

Ranbir Kapoor & Rashmika Mandanna Join AU Bank as Brand Ambassadors

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Mumbai — AU Small Finance Bank (AU SFB), one of India’s leading small-finance lenders, has officially brought on board Bollywood stars Ranbir Kapoor and Rashmika Mandanna as its new brand ambassadors. The move comes at a pivotal time — as AU transitions toward a Universal Bank — and marks a calculated effort to expand the bank’s appeal across varied demographics and regions.

With this collaboration, AU aims to deepen resonance among urban professionals, young audiences, and families alike. Ranbir Kapoor brings widespread popularity and credibility among city-based professionals, while Rashmika Mandanna — with her strong following across youth and southern markets — adds pan-India reach, making their pairing a strategic choice for broad market coverage.

According to Sanjay Agarwal, Founder, MD & CEO of AU SFB, the brand’s upcoming evolution into a Universal Bank makes “strengthening customer consideration for our core offerings” more important than ever.

He emphasized that Ranbir and Rashmika “connect deeply with different parts of India and different types of audiences,” enabling the bank to present a unified yet diverse identity — appealing to young professionals, entrepreneurs, and households across the country.

AU SFB plans to launch a full-fledged **360-degree media campaign**, spanning television, digital platforms, social media, and print — featuring its two new ambassadors as the faces of its core banking services such as Savings and Current Accounts.

Why This Partnership Matters in 2025

- **Bridging urban & Bharat appeal:** By bringing together two pan-India celebrities from different backgrounds, AU SFB aims to resonate across regions — which is critical as banks increasingly seek to deepen reach beyond metros.
- **Boosting brand visibility during expansion:** As AU transitions to a Universal Bank, improving brand recall and customer trust becomes essential. Celebrity ambassadors help accelerate that journey.
- **Aligning with modern banking customers:** The bank’s push to attract young professionals, entrepreneurs and families aligns well with the public personas of the two stars — helping position AU as a modern, inclusive, and customer-centric bank.

- **Aggressive marketing via 360° campaign:** Leveraging TV, digital, social media and print ensures broad coverage and consistent messaging — which can drive customer acquisition and boost deposits/ accounts sign-ups.

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