

Press Release

RBL Bank launches 'GO Digital Savings Account'

- A Zero-balance Account
- Offering subscription-based model

Mumbai, October 19, 2023: RBL Bank, one of India's leading private-sector banks, announced the launch of its latest digital banking product, GO Savings Account. A zero-balance account with simple account opening process and easy-to-operate features, the product caters to customers of all age groups.

The GO Savings Account signifies a modern shift in the world of banking, presenting a novel subscription-based model. The product offers multiple customer-friendly advantages including - high interest rates of up to 7.5%* per annum, a premium debit card, vouchers worth Rs. 1,500 for premier brands, comprehensive cyber insurance cover, accident and travel insurance up to Rs. 1 crore, free CIBIL report, and an array of premium banking services, all bundled into a single package at 1st year subscription fee of Rs. 1999 + taxes & annual renewal fee thereafter of Rs. 599 + taxes.

The streamlined account opening process will enable customers to open an account in minutes by providing their PAN and Aadhaar details. Further, GO Account holders will enjoy fee-free transactions.

Deepak Gaddhyan, Head of Branch and Business Banking, RBL Bank, said, "The launch of 'GO Savings Account' bridges the gap between traditional and digital banking by offering a compelling value proposition for customers. With our user-friendly account opening experience bundled with the new-age subscription-based model and services there on, we aim to bring digital convenience to a larger customer segment."