

Media Release

Bandhan Bank unveils its sonic identity, 'Call of Bandhan'

Kolkata, August 24, 2023 – Bandhan Bank announced the launch of sonic identity on the occasion at the Bank's eighth-anniversary celebration. This sonic identity, 'Call of Bandhan', has been composed by renowned nationally acclaimed sound designer and renowned music composer and, Amit Trivedi.

This musical piece is more than just a tune; it is a melody representative of what Bandhan Bank stands for - empowerment, freedom, inclusivity and warmth. In a world where multiple media with various sensory cues help build recall, Bandhan Bank has added a sonic identity to its brand assets to remind audiences of the brand.

Sharing his thoughts, **Amit Trivedi** said, "It's a matter of great privilege and honour for me to compose the 'Call of Bandhan' which will be a part of Bandhan Bank's identity. I found Bandhan Bank's story very inspiring. With such humble beginnings, today they are among the fastest growing in the country and this transformation is what I have tried to capture through the musical piece. I would urge everyone who likes my music and or appreciates music in general, to listen to it, share it, and live with it... because, well, this really is the Call of Bandhan!"

Apurva Sircar, Head – Marketing, Bandhan Bank, said, "Music has the power to evoke emotions without words. We live in a world where there is an overload of content and brands need to appeal to the audiences quickly by engaging several senses. The 'Call of Bandhan' has been composed keeping this objective in mind. We are deep-rooted in India and Indian culture, yet are a modern bank for all. Amit is a magician and he has captured this attribute of the brand very well. I am confident that the 'Call of Bandhan' will resonate with audiences and help us create a stronger recall."

Commenting on the association, **Pravin Sutar, Creative Head, Leo Burnett Orchard**, Bandhan Bank's creative partner, said, "It is not every day that one gets to work on an assignment as important and exciting as this one. The key task was identifying what the 'Call of Bandhan' needed to capture. For us, it's not just a tune, it's a symphony of empowerment, inclusivity and warmth, the very emotions that Bandhan Bank embodies. I am happy that we worked with an artist like Amit Trivedi who knows the pulse of the Indian music lover."

To hear the Sonic Identity, please scan the QR code below -



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 the 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 35 of the 36 states and union territories in India with 6,140 banking outlets serving 3.07 crore customers.

With its experienced management, diversified team and well-entrenched distribution, Bandhan Bank is well-poised to meet the aspirations of its customers and stakeholders.

For media queries please contact:

Bandhan Bank Limited

Ritesh Mehta, VP – Corporate Communications
ritesh.mehta@bandhanbank.com
9930125097

Apurva Sircar, Head – Marketing
apurva.sircar@bandhanbank.com