

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.au.bank.in



For Immediate Release:

AU SFB Launches ‘Global Dreams. Indian at Heart.’, a New Campaign Celebrating NRI Homecomings



National Campaign Video- <https://www.youtube.com/watch?v=HVcyXYpDHeo>

Mumbai, August 26, 2026: For millions of Non-Resident Indians (NRIs), home is far more than a place on the map. It is an enduring emotional connection shaped by family, culture, memories, and the sense of belonging that remains strong irrespective of where life takes them. At its heart, the campaign is a tribute to a sentiment familiar to millions of NRIs: **the world may be where their dreams take shape but home remains where those dreams find meaning.**

Recognising this insight, AU Small Finance Bank (AU SFB), India’s largest Small Finance Bank has launched **“Global Dreams. Indian at Heart.”**, a new brand campaign that celebrates the emotional bond NRIs share with India. The campaign is rooted in a simple yet powerful truth: while Indians living overseas pursue their aspirations across the world, their hearts continue to remain deeply connected to home. The world may be where NRI dreams take shape. India is where those dreams find meaning.

At the centre of the campaign is the universal emotion of **homecoming**. Whether it is returning for festivals, reuniting with loved ones, revisiting cherished memories, or participating in family milestones, the campaign captures the moments that reinforce the enduring connection NRIs maintain with India despite geographical distances.

Unlike festival-led campaigns that are typically limited to a single occasion, **“Global Dreams. Indian at Heart.”** has been conceived as a long-term cultural campaign that can be expressed through multiple homecoming moments celebrated across different regions of India. This approach enables AU SFB to build deeper relevance with NRI communities through local cultural contexts while maintaining a consistent national brand thought.

The first expression of the campaign is built around **Onam**, one of the most significant homecoming occasions for the global Malayali community. Every year, thousands of Malayalis living overseas return to Kerala to celebrate the festival with their families, making Onam a powerful symbol of reunion, belonging, and cultural pride.

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To mark the occasion, AU SFB has released a regional film that captures the anticipation, warmth, and emotional fulfilment associated with returning home for Onam. The film showcases how, despite global careers and international lifestyles, the pull of home remains timeless and deeply personal.



Onam Video: <https://www.youtube.com/watch?v=4BdghwJU26w>

Uttam Tibrewal, Deputy CEO - Retail Banking, AU Small Finance Bank, said, *"For NRIs, their relationship with India extends far beyond financial transactions. It is rooted in family, responsibility, memories, and an emotional need to stay connected with the people and places that matter most. 'Global Dreams. Indian at Heart.' is built on this insight. But AU SFB recognised something equally important; NRIs juggle multiple financial responsibilities across geographies, managing deposits in home currency, securing remittances, investing in family futures, navigating tax implications. This shouldn't be a source of anxiety during homecoming.*

AU SFB's comprehensive portfolio of NRI banking solutions addresses every financial need, enabling customers to stay connected to India with ease and confidence. This enable NRIs to focus on what truly matters; spending meaningful time with family, loved ones, and the communities they cherish. Through this campaign, AU SFB celebrates emotional homecoming moments, all while ensuring your banking is handled with excellence, your family receives your full attention, and your financial peace of mind is guaranteed. That is AU SFB's commitment"

With **"Global Dreams. Indian at Heart."**, AU SFB aims to foster stronger emotional affinity with NRI audiences by telling stories that reflect their lived experiences and enduring connection with India. Beginning with Onam and extending to other significant homecoming occasions across the country, the campaign will continue to celebrate the journeys, aspirations, and relationships that define the modern global Indian.

AU SFB empowers NRI customers through tailored banking solutions, including **competitive FCNR(B) rates (7.40% p.a. for 3-4 years), NRE and NRO Accounts, zero-cost remittance corridors, integrated wealth advisory, 24/7 digital banking (AU 0101 app, WhatsApp,) with multi-currency management** enabling NRIs to manage cross-geography finances seamlessly.

About AU Small Finance Bank Limited

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

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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. 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 2,920 banking touchpoints across 21 States and 4 Union Territories enables service to more than 1.2 crore customers, powered by a workforce of 58,400+ employees. As on 30th June 2026, Bank had shareholders’ funds of ₹20,885 cr, deposit base of ₹1,57,727 cr, total loan portfolio of ₹1,44,250 cr and a balance sheet size of ₹1.9 Lac cr+.

AU SFB is listed on NSE and BSE. Its fixed deposits are rated AA+/Stable by CRISIL Ratings, while its long-term/subordinated debt/Tier II Bonds are rated AA/Stable by CRISIL, CARE and ICRA Ratings. Its short-term rating is A1+ by CRISIL, CARE and India Ratings.

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

For Media Inquiries, please contact:

AU Small Finance Bank Ankit Happy ankit.happy@aubank.in	Adfactors PR Suhanee Shah Email: suhanee.shah@adfactorspr.com
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