

March 23, 2021

The Secretary National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex Mumbai - 400051	The Secretary BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001
Symbol : EQUITASBNK	Scrip Code : 543243

Dear Sir/ Madam

Sub: Intimation under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015,

Please find enclosed Press Release dated March 23, 2021 titled "Equitas Small Finance Bank renews partnership with Chennai Super Kings for IPL 2021" which is being released for publication.

Kindly take the above information on record.

Thanking you.

Yours truly
For Equitas Small Finance Bank Limited

Sampathkumar K R
Company Secretary



Equitas Small Finance Bank renews partnership with Chennai Super Kings for IPL 2021

~Appointed as the 'Official Retail Banking Partner' of the team

Chennai, March 23, 2021: Equitas Small Finance Bank has renewed its partnership with Chennai Super Kings for the IPL season 2021. It will be the '**Official Retail Banking Partner**' for the team. In line with the brand ethos and the logo positioning at the back of the helmet & cap, it is also going to launch a new campaign titled "**The Bank Behind Every Champion**".

Chennai Super Kings team will sport the Equitas SFB logo on the back of the helmet and the cap as part of the team jersey. The new campaign will be aimed to communicate that, Equitas has been transforming lives of individuals through their lending and social responsibilities over time with the support and funds of people who are banking with them. Equitas Small Finance Bank has been previously associated with the three-time IPL champions from season 2018-2020.

Through this association, the bank wants to bring forth some of the key benefits of banking with them which includes up to 7% interest on savings, contactless video KYC service, no maintenance charges on savings accounts, free online fund transfer, reward points on all debit card spends thereby transforming lives of customers with the aim to build stronger communities.

Mr. Murali Vaidyanathan, President & Country Head- Branch Banking, Liabilities, Product & Wealth, Equitas Small Finance Bank Limited said, "Equitas Small Finance Bank is delighted to associate with a champion team like Chennai Super Kings again. Through this partnership, we will be able to deepen our association and extend our reach to a diverse segment of our population. The new campaign is in line with the philosophy of our brand, which will provide us an ideal platform to build a sustainable society and a responsible tomorrow."

Speaking about the association, Chennai Super Kings CEO KS Viswanathan said: "I'm delighted Equitas has extended our partnership and we look forward to welcoming those who bank with them into CSK family of fans. We have had a good association over the years, including being champions in the first season of our partnership in 2018 and are thankful for their continued support."

About Equitas Small Finance Bank:

Equitas Small Finance Bank Limited is the largest SFB in India in terms of number of banking outlets, and the second largest SFB in India in terms of assets under management and total deposits in Fiscal 2019. (*Source: CRISIL report*). As of September 30, 2019, its distribution channels comprised 853 Banking Outlets and 322 ATMs across 15 states and union territories in India. Its focus customer segments include individuals with limited access to formal financing channels on account of their informal, variable and cash-based income profile. It offers a range of financial products and services that address the specific requirements of these customer segments by taking into account their income profile, nature of business and type of security available. Its asset products are suited to a range of customers with varying profiles. These include provision of small business loans comprising loan against property, housing loans, and agriculture loans to



micro-entrepreneurs, microfinance to joint liability groups predominantly comprising women, used and new commercial vehicle loans to drivers and micro-entrepreneurs typically engaged in logistics, MSE loans to proprietorships, and corporate loans. On the liability side, its target customers comprise mass and mass-affluent individuals to whom the Bank offers current accounts, salary accounts, savings accounts, and a variety of deposit accounts. In addition, it also provides non-credit offerings comprising ATM-cum-debit cards, third party insurance, mutual fund products, and issuance of FASTags.