



For Immediate Release

AU SFB drops AI-powered Women's Day anthem: "Bharat ki Naari"



Purpose-led Women's Day film celebrates the everyday hustle of India's working women; aligned to AU SFB's women-first 'M' proposition

Mumbai, 6th March 2026: AU Small Finance Bank (AU SFB), India's largest Small Finance Bank and the first in over a decade to receive *in-principle* approval to transition into a Universal Bank, today unveiled "**Bharat ki Naari**," an **AI music video** celebrating the grit, grace, and ambition of India's working women. The anthem aligns closely with the ethos of the Bank's women-focused programme, '**M**'. [Click here for video](#)

Designed for a younger, digitally native audience, the Hinglish rap format captures the fast-paced rhythm of modern work life, while AI-generated visuals bring alive the diverse environments women navigate, from corporate boardrooms to domestic spaces with seamless, high-energy transitions that reflect the speed and complexity of their everyday lives.

Written and performed by music influencer **Trilok India Official**, the bilingual rap narrates a working woman's day - from a 5 AM start to late-night planning sessions, reflecting her ambition, resilience, and the often-invisible "mental load" she carries. Anchored by the powerful refrain, "*I run the show, I break the walls... Bharat ki Naari, I stand tall,*" the anthem celebrates women who navigate multiple roles with confidence and remain the protagonists of their own journeys. It also stands as an ode to every woman, whether a homemaker, working professional, entrepreneur, or caregiver, each shaping her world with strength and purpose.

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



Conceived as AU SFB's tribute to women who balance responsibilities while progressing toward greater independence, the film reinforces the purpose of **'M' a curated solutions exclusively for women**, which encourages financial confidence, digital adoption, and long-term planning among women across India.

Campaign at a Glance

- **Idea & Tone:** A raw, high-energy rap narrative capturing the cadence of today's working woman - work, care, self-care, and financial discipline without sermonising.
- **Craft:** Generative-AI-driven visual storytelling paired with a performance-led hook; bilingual lyrics designed for broad cultural resonance.
- **Concept & Production:** AU Small Finance Bank (Brand) in collaboration with **Trilok India Official**.
- **Brand Linkage:** Strongly anchored in the ethos of **'M'**- confidence, mobility, micro-entrepreneurship, digital money management, and long-term financial wellbeing.
- **Release & Distribution:** Launching **6th March 2026** across AU SFB's owned and social channels.

<https://youtu.be/GK-3tFaLg5w?>

About 'M'

'M' is AU SFB's women-focused banking proposition designed to help women build financial confidence, adopt digital tools for daily money management, access structured credit, and plan long-term wealth creation. [M – Exclusive Banking & Lifestyle Privileges for Women | 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 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 24x7 video banking, WhatsApp Banking, Chatbots, UPI QRs, merchant lending, and its award-winning AU 0101 app.

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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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