

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



For Immediate Release

AU Small Finance Bank concludes 500+ Hyperlocal Community Activations across India to celebrate Mother's Day



Mumbai, 15th, May 2026: AU Small Finance Bank (AU SFB), India's largest Small Finance Bank and the first institution in over a decade to receive *in-principle* approval from the Reserve Bank of India to transition into a Universal Bank, marked **Mother's Day** through one of its largest nationwide community engagement initiatives, **organising over 500+ hyperlocal activations across India** between 8th and 14th May 2026. The campaign engaged over 40,000 participants - predominantly women, bringing communities together through interactive experiences, appreciation-led engagements, meaningful conversations, and shared moments rooted in gratitude and togetherness.

Designed to celebrate and engage women and mothers through meaningful neighbourhood-led interactions, the initiative was conducted across residential communities, RWAs, corporate parks, customer touchpoints, and local engagement hubs in more than 30 cities nationwide. Over 500+ AU SFB branches participated in the initiative, driving localised activations across key markets spanning across North, South, East, and West India including Delhi NCR, Chandigarh, Lucknow, Jaipur, Udaipur, Ahmedabad, Surat, Mumbai, Pune, Indore, Bhopal, Bengaluru, Chennai, Hyderabad, Kochi, Coimbatore, Kolkata, Bhubaneswar, Guwahati, and several other markets.

In addition to the on-ground community engagements, AU SFB also rolled out a specially curated Mother's Day campaign for its Debit and Credit Card customers, offering exclusive deals and discounts across categories including fine jewellery, wellness, gifting, travel, healthcare, and technology. The campaign brought together 10 renowned brands, extending the celebration beyond physical activations and enabling customers across the country to celebrate the most special women in their lives through thoughtfully curated experiences and offers.

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The initiative reflects AU SFB's continued focus on strengthening community connect and relationship-led engagement through hyperlocal outreach. By taking celebrations beyond digital platforms into neighbourhood communities and customer ecosystems, the Bank aimed to create meaningful experiences rooted in trust, participation, and local engagement, while further deepening community relationships through locally relevant and culturally resonant engagement platforms.

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. The Bank has received an *in-principle* approval from the Reserve Bank of India (RBI) to transition into a Universal Bank. 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+.

AU SFB is listed on NSE and BSE and its fixed deposits are rated 'AA+/Stable' by CRISIL Ratings.

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

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