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I-AM, the international multi-discipline branding and interior design agency, has received the prestigious mandate of introducing localization and building the AU Small Finance Bank brand promise in its branches across markets.

AU Small Finance Bank originated as an NBFC – Au Financiers – extending commercial / personal vehicle loans, micro, small and medium enterprise (MSME) loans and SME loans, serving primarily the low, middle-income, and under-served customer segments. It has a network of 300 branches spread in 10 States across the North and West of India. AU Small Finance Bank acquired the license from RBI to operate as a small finance bank in December 2016.

As part of its robust well-defined process, I-AM carried out an extensive audit of the competitors while also researching various best-in-class examples across categories. Leveraging the brand promise of 'Lets Progress Together' along with the concept of, 'Meri Branch', or 'My Branch', I-AM designed the environmental graphics for the various branches across states. I-AM capitalised on the insight that consumers equate landmarks with locations while taking pride of ownership in these landmarks. This led the brand consulting firm to create the concept of using heritage sites in the visual language. I-AM extended the new brand identity into a

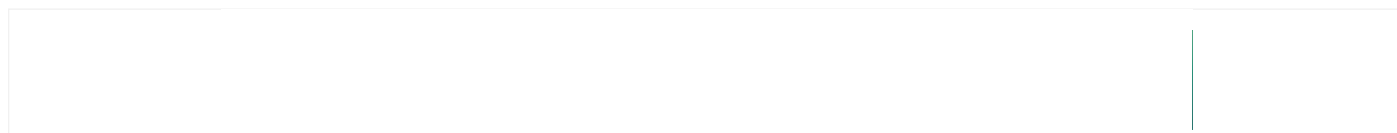
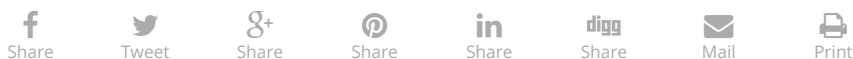
well defined visual identity and created a contemporary illustration style for AU Small Finance Bank which included illustrations of core Indian heritage landmarks from specific cities and states. A key challenge successfully undertaken was to adapt the flagship branch design on to other branch formats across states. The visual language depicted is indicative of a welcoming, informative, warm and responsive environment while building on the localisation and familiarity of the brand.

Manoj Tibrewal, Group Head – Marcom, Infra and Admin, AU Small Finance Bank stated, “We have built best in class Infra for our branches. We had engaged I-AM to work out the visual language in such a manner that branches reflect our brand philosophy of ‘Chalo Aaage Badhe’. We wanted to have mindful branding of customer touch points so that the ambience looks warm and classy. We are happy to see the desired outcome.”

Commenting on the graphics designed for various branches, **Brian Pinto, Country Head, I-AM** said, “We were quite excited to design the branch graphics for AU Small Finance Bank across various markets. Key to the success of the project was understanding the brand and its various audiences across markets and factoring localisation nuances into the design”.

AU Bank launched its operation in Jaipur – Rajasthan on 19 April 2017.

I-AM is a design-led branding agency which creates 360° brand experiences that delight customers, builds brand advocacy and drives business performance. The agency offers services, spanning from the creation of Brand Identities, Brand Strategies, Physical and Virtual Environments and even Commercial Interior Design spaces. I-AM is reputed for these services around the world, across various industries such as Fashion, Finance & Banking, Food & Beverage and Real Estate, amongst many more.



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