RBL Bank launches India Startup Club – a unique offering for the entrepreneurial community

- *One of the first few banks to launch a specially designed proposition for startups*
- *Strategic tie-ups with several referral service providers & forums to build a robust ecosystem for entrepreneurs*

Mumbai, January 20, 2016: RBL Bank Limited, one of India's fastest growing private sector banks today announced the launch of 'India Startup Club' a unique offering that services the end-to-end banking needs of the emerging entrepreneurial community.

The India Startup Club (ISC) platform enables startups run their business smoothly by offering services that are convenient and simple. Through the ISC program, entrepreneurs can avail of personalized banking services, financial tools as well as resources and planning solutions. ISC's banking services include business account, trade and foreign exchange service, transaction banking solution i.e., API banking for managing various payment & receivable needs , salary account and payroll management solution & personal banking solutions.

The ISC platform also partners with various referral service providers & forums to provide a robust platform for the startup community .This empowers the startup to build and grow their business by offering multiple options under one roof at a special price. Some of the non-banking solutions provided under ISC include enterprise registration services (online CA), office space / meeting room services, human resource management system, social media marketing and branding and customer relationship management.

Speaking on the occasion, **Mr. Rana Vikram Anand, Head – Segments & Products, Business and Branch Banking at RBL Bank** said, "The launch of 'India Startup Club' (ISC) has been strategically scheduled to coincide with the startup initiative launched by our honorable PM. India's startup network is developing rapidly, encouraged by a young, diverse and conducive entrepreneurial landscape. Through the ISC program, RBL Bank is committed to actively engage and widen India's

entrepreneurial base by offering a unique service proposition that will enable the emerging start up community build and grow their business smoothly."