

AU Small Finance Bank Limited

Head Office - CP3-232, Industrial Area, Apparel Park,
Jagatpura, Jaipur, Rajasthan, 302022

Corporate Office - 5th Floor, E-Wing, Kanakia Zillion, LBS
road, Kurla West, Mumbai, Maharashtra, 400070

Website - <https://www.au.bank.in/>



AU Small Finance Bank appoints Adfactors PR as Strategic Communications Partner

Mumbai, 17th July 2026: AU Small Finance Bank (AU SFB), India's largest Small Finance Bank and among the first institutions in over a decade to receive *in-principle* approval from the Reserve Bank of India (RBI) to transition into a Universal Bank, has appointed **Adfactors PR** as its strategic communications partner.

As AU SFB's pan-India communications partner, Adfactors PR will lead integrated communications across corporate reputation, leadership positioning, thought leadership, brand storytelling, and strategic media engagement. The mandate will focus on strengthening AU's brand narrative, amplifying its growth story, showcasing its customer-centric and digital-first approach, and reinforcing its role in advancing a more inclusive banking ecosystem.

As AU SFB enters its 10th year as a Bank and prepares for its next chapter of growth, strategic communications will play a vital role in reinforcing institutional trust, enhancing brand salience, and effectively articulating the Bank's long-term vision, purpose, and aspirations to stakeholders across the country.

Commenting on the appointment, **Sanjay Agarwal, Founder, MD & CEO, AU Small Finance Bank**, said, *"AU's journey has been anchored in a customer-first philosophy, prudent growth, and a relentless focus on institution building. As we enter our next phase of growth and evolution, effective stakeholder communication will be critical to strengthening trust, enhancing brand salience, and articulating our long-term vision. Adfactors PR brings deep sector expertise and a strong track record in strategic communications, making them a valuable partner as we continue to expand our national footprint and shape the next chapter of AU's journey."*

Commenting on the mandate, **Madan Bahal, Co-founder and Managing Director, Adfactors PR**, said, *"AU Small Finance Bank has built a remarkable institution grounded in entrepreneurship, customer trust, and consistent execution. We are delighted to partner with AU SFB and look forward to supporting its growth ambitions through strategic counsel, impactful storytelling, and meaningful stakeholder engagement."*

The partnership will leverage an integrated, multi-channel communications approach spanning earned media, digital platforms, leadership advocacy, thought leadership initiatives, and emerging information ecosystems to strengthen AU SFB's reputation, enhance brand visibility, and deepen engagement with key stakeholders, including customers, investors, regulators, employees, and the wider financial community.

About AU Small Finance Bank:

About AU Small Finance Bank AU Small Finance Bank Limited (AU SFB) is a Scheduled Commercial Bank and has established itself as India's largest Small Finance Bank since commencing its banking operations in April 2017. Founded in 1996 by Mr. Sanjay Agarwal, a first-generation entrepreneur, AU is entering its 10th year as a Bank, guided by a deep rooted "Dharma" of customer centric service. Over three decades, AU has built a sustainable and inclusive financial institution that empowers underserved and under reached communities through a robust retail led banking model. The Bank has received an *in-principle* approval from the Reserve Bank of India (RBI) to transition into a Universal Bank. With deep customer insights across India, AU provides comprehensive banking solutions spanning deposits, loans, credit cards, premium banking, remittance services, merchant solutions, insurance, and investments.

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As a tech led bank, AU delivers differentiated digital experiences through innovations such as 24x7 Video Banking, WhatsApp Banking, chatbots, UPI QR solutions, merchant lending, and its award-winning AU 0101 app.

AU SFB's wide network of 2,790 banking touchpoints across 21 States and 4 Union Territories enables service to more than 1.2 crore customers, powered by a workforce of 59,200+ employees. As on 31st March 2026, Bank had shareholders' funds of ₹19,974 cr, deposit base of ₹1,52,661 cr, total loan portfolio of ₹1,40,327 cr and a balance sheet size of ₹1.9 Lac cr+.

For more details, visit: www.au.bank.in | [LinkedIn](#) | [Facebook](#) | [X](#) | [Instagram](#)

About Adfactors PR:

Founded in 1997, Adfactors PR is India's largest PR firm providing reputation management and critical issues counsel. A multi-specialist, full-service firm, Adfactors PR enjoys a market-leading position in multiple practice areas, including reputation, media relations and crisis, financial communications, policy communications, ESG consulting and social impact communications. The firm also has market-leading practices across most key sectors of the Indian economy.

The consultancy serves over 600 retained clients, including many of India's largest conglomerates, financial institutions, and new economy unicorns. It has a staff strength of over 1,400 professionals spread across 15 offices in India, Sri Lanka and Singapore.

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