

SEC/LODR/362/2025-26

January 06, 2026

The Manager The National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (E), <u>Mumbai – 400 051.</u>	The Manager Department of Corporate Services BSE Limited, Phiroze Jeejeebhoy Towers, Floor 25, Dalal Street, <u>Mumbai – 400 001</u>
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Re: Scrip Symbol: FEDERALBNK/ Scrip Code: 500469

Dear Madam/ Sir,

Sub: Press Release

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Press Release on the New logo of the Bank.

The same is also being made available on the website www.federal.bank.in

Kindly take the same on record.

Thanking you,

Yours faithfully,

For The Federal Bank Limited

Samir P Rajdev
Company Secretary

06th January 2026

Press Release

Federal Bank Unveils the Fortuna Wave

Mumbai: Federal Bank unveiled The Fortuna Wave, its refreshed brand identity that reflects the Bank's evolution and desire to be contemporary and future-ready respectively. The launch took place in the presence of the Bank's Leadership and the Brand Ambassador Ms Vidya Balan at Mumbai.

Refreshed for Salience to Success.

The Fortuna Wave, represents Authenticity, Prosperity and Togetherness, the Bank seeks for and from its Customers, Investors and Employees. The intent behind the refresh was to enhance the recognition and differentiation for the Federal Bank Brand. This will ensure a distinct, coherent, and continuous visual language across their physical and digital assets. The design aesthetics support the Brand to imprint itself in a contemporary manner amongst the next generation of Customers. The new identity is reflective of the Bank's steady progression from a locally trusted brand to a national player with an increasing global presence in key businesses and markets.

Consumers, Businesses and Markets.

The brand refresh comes on the back of a strong push to increase wallet share across customer segments, scale new business, and leverage technology to create experiential differentiators. It is also aligned with our efforts to strengthen on-ground market presence—bringing emerging markets into prominence and enabling established markets to evolve into dominant contributors to the Bank's portfolio. The Bank recognises that a brand refresh will enable easier and more consistent connection across these three variables, which need to be addressed simultaneously.

Foundation Focus. Future Fresh.

Federal Bank's strength has been its multi-generational relationships and years of being in franchise in key geographies of India. All through its evolution the Brand has taken efforts to be Human at the Core, Digital at the Fore™. The Bank has achieved a balance between being the 'Go-to friend' and technologically progressive company, and in doing so, earned the trust

of the customers, shareholders and employees. The Brand refresh leans into the strengths while vaulting it for continued present day credibility and visibility. The “familiar yet fresh” look carries forward the legacy that generations of customers recognise, while aligning with the aspirations of a younger, digitally empowered audience.

Action oriented Aesthetics.

The word mark – *FEDERALBANK*, now has a more fluid, forward and round edge approach. These symbolise being approachable, ready with solutions and welcoming everyone with high levels of service delivery. The upper case has given way to well-rounded typeface which balances sharpness with warmth- symbolising precision without authority. Retaining the italicised style preserves the Bank’s unique visual DNA, and the familiar yellow underline continues to stand for partnership and support- reinforcing the Bank’s role as a trusted platform for customers. The boxed structure has been freed, allowing the logo to adapt fluidly across mediums and digital touchpoints.

Federal Bank



Federal Bank Logo

Ubiquitous Insignia

The Fortuna Wave is the brand’s insignia which is redefined and modernised as a central asset to all outreach and engagement efforts. The three waves represent authenticity, togetherness, and prosperity; the values that guide Federal Bank’s journey of progress. The emblem serves as a symbol of collective growth, optimism, and forward movement. Simplified for seamless digital expression, the insignia now becomes a living vessel for the brand’s storytelling.





Fortuna Wave



Fortuna Wave

Upending the Brand.

The new logo and insignia enhance visibility, legibility, style, tone, colour usage and adaptability. It underlines the warmth and approachability of the Bank's Business Philosophy. The sentence-case format has given way to balance between professionalism and friendliness.

The Fortuna Wave will have multiple variations optimized for different backgrounds, contexts and moment marketing initiatives. This flexibility ensures consistent brand representation across digital and physical touchpoints.

The primary colours are more distinct, vibrant, and youthful, ensuring that the brand stands out to establish a strong, standalone identity. The updated palette reflects its commitment to a modern, dynamic brand image while preserving the essence of trust and reliability associated with the BFSI sector.

Commenting on the brand refresh, the MD & CEO KVS Manian said:

"Our refreshed brand identity represents a gentle evolution rather than a change in direction. This renewed expression brings a more contemporary and dynamic presence. It signals our preparedness for the future, without losing sight of the principles that have always defined us. While the look and feel have been renewed, the heart of Federal Bank remains the same. The core values that have shaped us over decades—trust, authenticity, and a deep commitment to our customers—continue to guide us".



Speaking on the Brand intent, the Chief Marketing Officer M V S Murthy said, "Being a legacy brand gives us a vantage point to bring the best of our past, into the present and fuel our future progress. Across the time lapse, a Brand Refresh is a great opportunity to be contemporary as we enhance our product and service propositions. Visual connect, though has many an unspoken word, it is the first impression for a brand. Discerning generation of customers coming up seek for more intuitive expressions of communication. Our refreshed identity morph into the Fortuna Wave promise Authenticity, Prosperity and Togetherness. These are Brand Values we cherish and demonstrate our intent through our engagements and experiences curated out for the Brand."

Vidya Balan, the Brand Ambassador during the event said, "Federal Bank reflects an institution secure in its foundations, clear in its direction, and committed to building a strong, sustainable franchise for the future. In my profession, there is a constant need to refresh and reinvent oneself. You are as good as your last hit. I feel overjoyed when the Brand whom I represent, take equal amount of conscious effort for strengthening relevance. Their effort comes at a time when discernment is sharp amongst audiences."

The refreshed identity was shaped in close collaboration with Sideways, bringing together strategic clarity and creative expression to articulate Federal Bank's evolving role as a digitally confident, nationally present institution with human connection at its core.

Sharing perspective on the brand's evolution, the founder of Sideways, Abhijit Avasthi, said, "At Sideways, our role was to help Federal Bank express who it has already become. This refresh is not a reinvention but a considered evolution: one that carries forward the trust the Bank has built over decades while giving it a more contemporary, digital-first expression. Every element of the identity was designed to balance progress with familiarity, ensuring it feels confident and future-ready without losing its human core. The result is a brand that is clear in its purpose, secure in its foundations, and ready to serve a growing, changing nation."

About Federal Bank

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank. The Bank's total business mix (deposits + advances) stood at ₹ 5.33 Lakh Crore as on 30th September 2025. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 15.71% as on 30th September 2025. 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 TecCity (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.

