

USFB/CS/SE/2026-27/85

Date: September 18, 2026

To,

National Stock Exchange of India Limited
Listing Department,
Exchange Plaza, C -1, Block G, Bandra Kurla
Complex, Bandra (E),
Mumbai-400 051

BSE Limited
Listing Compliance,
P.J. Tower,
Dalal Street, Fort,
Mumbai-400 001

Symbol: UJJIVANSFB

Scrip Code: 542904

Dear Sir/Madam,

Sub: Intimation of Press Release under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith, a copy of the press release (enclosed) titled "Ujjivan Small Finance Bank launches 'Nothing Small About Us' campaign with R. Madhavan as Brand Ambassador" that is being issued by the Bank today, i.e., September 18, 2026.

This intimation shall also be available on the Bank's website at www.ujjivansfb.bank.in.

We request you to take note of the above.

Thanking You,

Yours faithfully,

For UJJIVAN SMALL FINANCE BANK LIMITED

Sanjeev Barnwal
Company Secretary & Head of Regulatory Framework

Encl: As mentioned above

Ranked 8th
Among Indian's Top 100 Best Companies To Work For 2026

Ujjivan Small Finance Bank launches ‘Nothing Small About Us’ campaign with R. Madhavan as Brand Ambassador

Campaign rooted in customer insights around perceptions of ‘Small’, showcases Ujjivan’s breadth of offerings, reach and scale

Bengaluru, 18th September 2026: Ujjivan Small Finance Bank Limited (Ujjivan SFB), serving over 1 crore customers through 800+ branches across 26 States and Union Territories, announced the launch of its new brand campaign ‘Nothing Small About Us’, featuring acclaimed actor and Padma Shri awardee R. Madhavan as its Brand Ambassador.

The campaign is rooted in a key customer insight: the word ‘Small’ can sometimes create a perception that the Bank caters primarily to small-ticket financial needs, has a limited range of banking products and offerings, or operates at a smaller scale. ‘Nothing Small About Us’ seeks to address this perception by showcasing the Ujjivan Small Finance Bank of today.

Ujjivan offers a comprehensive range of banking solutions across savings, deposits, lending and business banking, forex and NRI services, as well as investment and wealth solutions. Its loan offerings range from ₹6,000 to ₹250 crore, catering to customers with diverse financial needs.

Commenting on the campaign, Lakshman Velayutham, Chief Marketing Officer, Ujjivan Small Finance Bank, said: *“Nothing Small About Us’ comes from a very real customer insight. We found that the word ‘Small’ can sometimes lead to a perception that our offerings, ticket sizes or even our scale may be limited. The Ujjivan of today is very different from that perception, with an extensive branch network and a comprehensive range of banking and lending solutions catering to diverse customer needs. Through this campaign, we want everyone to see Ujjivan for what it is today, a bank with the scale, reach and breadth of offerings to serve the diverse financial needs. R. Madhavan, with the credibility, authenticity and trust he has built over the years, is a natural fit to convey this message.”*

The choice of R. Madhavan as Ujjivan’s Brand Ambassador stems from the strong alignment between the values he represents and those of the Bank. Over the years, R. Madhavan has built an image associated with integrity, humility, versatility and authenticity, earning trust through consistency, and establishing a strong connect across audiences and geographies. These qualities closely align with Ujjivan’s values and the relationship the Bank seeks to build with its customers and stakeholders.

Commenting on his association with Ujjivan Small Finance Bank, Padma Shri awardee R. Madhavan said: *“Whenever I associate with a brand, I like to understand it first. So, before coming on board with Ujjivan, I did my own due diligence. I read about the Bank, its journey and what it has built over the years. I was genuinely happy with what I learnt, and it gave me the confidence to associate with Ujjivan. And trust me, there is nothing small about them. I*

believe there is a lot more about Ujjivan that people should know, and I am happy to be associated with the Bank.”

The integrated campaign will be amplified across television, print, digital, OTT/CTV, outdoor, social media and Ujjivan’s branch network, creating a consistent brand narrative across consumer touchpoints.

Link- [View Video Here](#)

Production Credits:

Client: Ujjivan Small Finance Bank

Creative Agency: Plan B Advertising Pvt. Ltd.

Production Agency: Colonial Films

Director: Rajesh Ramaswamy

About Ujjivan Small Finance Bank Limited

Ujjivan Small Finance Bank Limited is a Scheduled Commercial Bank serving ~1 Cr+ customers through 814 branches across 347 districts in 26 states and Union Territories, supported by robust digital channels. The Bank offers a diversified portfolio spanning across Affordable Housing, MSME, Agri, Vehicle, Gold, Micro-Mortgage, FIG, and Microfinance (group and individual) loans. As of June 30, 2026, Ujjivan’s gross loan book stood at ₹42,903 Cr, with deposits of ₹48,129 Cr and a Net worth of ₹7,144 Cr. The Bank is rated AA- (Stable) for long-term facilities and A1+ for short-term instruments by CARE Ratings and CRISIL, respectively, reflecting the sustained strength of the banks performance and balance sheet.

Web: www.ujjivansfb.bank.in | WhatsApp: 9002082121

For further information, please contact:

Ujjivan Small Finance Bank Limited

Ms. Flovie Martins

flovie.martins@ujjivan.com

Disclaimer: We wish to inform you that Ujjivan SFB intends to share this announcement, in case published by you, on its official website and social media platforms for wider dissemination.

Disclaimer: *Loan amounts ranging from ₹6,000 to ₹250 crore are available across distinct product categories. Eligibility criteria, loan amount, applicable interest rates and other terms vary by product. T&C apply.