

Equitas Small Finance Bank Limited offers digital banking with Selfe FDs and Selfe savings accounts



Mumbai. Equitas Small Finance Bank Limited (the "Bank"), the largest small finance bank ("SFB") in India in terms of number of banking outlets as of March 31, 2019 (Source: CRISIL report), offers digital banking with Selfe FDs and Selfe savings accounts during the national/regional lockdown with NO physical contact or branch visits; just self-onboarding by new customers. Murali Vaidyanathan, President & Country Head - Branch Banking, Liabilities, Product & Wealth, Equitas Small Finance Bank Ltd., said, "Equitas SFB is leveraging a smart digital adoption of tech to free customers from physical contact or visits to branches. Both Selfe FD and Selfesavings are ideal for 'Do-It-On-My-Own' generation. Selfe FD is contact-free, convenient, accessible and designed to create a feeling of ownership due to self-onboarding or Self-Service. Our strategy is to develop products that will be available only on our digital platforms, specifically designed for the tech savvy investors and customers with savings mind set. These products will be customized in terms of the user interface to deliver specialized experiences. By furthering our digital and technology platform, our endeavour is to empower customers to access various products and services on their own, reduce our operating costs and increase efficiencies."