For Immediate Release

RBL Bank Launches Insignia Preferred Banking Business for SMEs

~ Customers get access to tailored credit services ~
~ Innovative technology driven solutions ~

Mumbai, October 06, 2025: RBL Bank today announced the launch of Insignia Preferred Banking Business**,** a comprehensive business banking solution. This is a tailored solution offering a blend of services and expertise customized exclusively for the country's thriving small and medium enterprises (SME) sector, sole proprietors, and independent professionals. The aim is to progressively lend to industries and segments that have good growth potential and enable these entities to grow to the next level.

The new proposition brings together a full spectrum of services, including customised lending, advanced collection and payment solutions, cross-border trade facilitation, and rewarding salary solutions. The focus has been on offering personalised attention with dedicated Relationship Managers, Service Managers, and a team of Product Specialists.

In addition, preferential pricing will be offered across banking products and services, including competitive rate on POS machines, preferential interest rates and discounted processing fees for business loans and also attractive lockers pricing.

Speaking at the launch, **Narendra Agarwal, Head of Branch Banking & Retail Liabilities, RBL Bank said,** "Our ambition is not to create just another product suite, we want to be a partner in every stage of our customers' growth journey. With Insignia Preferred Banking Business, we are combining powerful banking solutions with a team of business banking experts to empower India's enterprising business community."

Sanjiv Roy, Head- Affluent Banking & Wealth Management and Fee Products, RBL Bank added**,** "The SME story is one of resilience and ambition. What it needs now are solutions that are practical, forward-looking and designed to meet real business challenges. Insignia Preferred Banking Business has been created with this vision in mind. It brings together expertise, innovation and efficiency to help enterprises expand with confidence and build impact that lasts."

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