and Kiara Advani roped in as Brand Ambassadors

First SFB to launch its own Credit Card

Launched digital bank AU 0101, a super app with Video Banking

Mumbai, August 11, 2021: Promising to bring about a radical shift in Digital banking practices, AU Small Finance Bank, India's Largest SFB has unveiled a mega Brand Campaign, aptly titled 'BADLAAV Humse Hai'. This is the first integrated marketing communication campaign from AU Bank since its inception – a creative endeavor that will showcase the bank's passion for innovation.

Also at the event, heralding the arrival of 'nextgen' banking, AU Small Finance Bank launched its avant-garde digital banking platform AU 0101 to enable its customers avail a full-suite of banking services digitally, including face-to-face interaction with a banker over a video call. Alongside, the Bank unveiled its range of Credit Cards to serve the entire spectrum of customers.

The concept of BADLAAV campaign: The genesis of the new Brand Campaign comes from AU's flourishing banking business conducted through 750+ banking touchpoints spread across 15 states and 2 Union Territories. The campaign brings forth AU as a changemaker in the Indian banking sector. With this, the Bank hopes to amplify its message of challenging the status quo and augment its reach across India's major cities and towns.

As a part of this campaign, AU will release a series of ad films on products and practices such as monthly interest, anywhere banking, Video banking, UPI QR and new age Credit Cards to bring alive the proposition of BADLAAV through tangible offerings.

Commenting on the essence of the campaign and the timing, Sanjay Agarwal, MD & CEO, AU Small Finance Bank, says, "AU was founded two and a half decades ago for the purpose of taking formal financing to the unbanked and in the last four years as a bank we have successfully expanded both our range of services and our geographical reach. Our success is a result of our innovations across the banking spectrum. We take utmost pride in doing things 'differently' to the delight of our customers and with the launch of AU 0101, our digital bank, we will work towards ushering in Badlaav in banking."

To make the campaign more impactful and bring a universal appeal, AU has roped in two of the most accomplished actors on Indian cinema, Aamir Khan and Kiara Advani. One of Indian film industry's most influential personalities, "Mr. Perfectionist" Aamir Khan will energize this multi-media campaign. He has always signified change throughout his professional journey, much like AU Bank in the lives of millions of

customers. Actress Kiara Advani will also be seen championing the motto of 'Badlaav' in the campaign, to be shown across TV channels in the initial phase.

Commenting on the association, Aamir Khan said, "When I met Sanjay and his team from AU Bank, their sincere and single-minded focus on making banking simpler for the average Indian really impressed me. They have been fearless in challenging the norm for providing better service. This spirit really resonated with me. Our philosophies match and I am looking forward to work with Sanjay and his team."

Speaking on the occasion, Kiara Advani said, "I am a firm believer of the fact that 'Change is the only constant'. Living in an ever-evolving society, I strongly feel we need to adapt to the changes around us. I am very impressed by the success of AU in such a short span., a remarkable journey with many landmark achievements so far. Personally, I identify with AU's professional ethos and commitment to its core audience."

Commenting on AU's new brand ambassadors, Mr. Sanjay Agarwal said, "Aamir Khan's passion for work and efforts to bring about changes in the society through his projects makes him a perfect ambassador for BADLAAV. I think, Aamir perfectly symbolizes the change that India has always yearned for, and experienced at times - just like the brand AU."

"Kiara Advani is one of the most popular Indian film actors and a youth icon. Her professional choices and repertoire of work find perfect resonance with AU's journey so far." said Sanjay Agarwal.

About AU 0101: AU 0101 is AU Bank's digital banking platform which offers a full-suite of banking services for both existing and prospective customers. AU 0101 is built with the design principles of convenience, speed, security, flexibility and availability and is packed with a comprehensive range of features including all payment solutions, deposits, loans, credit cards, insurance, investment and lifestyle offerings. One of the most distinctive features of AU 0101 is Video Banking, wherein customers can directly connect with AU's video bankers from the comfort of their homes. Customers can also avail of personalised pre-approved offers from AU 0101 app which is available on both Android Play store and iOS App store.

About AU Bank CREDIT CARDS: AU Bank is first among SFBs to launch its own credit card. AU Bank Credit Card comes in four variants - Altura, Altura Plus, Vetta and Zenith, to match the changing needs of the first timer, new age, digitally savvy customers. Exclusively curated deals, railway & airport lounge access, free extended warranty on electronic purchases are some of the novel features of the cards. With a special variant designed for our women customers, AU Credit Cards will enable them to reach for their aspirations and wants.

About AU Small Finance Bank:

AU Small Finance Bank Limited (AU Bank) is a scheduled commercial bank and a Fortune India 500 Company. Starting its journey from the hinterlands of Rajasthan, today AU Bank is the largest Small Finance Bank with a deep understanding of the rural and semi-urban markets that has enabled it to build robust business model facilitating inclusive growth. With 25+ years legacy of being a retail focused and customer-centric institution, AU started its banking operations in April 2017 and as on 30th June 2021, it has established operations across 758 Banking Touchpoints while serving 20.2 Lakh customers in 15 States & 2 Union Territories with a employee base of 23,486 employees. The Bank has a net worth of ₹ 6,490 Cr,



deposit base of ₹ 37,014 Cr and net advances of ₹ 33,957 Cr. AU Bank enjoys the trust of marquee investors and is listed at both the leading stock exchanges viz. NSE and BSE. It has consistently maintained a high external credit rating from all major rating agencies like CRISIL, ICRA, CARE and India Ratings.