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RBL Bank partners with Delhi Daredevils as the Banking Partner and Principal Sponsor for the team

- *RBL Bank has signed up as the banking partner and principal sponsors for Delhi Daredevils*
- *Interesting initiatives involving cricket fans to be announced soon*

New Delhi, April 17, 2014: RBL Bank, India's fastest growing scheduled commercial bank, today announced its association as a Banking Partner and Principal Sponsor for Delhi Daredevils.

As a part of this association the RBL Bank brand will be seen on the Delhi Daredevils jersey. In this partnership both RBL Bank and Delhi Daredevils will leverage the cricketing platform to provide new and innovative ways to engage consumers including Delhi Daredevil fans.

Both RBL Bank and Delhi Daredevils will do various activities through and after the tournament period to leverage this partnership. Some interesting initiatives involving cricket fans have been planned by both the groups and are expected to be announced soon.

Speaking on this occasion **Managing Director & CEO, RBL Bank, Mr. Vishwavir Ahuja**, said, "I am personally excited with this association. Delhi Daredevils is a great team and this opportunity presents us with a fantastic platform to present our new bank brand to the audience. The Delhi team was a natural fit because of our growing presence in NCR. We looking forward towards a long term relationship and wish the Delhi team 'All the best' for their games ahead'

"Having **RBL Bank** chose to partner us is a privilege for the Delhi Daredevils. The new management at the Bank is a high energy team, and we feel the great synergies with the Daredevils are bound to take this partnership far. The bank is one is India's fastest growing, which perfectly complements the fast pace of T20 cricket." said an elated **Hemant Dua, CEO, Delhi Daredevils**.

GMR Sports, the Delhi Daredevils franchise owners are backed by the GMR Group. The Delhi daredevils have a strong squad line-up for the season captained by the globally recognized Kevin Pietersen, who is credited with the 'switch hit' and has a blistering strike rate of 141 in T20 matches.

About RBL Bank (Ratnakar Bank): *RBL Bank is one of India's fastest growing scheduled commercial banks with an expanding presence across the country. It has currently grown to a network of over 175 branches / 350 ATMs across 12 Indian states and has been rated as "India's Best Bank (Growth)" in the mid-sized bank segment by Business Today-KPMG study in 2012 & 2013.*

Established in 1943, RBL Bank undertook a transformational journey under a new management team in 2010. It embarked on an aggressive growth plan based on a robust platform of professional governance, relationships, technology infrastructure, high quality capital and geographic expansion.

Today, RBL Bank offers specialized services under the five business verticals namely: Corporate & Institutional Banking, Commercial Banking, Retail Banking, Agri & Development Banking and Financial Markets. The bank currently services more than 500,000 customers and has a total business



size of over Rs. 21,000 Cr. Over the last three years, it has infused capital of over Rs. 1,500 Crores from some of the most notable global and domestic names, taking the TIER 1 capital to Rs. 2,000 Crores (approx).

For more information, please visit www.rblbank.com