



CS Ghosh
Chairman
Bandhan Bank

Bandhan Bank hopes to come up as the rich bank for everybody, particularly the poor people. Therefore, we needed to change our brand positioning and also needed to change our logo and tagline



Mithun Sancheti
Chief executive officer
Caratlane

We are not looking at funding right now. We will break even in the next two years with the available funds. Raising more funds essentially means giving out your equity to investors, which raise interference into the management of a firm



Joe King
Head
Audi India

The new Audi A6 Matrix sets new standards in innovative technology that makes the sedan even more efficient, more powerful, more intuitive and more sophisticated than ever



Anand Mahindra
Chairman
Mahindra Group

We are honoured by this opportunity to drive financial inclusion across India through technology. We will use the 'click and brick' model to ensure easy accessibility for every user of this new payment bank

Bandhan Bank aims at brand repositioning

From 'hope for the poor' to *aap ka bhala, sab ki bhalai*

RITWIK MUKHERJEE

Kolkata

ATTEMPTING a brand repositioning, Bandhan Bank is changing from english to hindi. From *hope for the poor* to *aap ka bhala, sab ki bhalai*, the country's largest micro finance institute seeks to change tack as its youngest bank on August 23.

With a brand new logo, the hindi tagline will drive out the 12-year old English tagline, 'hope for the poor'.

Like the new logo, an image of the traditional Indian *diya*, Piyush Pandey, executive chairman and creative director, South Asia, Ogilvy and Mather, and his team, has also developed the new tagline.

Chandra Sekhar Ghosh, managing director and CEO of Bandhan Bank, told *FC* that the "Bandhan Bank hopes to come up as the rich bank for everybody, particularly the poor people. Therefore



New agenda

- this new catch line, what we are trying to communicate to our target group is that an individual's well being leads to society's welfare, if planned and executed properly
- The bank will start off with 501 branches on August 23 while another 150-odd branches will be thrown open over the next one month and the team is working on 1.30 crore account applications and enquiries

we needed to change our brand positioning, our logo and tagline. Through this new catch line, what we are trying to communicate to our target group is

that an individual's well being leads to society's welfare, if planned and executed properly. Well-being at the micro level leads to welfare at the

macro level. If you do banking with us, you will earn interest, be better-off and your deposit will be utilised elsewhere through which borrowers will benefit."

The bank will start off with 501 branches on August 23 while another 150-odd branches will be thrown open over the next one month. "While the team is working on 1.30 crore account applications and enquiries, it looks like we can start with nearly 80 lakh account holders," Ghosh said.

Talking about the bank's new visual identity, Piyush Pandey said, "When you see the logo with the catch line, you will notice extensive use of red, a colour associated with all that's auspicious. The flame of the 'diya', the other part of the visual identity, symbolises a ray of hope, a new morning. Between the red colour and the flame, the Bandhan Bank logo holds the promise of good things to look forward to."

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