AU SMALL FINANCE BANK
A SCHEDULED COMMERCIAL BANK

Ref. No.: AUSFB/SEC/2023-24/169
Date: September 18, 2023

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**

Dear Sir/Madam,

Sub: Press Release - AU Small Finance Bank unveils "Swadesh Banking" to enhance financial inclusion and emphasize rural focus

Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")

Pursuant to Regulation 30 of the Listing Regulations, 2015, please find enclosed press release regarding AU Small Finance Bank unveils "Swadesh Banking" to enhance financial inclusion and emphasize rural focus.

This is for your information and records.

Thanking You,

Yours faithfully,
For AU SMALL FINANCE BANK LIMITED

Manmohan Parnami

Digitally signed by Manmohan Parnami
Date: 2023.09.18 11:49:23 +05'30'

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Encl: Press Release

Media Release

AU Small Finance Bank unveils “Swadesh Banking” to enhance financial inclusion and emphasize rural focus

To have a razor-sharp focus on economic development in the rural and semi-urban India by harnessing AU SFB’s 28-year legacy and capitalizing on the on-going formalization in the rural economy blended with growing adoption of the digital landscape

Mumbai, September 18, 2023: AU Small Finance Bank, India's premier SFB, is proud to introduce "Swadesh Banking," a pioneering initiative poised to transform banking in rural India. Swadesh Banking vertical has been strategically designed to leverage AU Small Finance Bank (AU SFB) legacy of financial inclusion, deep understanding of the rural and semi-urban markets combined with its 360-degree comprehensive solutions for the farmers, self-employed personnel, and micro enterprises in India’s Bharat.

With an unwavering commitment to promoting financial and digital inclusion, AU SFB is dedicated to empowering underserved communities and fostering economic growth in rural and unserved areas. Hence, with the introduction of 'Swadesh Banking,' AU SFB will streamline its rural branches, banking outlets, banking correspondents, Financial & Digital Inclusion unit, and Small & Marginal Farmer (SMF) lending units under one umbrella and leadership for the benefit of the Bank’s customers.

Swadesh Banking will bring enhanced focus and will lead to customized banking products, services, and operations to meet the distinctive needs and challenges of rural communities and businesses. This will encompass extending digital solutions to local merchants and shop-owners commonly referred to as micro enterprises, advancing financial literacy and digital inclusion, specialized products for local industries, and nurturing local economic growth.

Advancing the vision of Digital Bharat, AU SFB has made substantial investments in user-friendly digital platforms, with a specific emphasis on enhancing accessibility in rural areas. Its mobile banking app, internet portals, and innovative video banking services have not only enhanced the convenience and accessibility of banking operations and transactions but have also maintained a personal touch. In the past year alone, AU SFB facilitated the opening of over 66,000 accounts through video banking in rural and semi-urban markets, with count of more than 92,000 video banking calls made to cater to its valued customers.

As of now, AU Small Finance Bank has emerged as a transformative force that has fostered social change at the grassroots level. The bank has achieved remarkable milestones, with 94% of priority sector lending, 62% of loans with ticket sizes up to Rs 25 lakhs, and 31% of touchpoints in unbanked rural areas, surpassing regulatory requirements. AU Small Finance Bank is not only fulfilling regulatory mandates but also leading the way in real financial inclusion in rural and semi-urban India.

Master Ji Sultan Singh Palsania, a driving force behind AU's expansion in Rajasthan, has assumed the role of National Head of Swadesh Banking. In this capacity, he is entrusted with the task of making a significant impact in rural and semi-urban areas through the bank's comprehensive range of financial services.

Furthermore, the consolidation of Swadesh Banking, Government Business, Wholesale Deposits, and Cooperative Banking is aimed at fostering greater synergy within the bank, all under the leadership of **Mr. Shoorveer Singh Shekhawat**. In this revamped structure, Mr. Shekhawat, will continue reporting to **Mr. Uttam Tibrewal,** the Executive Director of the Bank.

Speaking on the development **Mr. Sanjay Agarwal, Founder and MD & CEO of AU Small Finance Bank,** remarked, "*Drawing upon our 28 years of experience in deciphering rural economies, we have showcased a profound grasp of rural insights through our diverse initiatives, community interactions, and workshops, thereby delivering through the cycles and establishing a financial inclusion model which is scalable and sustainable. We have meticulously crafted Swadesh Banking to bring enhanced focus on the rural customer by harnessing our own extensive and collaborating with the larger ecosystem to propel local businesses into triumphant narratives, ultimately elevating the socio-economic landscape of our nation*."

He further added that, "*With Swadesh Banking, our vision is clear i.e., to empower every corner of rural India with tailored financial solutions that ignite progress and prosperity. This initiative is more than just banking; it's a commitment to amplify opportunities, cultivate self-reliance, and pave the way for a brighter future in every village and town*."

About AU Small Finance Bank:

AU Small Finance Bank Limited (AU SFB) is a scheduled commercial bank and a Fortune India 500 Company. Starting its journey from the hinterlands of Rajasthan, today AU SFB 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 28 years legacy of being a retail focused and customer-centric financial institution, AU started its banking operations in April 2017 and as on 30th June 2023, it has established operations across 1,038 banking touchpoints while serving 41.3 Lac+ customers in 21 States & 3 Union Territories with an employee base of 28,446 employees.

As on 30th June 2023, the Bank has a net worth of ₹ 11,379 Crore, deposit base of ₹ 69,315 Crore, Gross Advance of ₹ 63,635 Crore and a Balance sheet size of ₹ 91,583 Crore. AU SFB enjoys the trust of marquee investors and is listed at both the leading stock exchanges viz. NSE and BSE. It has consistently maintained high external credit Rating from all major rating agencies like CRISIL, CARE Ratings and India Ratings.

For Media Inquiries, Please Contact:

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