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HSBC unveils new campaign with Kareena Kapoor Khan, spotlights enhanced HSBC Premier proposition

~ HSBC Premier—more than just a bank account—the campaign showcases the elevated Premier offering to meet growing wealth, health, travel and international needs in an engaging 60-second film~

Mumbai: **HSBC India** has unveiled its latest campaign featuring Bollywood icon Kareena Kapoor Khan, spotlighting the **bank's** enhanced HSBC Premier offering. The key aspects of enhancement are brought alive in a captivating 60-second commercial film, designed to resonate with affluent and internationally mobile Indians, addressing their evolving needs across wealth, health, travel, and international banking.

HSBC Premier: More than just a bank account

The enhanced HSBC Premier is built on four key customer needs of the modern, globally-minded Indian — wealth, health, travel, and international services. From expert wealth management and exclusive health privileges to seamless international connectivity and travel benefits, HSBC Premier is designed to empower customers to grow, protect, and enjoy their wealth while prioritizing their well-being.

Whether **it's** accessing investment opportunities in India and overseas, enjoying elevated healthcare services, or benefiting from exclusive privileges across time zones, the campaign underscores **HSBC's** commitment to delivering a banking experience that goes beyond **what's** offered by any other premium Bank account. By blending the star power of Kareena Kapoor Khan with **HSBC's** global expertise, the campaign aims to connect with affluent Indians who seek holistic solutions for their dynamic lifestyles.

Commenting on the campaign and the enhanced HSBC Premier, Sandeep Batra, Head of International Wealth and Premier Banking, HSBC India, said, "**Our** campaign celebrates the aspirations and journeys of affluent, internationally minded Indians. These individuals seek a balance between accelerating their wealth and prioritizing their health and well-being. They are global citizens who require seamless solutions that cater to their unique needs. HSBC Premier is more than just a bank account—**it's** a trusted partner that supports our customers at every stage of their journey. With an expansive array of offerings, we are strategically positioned to help our customers grow, protect, and enjoy their wealth for generations. This campaign reinforces our commitment to being the preferred international financial partner for affluent **Indians.**"

The campaign is being launched with a 60-second commercial with Kareena Kapoor Khan as the face of the enhanced HSBC Premier. It captures Kareena Kapoor Khan's multifaceted life as an actor, fitness enthusiast, globe-trotter, and mother. Through her narrative, the campaign highlights the need for a banking partner that understands a dynamic lifestyle.

On the association, Bollywood icon Kareena Kapoor Khan said, "**I'm** thrilled to partner with HSBC India for enhanced Premier, which truly resonates with the evolving aspirations of **today's** globally connected Indians. As someone who juggles multiple roles—be it as

an actor, a mother, or a traveler—I understand the importance of having a trusted partner that goes beyond the ordinary. HSBC Premier **isn't** just a bank account; **it's** a gateway to opportunities, experiences, and solutions that empower you to live life to the fullest. This association beautifully captures the essence of what it means to have a partner for someone like me that understands your dynamic lifestyle and helps you achieve your goals, no matter where life takes you."

In the film, Kareena questions why her bank account should act like "**just a bank account**" when her life is so much more. She emphasizes the need for a partner who can identify wealth opportunities in India and globally, including emerging trends; offer seamless international banking services, no matter where she is; rewards and benefits for travel across the globe and wellness experiences. She also cues that **there's** someone (like HSBC) who can give access to iconic events worldwide. The film concludes with Kareena stating, "**When there's** so much more to us, we deserve more than just a bank account. HSBC Premier—more than just a bank **account**."

HSBC first introduced its Premier banking services in India 25 years ago and has since continuously evolved its offerings to meet the needs of affluent and high-net-worth customers in India and globally. The enhanced HSBC Premier offering in India is a testament to this legacy, designed to cater to the aspirations of a new generation of affluent Indians.

Video links: <https://youtu.be/VH8-PN6SxpM?si=ZIA7odf2gX6STxP2>

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Note to editors:

HSBC 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 44,000 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 57 countries and territories. With assets of US\$3,214bn at 30 June 2025, HSBC is one of the world's largest banking and financial services organisations.