

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



For Immediate Release:

AU Small Finance Bank celebrates Sankranti across India with exciting festive offers for its customers

Mumbai, January 09, 2026: AU Small Finance Bank (AU SFB), India's largest small finance bank and the first in a decade to receive RBI's *in-principle* approval for transitioning into a Universal Bank, is celebrating Sankranti with a curated range of festive offers designed to make celebrations more rewarding for customers across the country.

As families across India come together to mark the harvest festival in their own unique traditions, AU SFB is enhancing the festive experience with attractive savings across fashion, electronics, travel, dining, jewellery, and entertainment - helping customers make every moment special.

Sankranti is celebrated under different names across India, such as: Pongal in Tamil Nadu, Lohri in Punjab, Magh Bihu in Assam, Uttarayan in Gujarat, and Makara Sankranti in many other states. The names may differ, but the joy, gratitude, and festive spirit remain the same - and so do these exciting offers for AU SFB customers everywhere.

Festive Shopping & Lifestyle Offers:

- **Fashion & Groceries:** 10% off on AJIO, flat ₹750 off at Spykar, ₹500 off at Flipkart Wholesale, and up to ₹111 off on groceries via Instamart
- **Electronics:** Up to ₹10,000 off on mobiles and electronics at Croma
- **Travel:** Up to ₹10,000 off on flights and holiday bookings via EaseMyTrip, MakeMyTrip, Adani One, Paytm Flights, ixigo and Yatra; plus 10% off on bus tickets via Abhibus
- **Dining & Entertainment:** Up to ₹1,000 off with District by Zomato, up to ₹111 off on Swiggy, 20% off on Zomato orders, and up to 50% off on movie tickets via BookMyShow and District by Zomato
- **Jewellery:** Flat ₹6,000 off on studded and diamond jewellery and 20% off on making charges for gold jewellery at Kalyan Jewellers; flat ₹1,000 off on silver jewellery at GIVA

These festive offers are available for a limited period during the Sankranti celebrations and are applicable on select AU Credit and Debit Cards, with applicability varying by card type. For complete offer details, terms & conditions, please visit offers.au.bank.in or explore the **AU 0101 App**.

Uttam Tibrewal, ED & Deputy CEO, AU Small Finance Bank, said, *“Sankranti is a celebration of harvest, gratitude, and new beginnings - values that resonate deeply with us at AU Small Finance Bank. We are delighted to bring these festive offers to our customers across India, making everyday spending more rewarding during this special time. As we progress towards becoming a Universal Bank, our focus remains on creating experiences that go beyond banking and add real value to our customers’ lives.”*

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**About AU Small Finance Bank:**

AU Small Finance Bank Limited is a Scheduled Commercial Bank and India's largest Small Finance Bank. Since its transition to a bank in 2017, AU SFB has built a diversified retail banking model, offering deposits, loans, credit cards, investments, and insurance - supported by digital innovations like 24x7 Video Banking, AU 0101 App, and WhatsApp Banking. AU SFB combines trust and technology to deliver banking that is accessible, rewarding, and designed around customers' aspirations.

With a network of over 2,626 banking touchpoints across 21 States and 4 Union Territories, AU SFB serves more than 1.2 crore customers, powered by a workforce of 57,800+ employees. As of September 30, 2025, the Bank has Shareholders' Funds of ₹18,316 Cr, a Deposit Base of ₹1,32,509 Cr, a Total Loan Portfolio of ₹1,22,877 Cr, and a Balance Sheet size of ₹1.65 Lac Cr+.

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