

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 - www.aubank.in



AU Small Finance Bank brings festive cheer this Holi, offers exclusive savings across groceries, shopping & travel

Curated festive exclusive offers for AU SFB Debit & Credit Card customers

Mumbai, 27th Feb 2026 : AU Small Finance Bank (AU SFB), India's largest Small Finance Bank and the first to receive in-principle approval from the Reserve Bank of India (RBI) to transition into a Universal Bank, today announced a set of **special Holi offers** across grocery, shopping and travel categories. These seasonal offers are designed to help customers celebrate the festival of colours with smarter savings on essential and everyday spending. As families prepare for festive gatherings, home stocking, gifting and travel, AU SFB's Holi offers deliver meaningful value across platforms widely used by modern India. From grocery deliveries to fashion shopping and inter-city travel, the curated benefits allow customers to maximise savings through AU Debit or Credit Cards while enjoying the convenience of digital-first lifestyles.

Holi Offers for AU SFB Customers

Grocery

- **Instamart** – Up to ₹111 off on groceries (Applicable on AU Debit or Credit Cards)
- **Blinkit, Zepto & JioMart** – 5% off on AU Credit Cards

Shopping

- **AJIO** – 10% off on AU Credit Cards

Travel

- **RedBus & AbhiBus** – 10% off on AU Credit Cards*

These offers aim to make festive shopping lighter on the wallet while enabling customers to plan their Holi celebrations with ease and flexibility. The above mentioned offers have gone live and are valid till 31st March 2026.

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 journey in April 2017. Founded in 1996 by Mr. Sanjay Agarwal, a first-generation entrepreneur, AU enters its 30th year of operations with a legacy of deep-rooted "Dharma" of customer centric service—having built, over three decades including more than eight years as a bank, a sustainable and inclusive financial institution that empowers underserved and under-reached communities through a robust retail banking model. AU has received an *in-principle* approval from RBI to transition to a Universal Bank.

With deep customer insight across India, AU provides comprehensive banking solutions across deposits, loans, credit cards, premium banking, remittance services, merchant solutions, insurance, and investments. As a tech-led bank, AU offers differentiated digital experiences through innovations like

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24x7 video banking, WhatsApp Banking, Chatbots, UPI QRs, merchant lending, and its award-winning AU 0101 app.

AU SFB's wide network of over 2,726 banking touchpoints across 21 States and 4 Union Territories enables service to more than 1.25 crore customers, powered by a workforce of 59,800+ employees. As on 31st Dec'25, Bank has a Shareholders Funds of ₹19,085 Cr, Deposit base of ₹1,38,415 Cr, Total Loan Portfolio of ₹1,29,898 Cr and a Balance sheet size of ₹1.74 Lac Cr+.

AU SFB is listed on NSE and BSE and is rated 'AA/Stable' by CRISIL Ratings, ICRA Ltd., CARE Ratings.

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

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