



Bandhan Bank appoints Rahul Parikh as Chief Marketing & Digital Officer

Bank further strengthens core management team with appointment of senior executive who will lead digital banking, customer experience, and marketing

September 29, 2020: Bandhan Bank, the universal bank with inclusive banking at its core, has recently appointed Rahul Parikh as Executive President and Chief Marketing & Digital Officer.

Digital channels in financial services are transforming customers' behaviour and experience. Especially in banking, customers are adopting digital services at a very high rate, which has accelerated in the last few months. In an effort to build a world-class bank of the future and support its plans of realising exponential growth, Bandhan Bank is committed to broadening its digital presence.

Rahul will be responsible for the Digital Banking Business P&L and for building a strong digital backbone to support the bank. He will lead the Marketing function of the Bank, which focusses on furthering brand equity by improving brand salience, customer experience, customer engagement and product marketing.

Rahul has a rich experience of 21 years spanning multiple strategic roles across financial services firms. He has extensive expertise in building and growing asset management and wealth management businesses across physical and digital. He comes to Bandhan Bank from Roots Ventures, where he was a Partner and responsible for driving AMC strategy, fund raising, supporting deal-making and investee company operations.

Previously, Rahul was the Chief Executive Officer at Bajaj Capital Ltd., where he transformed the organisation by building strong capabilities in areas of digital, marketing, technology, research and advisory, and risk management. Prior to Bajaj Capital, Rahul had held multiple leadership roles at Aditya Birla Financial Services (now Aditya Birla Capital), including that of the Head of Aditya Birla Money MyUniverse, where he spearheaded the category creation of the online personal finance space in India for digitally savvy customers.

Rahul has won numerous external recognitions for his work winning various awards for his pioneering and cutting edge work at his previous organizations. He will be based out of the Bank's headquarters in Kolkata and will report to Chandra Shekhar Ghosh, Managing Director and Chief Executive Officer.

"I am pleased to welcome Rahul to the Bandhan Bank family. As a young universal bank, digital technology plays a vital role in the way our customers experience our Bank and how we fulfil their expectations. At the same time, having completed five years of our operations, we need to drive our marketing initiatives to support and add value to the strategic roadmap that we have for the Bank. I am sure that Rahul, with his years of experience and expertise, will successfully lead the functions to create value for the customers of the Bank," said **Chandra Shekhar Ghosh**.

**About Bandhan Bank**

Bandhan started in 2001 as a not-for-profit enterprise that stood for financial inclusion and women empowerment through sustainable livelihood creation. It turned into an NBFC a few years later but the core objective remained financial inclusion. When Bandhan Bank started operations on August 23, 2015, it was the first instance of a microfinance entity transforming into a universal bank in India. On the day of launch itself, Bandhan Bank started with 2,523 banking outlets. Bandhan Bank is driven by a constant desire to serve better. It offers world-class banking products and services to urban, semi-urban and rural customers alike. In the last few years of operations, Bandhan Bank has spread its presence to 34 of the 36 states and union territories in India with 4,559 banking outlets serving 2.03 crore customers, as on June 30, 2020. With its experienced management, diversified team and well entrenched distribution, Bandhan Bank is well poised to meet the aspirations of its customers and stakeholders.

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