

**PRESS RELEASE**

**Federal Bank Celebrates Onam with a Flavorful Feast and Artistic Splendor**

Embrace the Essence of Onam with Federal Bank's Delectable Onam Sadhya and Artistic Road Show

As the joyous festival of Onam approaches, Federal Bank is thrilled to announce its vibrant and engaging Onam campaign, celebrating the rich cultural heritage of Kerala. With a delectable spread of the traditional Onam Sadhya and an artistic road show showcasing Kerala's diverse art forms, Federal Bank is all set to make this Onam season truly unforgettable.

MVS Murthy, Chief Marketing Officer, Federal Bank said

“ Onam is a unique festival as it is heartiness multiplied X times over. It’s a festival that brings home NRIs, Families in India, Colleagues at work and even the youth across educational stages. It celebrates people, community and the society as a whole in the same breath. A time to dress new, be joyous and converge on a happy meal that runs on to 30+ items , at the exit of which is a must have siesta. Those coming to Kerala from any part of the world can’t miss the fest and the feast coming together. Our campaign showcases different people contributing to the various kind of foods a la pot-luck. It is this spirit that has something which everyone feels a sense of ownership and contribution. One waits to hear from the guest how the food was. Much like our bank where each one of us strives to strengthen the “ rishta “ with sincere efforts towards better customer service. The Sadhya or the feast is almost a mirror or a metaphor of Federal Bank’s understating of culture and it’s deep relations in a world which can be digitally efficient, but can’t be sans the personal touch.

Like the consistency of food , we savour, the brand is consistently building on its commitment of Rishta Aap Se Hai, Sirf App Se Nahi <sup>™</sup>

**A Feast for the Senses: Onam Sadhya**

Watch the latest ad of Federal Bank launched yesterday for Kerala to celebrate the season!

Click on the link - <https://youtu.be/bei7UkNI6mU>



Step into the world of flavors with Federal Bank's Onam Sadhya Ad, where each dish unfolds a unique tale of tradition and taste. The video ad captures the essence of this feast through a captivating visual journey. From Neha's aromatic upperi and mouthwatering sharkara varatti, to Sureshettan's thunderous inchipuli, and Gopi uncle's skillfully crafted erisheru, every dish is a masterpiece that paints a picture of Kerala's culinary artistry. The sadya comes alive with Tara's beetroot pachady, showcasing the blend of traditional knowledge and modern techniques. The feast culminates with an array of dishes including Thoran, Kaalan, Avial, Kootu curry, Parippu curry, Pachadi, Kichadi, Choru, Neyyu, Sambhar, Pappadam, and moru, creating a symphony of flavors that dances on your taste buds. And who can forget the irresistible Palada Prathamam prepared by Maheshwari Amma, the perfect finale to this gastronomic journey.

### **Artistic Splendor: Celebrating Kerala's Heritage**

Federal Bank takes its commitment to celebrating Kerala's vibrant heritage one step further with a captivating road show that pays homage to the state's artistic traditions. Embarking on two different routes - one towards the north and one towards the south - two distinct vehicles will journey through Kerala, showcasing captivating art forms like Mayoorniratham, Kalaripayattu, Garudan Attam & Poothan, Thira, Kadakali, Thirayattam, Theyyam, Mohiniyattam, and Pulikali in their traditional glory. Maveli and Chenda Melam will grace every location and an engaging session by MC dressed in the traditional Chakyar attire. This 7-day program promises an unforgettable experience to the audience.



## Music Ecstasy

As part of this grand celebration, a spectacular music show by renowned artist Karthik at Adlux convention centre on 2<sup>nd</sup> September , adding a melodious touch to the festivities.

M V S Murthy  
Chief Marketing Officer

Federal Bank (NSE: FEDERALBNK) is a leading Indian private sector bank with a network of around 1385 banking outlets and 1,918 ATMs/Recyclers spread across the country and the Bank's total business mix (deposits + advances) stood at ₹ 4.06 Lakh Crore as on 30th June 2023. Capital Adequacy Ratio (CRAR) of the Bank, computed as per Basel III guidelines, stood at 14.28 % as on 30th June 2023. Federal Bank has Representative Offices in Dubai and Abu Dhabi that serve as a nerve center for Non-Resident Indian customers in the UAE. The Bank also has an IFSC Banking Unit (IBU) in Gujarat International Finance Tec-City (GIFT City). Federal Bank is transforming itself, keeping its principles intact, into an organization that offers services beyond par. It has a well-defined vision for the future as a guidepost to its progress.