

March 15, 2023

<b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra Kurla Complex (BKC) Bandra (East) Mumbai - 400051	<b>BSE Limited</b> Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001
<b>Symbol : EQUITASBNK</b>	<b>Scrip Code : 543243</b>

Dear Sir

**Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press release dated March 15, 2023**

With reference to the captioned subject, please find enclosed our Bank's Press Release dated March 15, 2023 titled "Equitas Small Finance Bank joins hands with Royal Challengers Bangalore for T20 League 2023"

Kindly take the above information on record.

Thanking you,

Yours faithfully,

For Equitas Small Finance Bank Limited

**N Ramanathan**  
Company Secretary

Encl :./a/a



## Equitas Small Finance Bank joins hands with Royal Challengers Bangalore for T20 League 2023

**India, March 15, 2023:** Equitas Small Finance Bank partners with India's most beloved T20 team – Royal Challengers Bangalore aka RCB as their '**Proud Banking Partner**' for the 2023 season of T20 League. This is to further add Bank's brand ethos of being "The Progressive Bank behind Progressive Champions" and aligns with RCB's all-time motto of being the progressive players in the game.

The RCB team will don the Equitas Small Finance Bank logo on the lead trousers as part of the team's jersey. This partnership campaign will be aimed to communicate that Equitas has been playing a progressive role in transforming the lives of individuals through their lending and social responsibilities of 'Beyond Banking'.

Equitas customers in Bangalore primarily enjoy some of the key benefits like higher interest on savings and FDs/ RDs, contactless video KYC service, no maintenance charges on savings accounts, free online fund transfers and so on. These offerings aim to motivate the savers' segment and build stronger communities, phygitally across India in a seamless and agile manner.

**Mr. Murali Vaidyanathan, Senior President and Country Head, Equitas Small Finance Bank said,** *"Equitas Small Finance Bank is excited to partner with a team like Royal Challengers Bangalore, which has a huge fan-following across the world. RCB takes pride in their synergy with fans, and this is also aligned to the core values of Equitas of taking pride of performance and synergies. While the team is renowned to have the favourite faces of the cricket industry, the team is also known to have recorded the highest totals and viewership out of all teams across 15 seasons. Through this association, we are happy to show our support to this progressive team and fellow citizens who have faith in RCB as champions. The brand partnership promotes our campaign 'Progressive Bank behind Progressive Champion' through cricket - the mode of entertainment that nourishes our relationship with the customers with engagement. We are a new-age bank that goes beyond banking to understand the evolving needs of the customer through an ideal platform to build a sustainable society and a responsible tomorrow."*

Speaking on the occasion, **Rajesh Menon, Vice President & Head of Royal Challengers Bangalore,** said, "We are pleased to partner with Equitas, a leading financial player, with a history of investing in cricket. We look forward to executing a mutually beneficial partnership that lasts for a long -term."

At present, Equitas has 10 branches across Bangalore serving over 1.7 lacs happy customers with the help of 170 employees and looks forward to further strengthening the relationship with the RCB supporters in and around Bangalore.

### **About Equitas Small Finance Bank Limited [ESFB]**

Equitas Small Finance Bank is one of the largest small finance banks in India. As a new-age bank, we offer a bouquet of products and services tailored to meet the needs of our customers – individuals with limited access to formal financing channels, as well as affluent and mass-affluent, Small &

Medium Enterprises (SMEs) and corporates. Our firmly-entrenched strategy focuses on providing credit to the unbanked and underbanked micro and small entrepreneurs, developing products to address the growing aspirations at the 'bottom of the pyramid', fueled by granular deposits and 'value for money'.

### **About Royal Challengers Bangalore**

The Royal Challengers Bangalore (RCB) is owned by Royal Challengers Sports Private Limited, a subsidiary of Diageo India. The Royal Challengers Bangalore (often abbreviated as RCB) are a franchise cricket team based in Bangalore, Karnataka, that plays in the Indian Premier League (IPL). One of the original ten teams, the team has made three final appearances in the IPL and reached the Playoffs for three consecutive years in 2020, 2021 and 2022. The squad consists of a fine blend of proven stars of the international arena and emerging talent.

Royal Challengers Bangalore won the rights to own and operate a team in Women's Premier League with a bid of 901 Crores in January 2023. RCB shaped a bold squad in the auction with the buy of distinguished Indian opener Smriti Mandhana (INR 3.40 CR), who also happened to become the most expensive buy not only at WPL but among all other women's cricket leagues in the world.

RCB has evolved in their journey of brand building with multiple business ventures like RCB Hustle (a fitness product by RCB), Dash of RCB, a premium line of non-alcoholic mixer which is launched as an extension to already successful venture, RCB Bar & Café. Dash of RCB is the first of other Fast-Moving Consumer Goods options that the cricket brand has launched. The next in line is Dash of RCB – Bar Snacks, Uncut by RCB – a plant-based meat product, soon to be launched.

RCB has adopted the philosophy #PlayBold which resonates both on and off the field - Defeats don't defeat us, the Challenger Spirit keeps us alive'. Download RCB Mobile Application to know more.

Please reach out to [equitaspr@adfactors.com](mailto:equitaspr@adfactors.com) for further queries.