

# press release

## Standard Chartered Bank launches retail digital banking initiatives with Anushka Sharma as brand ambassador

**Mumbai, 23 April, 2018** – Standard Chartered Bank today announced the launch of its retail digital banking initiatives which will empower customers to avail of a seamless digital experience across various banking services - from opening accounts real time to interacting digitally with relationship managers (RMs). The Bank today launched the instant digital account opening capability which enables customers to instantly open a savings account using their AADHAR details through online or mobile interfaces.

Launching a suite of digital banking capabilities, the Bank announced that customers can now also make investments in mutual funds and initiate payments through Unified Payment Interface (UPI) and Bharat QR. Additionally, customers can chat online for their service requests and Priority and Premium Banking clients can seek advice or resolutions much quicker through video conferencing with RMs.

The banking landscape is changing rapidly with digital platforms becoming a dominant form of interaction between banks and their clients. Consumers, particularly millennials, expect banking services to be faster and seamless on the back of smart digital interfaces. The launch will help the Bank take its rich product-suite to the young and emerging affluent customers, even as it reinforces its strong position with the affluent audience.

To create a strong connect with this ever increasing young working audience, the Bank is bringing on board actor **Anushka Sharma** as its brand ambassador. Anushka, as one of India's top actors and youth icon, personifies the affluent youth and their upwardly mobile aspirations while representing the values and ethos of the Bank.

Speaking on the occasion, **Zarin Daruwala, CEO, India, Standard Chartered Bank, said**, "Recognising the rapid adoption of technology in a young and aspirational India, we had embarked on a journey of Retail transformation, with the clear intent to use technology with a human touch, transforming the entire client experience; making it digitally capable and seamless, but keeping customer centricity at the core of all we do.

Today is an important milestone of this journey. We are launching a suite of digitally powered banking services across account opening, UPI transactions and virtual RMs and are delighted to partner with youth icon, Anushka Sharma on this. The freshness, positivity and ambition she reflects is a great match with our digital initiatives and our ambition to be the preferred digital bank for the youth,” **Zarin Daruwala** added.

**Anushka Sharma** said, “I am glad to partner with Standard Chartered - a Bank which combines great vintage of 160 years in India and the drive to stay contemporary and cutting-edge. I was impressed with the spirit of continuous digital innovation at Standard Chartered coexisting alongside great trust and solidity. As an artist, I strive to challenge myself through my choice of roles and the films I produce through my production house Clean Slate Films. The subtext of never settling in this campaign was the reason I identified with and became the brand ambassador for their products and services.”

**For further information please contact:**

Rahul Virkar  
Head – External Communications  
Standard Chartered  
022-61158632  
[rahul.virkar@sc.com](mailto:rahul.virkar@sc.com)

**Standard Chartered Bank, India**

Standard Chartered Bank is India’s largest international bank with 100 branches in 43 cities, and we have been operating here since 1858. Key business segments include Corporate & Institutional Banking, Commercial & Private Banking as well as Retail Banking.

For more information, visit <https://www.sc.com/in/>

**Standard Chartered Bank**

We are a leading international banking group, with more than a 150-year history in some of the world’s most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

We are present in 62 countries and territories, with over 1,000 branches and around 3,000 ATMs. Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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