

Bandhan Bank brings on board Zubeen Garg as its brand ambassador in Assam

The well-known singer, composer and actor released his new song, capturing Assam's essence, heritage and culture, courtesy Bandhan Bank

Guwahati, October 25, 2021: Bandhan Bank, a universal bank with inclusive banking at its core, announced on Monday that renowned singer, actor and composer, Zubeen Garg, will be the brand ambassador for the Bank in Assam. The Bank's association with the talented composer, musician, actor and film maker reflects a common passion for reaching out to the people of Assam – from all walks of life – and making a positive impact on their lives in multiple ways.

This association is a landmark one for Bandhan Bank as this is the first time ever that the Bank has associated with a brand ambassador since its inception six years back.

To mark the commencement of this association, Zubeen has released his new music video which showcases diverse elements of Assamese culture and heritage. The song and video have been produced courtesy of Bandhan Bank. Titled: '*Axom amaar mone praane, milicho akei shuror bandhane (Assam is in my mind and soul, and bound together by the bond of music),*' the song is a melodious blend of the different kinds of folk music native to Assam. These include *Bihu* folk music, folk songs from the tea gardens, *Goalparia Gaan* and *Hostir Gaan*.

The music video captures Assam's essence and showcases the state's traditions, culture and abundant natural beauty. The video, which features Zubeen in various picturesque locations, has been shot across locations that lend Assam its unique character, including the Kaziranga forest, by the Brahmaputra river, in paddy fields and in the tea gardens.

The music video has been shot by a crew comprising local Assamese talent. The music has been composed by Shekhar Jyoti Goswami. Sasanka Samir is the Assamese lyricist for the song.

The song and music video were launched by Bandhan Bank, and shared by Zubeen on his social media platforms, including YouTube, Facebook, Instagram and Twitter. The song will also be available for online streaming.

Over the last two decades, Bandhan has sought to empower people, especially women, by helping them build sustainable livelihoods through access to formal financial services. Bandhan Bank is privileged to have earned the trust of its 20.47 lakh customers in Assam, who it serves through 471 banking outlets. Bandhan has also touched the lives of over 4 lakh beneficiaries through its community development programmes in Assam, in the fields of education, health, livelihood promotion, enterprise development, financial literacy, skill development and employment generation.

"Bandhan has a deep-rooted association with the state of Assam and its people. It's been our mission to serve the people of the state and help fulfil their aspirations, and catalyse their holistic development through a combination of financial services and community development initiatives. We are privileged to have received the love and trust of the citizens of the state. When it comes to receiving the love and affection of the state of Assam, Zubeen da's name would be among the first few. Through his music, films and philanthropy, Zubeen da has become a household name in Assam, and earned the respect



and goodwill of people of all ages and cultures in the state. Associating with Zubeen da was therefore a natural decision, and the song and music video are our tribute to the people of this culturally rich state,” said **Apurva Sircar, Head – Marketing, Bandhan Bank.**

Speaking about the song and his association with Bandhan Bank, **Zubeen said:** *“I am fortunate and indebted to my lovely people of Assam for showering their love and affection on me. In whatever I do, I keep them in my thoughts. My association with Bandhan Bank is a logical one since they also have a strong connect with the state of Assam and have been empowering the people of the state to transform their lives and that of their families. There is a lot in store as a part of this association and I look forward to working with Bandhan Bank.”*

In addition to the song and music video, Bandhan Bank will also embark on a campaign featuring Zubeen, to be run across television, print, OOH, radio and digital media.

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 5,574 banking outlets serving 2.35 crore customers. (As of June 30, 2021)

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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