



3rd November, 2016

The Secretary BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400001	The Secretary National Stock Exchange of India Limited Exchange Plaza Bandra Kurla Complex (BKC) Bandra (east) Mumbai - 400051
Scrip Code No-539844	Symbol: EQUITAS

Dear Sirs,

Sub: Intimation about Subsidiary - Equitas Small Finance Bank Limited

We wish to inform you that our Subsidiary Equitas Small Finance Bank Limited has issued a press release and a copy of Press release is enclosed for your information.

Kindly take the same on record.

Thanking you,

Yours truly,
for Equitas Holdings Limited

Jayashree S Iyer
Company Secretary

EQUITAS HOLDINGS LIMITED
(Previously known as Equitas Holdings Private Limited)



MEDIA RELEASE

FOR IMMEDIATE PUBLICATION

World's leading Off-spinner R Ashwin will be brand ambassador for Equitas SFB

Chennai, November 02, 2016: Equitas Small Finance Bank, the first Private Sector Bank from Tamil Nadu post-Independence, today announced World's no. 1 Test Bowler **Ravichandran Ashwin** as its brand ambassador.

Commenting on the association, **P N Vasudevan**, MD & CEO, Equitas Small Finance Bank said, *"Equitas is a new age bank which seeks to provide high tech banking, where the customer enjoys the banking experience and Ashwin is a high performer who gives joy to spectators. We believe each complement the other and look forward to a long association."*

In September 2016, Equitas commenced its banking operations and is the country's first Small Finance Bank to get listed on the exchanges and operate as a non-promoter entity.

Ravichandran Ashwin, who also hails from Equitas home town Tamil Nadu, is the fastest Indian bowler to reach the 50, 100, 150 and 200-wickets mark in Test cricket and is currently the No. 1 ICC test bowler. The cricketer will endorse the company's products and services through advertising campaigns and other promotional programmes.

Commenting on the occasion **Ravichandran Ashwin** said: *"It is indeed a proud moment for me to get associated with Equitas Small Finance Bank which is working in sync with Prime minister of India's mission of banking the masses. I love their vision of empowering 5% of Indian households through financial inclusion in next 10 years and I look forward to doing my small bit in this great vision."*

About Equitas Small Finance Bank

Equitas Small finance bank previously known as Equitas Finance Ltd started its operations on September 5, 2016. It offers a range of banking and financial products that address the requirements of all customer segments. As of June 30, 2016, the consolidated AUM is about 6,500 Crs out of which half is microfinance, 25% used commercial vehicle finance and rest MSE. Equitas Small Finance Bank will have 412 banking branches across 11 states by the end of the financial year 2016-17.

For further details contact:

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