

Bandhan Bank's #UnstoppableNaari campaign

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KOLKATA, MARCH 19/--/Bandhan Bank launches the #UnstoppableNaari campaign with a film inspired by real women who started their entrepreneurial journey with Bandhan Bank. Bandhan Bank, from the very beginning, has worked on the conviction that empowering women with entrepreneurial capabilities has a multiplier effect in bringing social change. And, over the years, the Bank has been dedicated in supporting women from not-so-privileged backgrounds to help them realise their dreams. With #UnstoppableNaari, they showcase the stories of these extraordinary women, who have

fulfilled their aspirations and turned their lives around with Bandhan Bank by their side. To celebrate the stories of transformation of these women, Bandhan Bank and digital agency - Kinnect, have created a heartwarming film that depicts inspirational stories of women who overcame challenges and became successful entrepreneurs, bringing not just a positive change in their families but in society at large. The film shows a true representation of today's woman - independent, driven, and strong. The film exhibits the stories of three real women - Sangeeta, Ruma and Ramita - who tided over the challenges to successfully lead an entrepreneurial journey that inspires many other women to live their dreams.