



BEYOND BANKING

Creating Impact Around You

At Equitas, banking isn't just about transactions, it's about transformation.

We're committed to enriching your daily life through personalized insights, community-focused initiatives and experiences that go beyond the financial.

Together, we're building something greater.

Stronger communities, empowered individuals and a future that includes everyone.



Welcome to the 8th Edition of the **Beyond Banking Newsletter**

From cities to villages, stories of progress are unfolding across India. In this edition, we shine the spotlight on real people whose lives are being transformed through financial inclusion and opportunity.

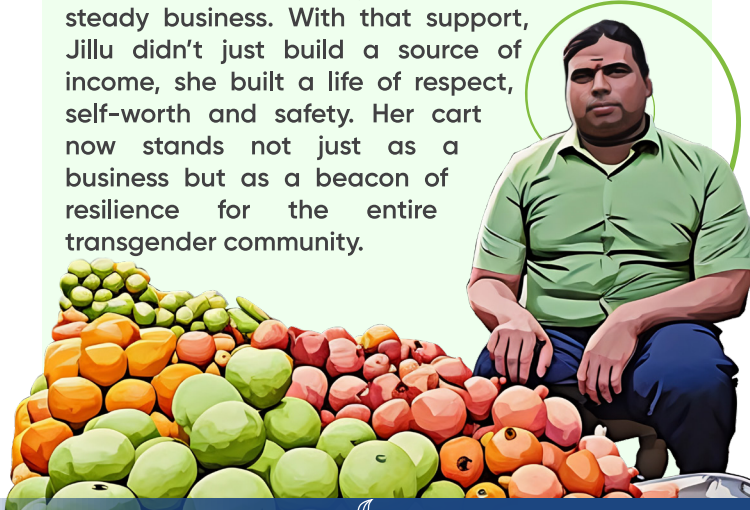
Thanks to your trust in Equitas, change is reaching every corner of the country, one story at a time.

JILLU

Rising with Dignity

From rejection to resilience, a transgender woman turns a juice cart into a symbol of pride and hope.

From a young age, Jillu felt she was different and was punished for it. Shunned by her own family for expressing her true self as a transgender woman, she found refuge in Kalai, who became her guru and family. Together, they ran a tiffin centre at Chennai opposite a liquor store, facing daily abuse and fear. Drunken insults and threats were part of their everyday lives. Longing for dignity and independence, Jillu started a small juice cart. But it was the Aishwarya Loan from Equitas that transformed her small juice cart into a steady business. With that support, Jillu didn't just build a source of income, she built a life of respect, self-worth and safety. Her cart now stands not just as a business but as a beacon of resilience for the entire transgender community.



VEERPAL

Banking on Courage



A mother's determination turns a humble cattle farm into a source of pride and prosperity.

In the small village of Mehrajwala, Punjab, Veerpal Kaur's days were defined by struggle. Feeding her children, managing household needs, and planning a better future seemed like distant dreams. She had the will to work but no capital to start anything. That's when Equitas stepped in with a business loan. With it, she started cattle farming, an unglamorous, demanding job that she took on with fierce dedication. Early mornings, long days and tireless care for her livestock slowly turned into profits and stability.

Today, her business supports her entire family. Her success has turned her into a role model, not just in her home, but across her village.



"Thanks to Equitas, there is both health and happiness in my household!" she says.

 This is what we do when you bank with us! 



Indra & Jitendra's Story - Wheels of willpower

Affected by polio, Indra and her husband Jitendra didn't stop. They built a business, raised three kids and delivered essentials on a scooter with extra wheels and extra strength.

Watch how determination and a little support can drive change.

[Watch Now](#)

[Click to watch their story](#)



Sharing Prosperity, Transforming Lives



Grow our community

Each time you bank with us, you're supporting initiatives that uplift communities through education, healthcare and financial inclusion.

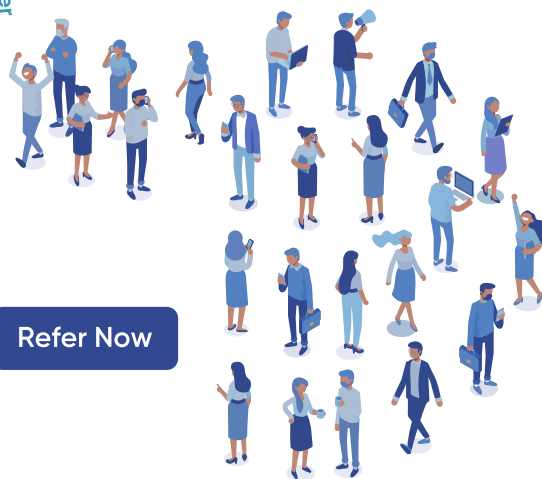
Know someone who shares your values? Invite them to be part of this journey.

Refer your friends and family to join a bank that's committed to purpose beyond profit.

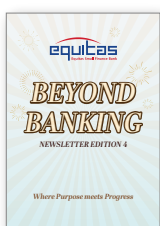
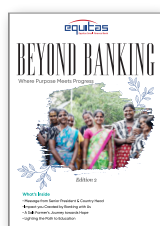
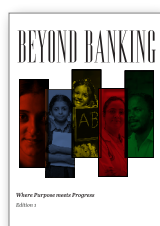
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Luxury Metal Card:

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*T&C Apply. *Complimentary Health Insurance Cover is for 1 year.