

## IDFC FIRST Bank becomes the Official Banking Partner for Mumbai Indians

**Mumbai, March 15<sup>th</sup>, 2022:** IDFC FIRST Bank, announced its three-year partnership with Mumbai Indians today. Beginning this season, IDFC FIRST Bank will be the Official Banking Partner and marks IDFC FIRST Bank's debut in cricket partnerships.

IDFC FIRST Bank is the first universal bank in India to introduce services such as Monthly Interest Credits on Savings Account, Zero charges on all Savings Account Services and customer-friendly features like lifetime free Credit Cards with never expiring reward points, etc. Similarly, Mumbai Indians is one of the best cricket franchises across the globe with 7 titles to their credit.

The partnership between IDFC FIRST Bank and Mumbai Indians brings together two strong brands with a shared commitment to values, ethical practices, social responsibility and digital innovation.

Together, IDFC FIRST Bank and Mumbai Indians can leverage their strengths and expertise to create unique experiences for their customers and fans. The partnership also aims to promote social initiatives and drive positive change.

One of the philosophies that IDFC FIRST Bank is built on is Social Good and through their CSR initiatives enables various NGOs. Being a disruptive Bank in the industry, this partnership is a natural fit. Through this partnership, IDFC FIRST Bank aims to reach out to all the cricketing fans and create awareness on how they can #GetMore from their bank.

Commenting on this partnership, **Madhivanan Balakrishnan, COO, IDFC FIRST Bank** Spokesperson said, *"We are delighted to partner with Mumbai Indians as their Official Banking Partner. This is a team that packs energy and entertainment in every game that they play and are celebrated by fans across the country. IDFC FIRST Bank believes in delivering more to its customers through unique offerings and by putting them first. This partnership is a step in that direction."*

On the long term partnership, a Mumbai Indians spokesperson said, *"We welcome IDFC FIRST Bank to the #OneFamily and look forward to working closely with them. Mumbai Indians have become the preferred platform for brands to reach a global cricket audience and for IDFC FIRST Bank to choose to make their debut with us, is a privilege."*

Over the years, Mumbai Indians has built a strong global fan base by becoming the most followed T20 franchise. With various marketing campaigns and unique product offerings, IDFC FIRST Bank has become one of the front runners in the banking industry. Just like Mumbai Indians play for their fans, IDFC FIRST Bank constantly builds solutions which are customer first.

This partnership is not the first time IDFC FIRST Bank is partnering with a sports IP. IDFC FIRST Bank has always hand-picked high impact sporting events like the marathons across the country and now, cricket. This partnership will give IDFC FIRST Bank a great opportunity to connect with cricketing fans across the world.

### **About IDFC FIRST Bank**

IDFC FIRST Bank is a universal Bank formed by the merger of erstwhile IDFC Bank, promoted by renowned infrastructure financing institution IDFC Ltd. and leading technology NBFC, Capital First. IDFC FIRST Bank has provided over 30 million loans in its combined history and serves customers in over 60,000 villages, cities and towns across the length and breadth of the country. The Bank's vision

is to “build a world class bank in India, guided by ethics, powered by technology, and to be a force for social good”. Our mission is to touch the lives of millions of Indians in a positive way.

The Bank’s tagline is “Always You First”, where “You” refers to the customer. The bank believes in making customer-first products and was the first universal bank to offer monthly interest credit on savings accounts, first bank to announce ZERO FEES on Savings accounts, first bank to issue life-time free credit cards with no minimum spend conditions, first bank to offer dynamic and low APR rates, evergreen rewards points, and many other such interesting products.

IDFC FIRST Bank serves customers across the length and breadth of the country and has expanded to 707 branches, 253 asset service centers, 867 ATMs, a next-generation net and mobile banking platform and 24/7 Customer Care services.

Since the merger with Capital First in 2018, the Bank has successfully transformed from an infrastructure and corporate financing institution to a retail financial institution, where over 80% of the loan book is now constituted by retail and commercial loans. On the deposits side, 77% of the deposits as of December 2022 is from retail customers, as compared to 27% at the time of merger. The bank has a balance sheet of Rs. 2,21,374 crore (December 31, 2022).

IDFC FIRST Bank is committed to bring high-quality banking at affordable rates to India. Apart from retail loans and deposits, the Bank also offers high quality technology-enabled corporate banking solutions, contemporary cash management solutions, fleet card and FASTag solutions and wealth management solutions.