

Ujjivan Small Finance Bank Limited Launches 'Ujjivan Rewardz' for its Resident Savings Account Holders

Bengaluru, 12 June 2025 — Ujjivan Small Finance Bank Limited (Ujjivan SFB) today announced the launch of **Ujjivan Rewardz**, a multi-tier system designed to reward the customers on their various digital transactions. With this program, Ujjivan SFB aims to further deepen customer engagement and experience by offering attractive and personalized benefits. Ujjivan SFB has partnered with AdvantageClub.ai, an entity known for their innovative approach to deliver the loyalty solutions to Ujjivan SFB customers.

The **Ujjivan Rewardz** program, brings to its customers, a fulfilling experience by enabling them to earn points on a wide range of activities such as account opening, recurring deposits, bill payments, registrations on digital platforms, and digital transactions like POS, e-commerce, UPI, NEFT, IMPS, and RTGS. Customers can redeem these points for exciting vouchers across lifestyle, shopping, travel, and entertainment categories. The points earned will be valid for two years, allowing customers ample of time to accumulate and redeem them for meaningful rewards. By incorporating features like a lower minimum spend threshold for reward eligibility and offering reward points on UPI transactions, **Ujjivan Rewardz** is tailored to fit the banking needs and behaviors of its customers.

Commenting on the launch, **Mr. Hitendra Jha, Head Retail Liabilities, TASC & TPP** said: *"Ujjivan Rewardz is a significant step forward in our journey to deliver superior value and experience to our customers. The program helps build a stronger emotional connection between the customer and our brand, by recognizing and appreciating their support. Via this program, we aim to further accelerate our efforts in driving digital and financial inclusion within the bank by gathering valuable insights from our customer preferences".*

Ujjivan Rewardz stands out as a transparent and customer-first program in the industry. This initiative reinforces Ujjivan SFB's strategic focus on building a robust CASA base and nurturing long-term customer loyalty through impactful and personalized engagement.

About Ujjivan Small Finance Bank Limited (www.ujjivansfb.in)

Ujjivan SFB is one of the leading small finance banks. Ujjivan SFB began operations in February 2017 and currently serves ~95+ lakh customers through its 753 branches and 24,000+ employees spread across 26 states and union territories in India. Gross loan book stands at ₹32,122 crore with a deposit base of ₹37,630 crore as of March 31, 2025. Ujjivan SFB remains committed to serving unserved and underserved segments through financial and digital inclusion, as a mass-market bank. The strengthened digital interfaces across regions and languages have empowered Ujjivan SFB customers to seek timely and easy access to finance at all times. Ujjivan SFB has been assigned a credit rating of AA- (Stable)/A1+ from CARE/CRISIL respectively towards its long-term bank facilities, fixed deposits and CD program depicting sustenance of Ujjivan SFB's Performance.