

*For immediate release.*

## **Alok Prasad joins RBL Bank as Principal Advisor & Representative, External Interface and Advocacy**

*Mumbai, July 6, 2015:* RBL Bank Limited, one of India's fastest growing private sector banks, today announced the appointment of **Mr. Alok Prasad as Principal Advisor & Representative, External Interface and Advocacy.**

Mr. Prasad will be responsible for strengthening the Financial Inclusion strategy and business for RBL Bank by ensuring responsible lending, client protection and good governance within a supportive regulatory environment. He will also provide his expertise, experience and on-going guidance for representing the Bank with various constituencies such as Government Agencies, Think Tanks and Policy Groups, Industry chambers and other important associations towards strengthening the perception of the Bank primarily around its Financial Inclusion strategy.

Welcoming Mr. Alok Prasad to RBL Bank's Management, **Managing Director & CEO, RBL Bank, Mr. Vishwavir Ahuja**, said, "Alok is well recognised as one of India's leading thought leaders for Microfinance and Financial Inclusion. He shares our values and focus, and he places emphasis in viewing priority sector lending as an opportunity for growth. We believe his experience and oversight will enable the bank to leverage this opportunity."

**Commenting on his appointment, Mr Alok Prasad said** "I am delighted to join the RBL Bank Team, which is a professional bank and offers a comprehensive range of financial services to developing and rural parts of India. RBL has a unique customer-centric culture that can satisfy the client's complete banking needs. I look forward to working at RBL Bank."

Alok is a veteran banker with over 35 years of banking and financial services experience across regulatory, development and commercial financial institutions. Prior to joining RBL Bank, he served as the CEO of Microfinance Institutions Network (MFIN), the industry body and Self-Regulatory Organization (SRO) for the NBFC-MFIs. [He has recently been inducted on the government appointed core committee for putting in place the entire architecture/ terms of reference for MUDRA Bank and will shortly be represented on its Board]. He is also the Chairperson, South Asia Micro-entrepreneurs Network (SAMN) and Member committees of CII and FICCI as also the National Think Tank on Microfinance.