

10 June 2024

Virat Kohli stars in HSBC India's latest ad campaign, spotlights its unique international propositions

~The star-studded ad campaign also features popular social media influencers Aamir Ali, Kamiya Jani, and others

~ The ad campaign showcases diverse HSBC products in five engaging 30-second commercial films~

Mumbai: **HSBC India** unveiled its latest advertising campaign featuring their brand influencer, legendary cricketer Virat Kohli. The captivating and engaging ad campaign features five distinct 30-second commercial films, each featuring cricket icon Virat Kohli alongside a stellar lineup of popular celebrities and influencers, highlighting the **HSBC's** international excellence and unique product proposition.

The campaign showcases the **bank's** versatile product range and their unique features which are designed keeping the customer needs in mind. Whether it is the convenience of opening an NRI account or fulfilling your dream to own a house, this campaign marks a significant milestone for HSBC India where it blends the star power of Kohli with the influential reach of social media personalities to engage with audience.

Commenting on the new ad campaign, **Sandeep Batra, Head, Wealth and Personal Banking, HSBC India** said, "Revealing a side of iconic cricketer Virat Kohli's personality that has never been seen before, we are thrilled to rollout star-studded advertising campaign featuring Kohli supported by stellar lineup of popular influencers, amplifying our growing ambition in the country. With an expansive array of offerings where our proposition extends beyond conventional banking, we are strategically poised to bolster various aspects of the journey for our customers, positioning ourselves as a partner they can rely on, no matter their banking needs or life stage. We reinforce our commitment towards growth and being the preferred international financial **partner.**"

Sharing his perspective on the new commercials, **Jaswinder Sodhi, Head of Customer Proposition, Digital and Marketing - Wealth and Personal Banking, HSBC India** said, "Through this campaign, we are reiterating our purpose of 'Opening up a world of **opportunity**'. Presenting product information in our own unique and witty way, we want our audience to connect with us emotionally and make banking more relatable and **compelling.**"

The five commercial films showcase the benefits of **HSBC's** banking products and services including home loan, credit cards, NRI services, HSBC Premier and employee banking solution.

Home loan: The home loan film featuring Virat Kohli with actor Aamir Ali leads the audience to a conversation over a game of Jenga, symbolizing **Ali's** purchase of a penthouse on EMI. Virat in the ad allays **Aamir's** fear of EMI by suggesting HSBC smart home loan which helps save interest and reduce tenure.

Credit card: In the credit card commercial of this campaign, starring Virat Kohli and social media influencer Kamiya Jani, the opening line features Jani saying she is Virat Kohli of reward coins. Kohli humors her collection of reward coins and introduces her to HSBC Credit Card which gives cashback every time you swipe the card*.

NRI service: In this 30-second spot, Virat Kohli is seen speaking to his non-resident Indian friend on the phone who is planning to visit India. The friend shares his struggle with opening an NR account and fund transfer. Kohli effortlessly introduces him to HSBC NRI services which allows you to open your India account in four hours from abroad **, simplifying banking for NRIs. The NRI account offers a unique 'mobile-first' global remittance platform that lets you send money in over 20+ currencies across 200+ countries.

HSBC Premier: The film on HSBC Premier captures a video shoot wrap up scene where Kohli mentions his life and work requires him to shuttle between Delhi, Bengaluru and London and he goes on to emphasize on how HSBC Premier services globally concluding that wherever life takes you, HSBC is there for you. HSBC Premier allows global views and global transfers – one login for all your global accounts.

Salary account: In this 30-second commercial, a young professional, excitedly shows Kohli his offer letter for the position of senior manager. Kohli introduces him to HSBC Salary account which offers 5% unlimited cashback on debit card linked to the salary account and up to Rs 50 lakhs of salary overdraft, simple and efficient banking services***.

The series of five impactful films will be broadcasted on television, multiple over-the-top and social media platforms.

Video links:

<https://youtu.be/7jkHpKf8Clg>

<https://youtu.be/u1ytM8PZ1go>

<https://youtu.be/7r94qEnPNzE>

<https://youtu.be/6t8kHbVy5r0>

<https://youtu.be/1nqll4gBnQ0>

*10% cashback on dining, food delivery and grocery (capped upto 1k INR per billing cycle), 1.5% unlimited cashback on other spends

Note: No cashback to be earned on following categories: *Utilities, Rent, Tax Payments, Money Transfer, Financial and Non Financial Institutions, Jewellery, Insurance, Fuel, E Wallets, Education and Govt txns*

** Most accounts post submission of account opening documents

***5% unlimited cashback on any spends done across POS/online merchants (Minimum value per transaction: INR 1000/ Maximum value as per the daily debit card limit as per the card type). Customer must be salary active in the month of the debit card spends to be eligible for the cashback. Debit card linked to transactions made through your salary account only are eligible.

Note: No cashback to be earned on the following categories: *ATM withdrawals, digital wallets, jewellery, fuel, rent, quasi-cash transactions, casinos, crypto-currencies, lottery ticket, foreign currency exchangers/money transfer merchants, school & educational services fee, financial services & government payments.*

ends

Media enquiries to:

HSBC

Nazneen Hussain nazneen.hussain@hsbc.co.in +91 22 40891547

Vivina Vishwanathan vivina.vishwanathan@hsbc.co.in +91 22 40891346

Note to editors:

HSBC Bank India

The Hongkong and Shanghai Banking Corporation Limited in India offers a full range of banking and financial services through 26 branches across 14 cities.

HSBC is one of India's leading financial services groups, with around 42,000 employees in its banking, investment banking and capital markets, asset management, insurance, software development and global resourcing operations in the country. It is a leading custodian in India. The Bank is at the forefront in arranging deals for Indian companies investing overseas and foreign investments into the country.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of US\$3,001bn at 31 March 2024, HSBC is one of the world's largest banking and financial services organisations.