

Hon'ble Chief Minister Yogi Adityanath Launches Indian Bank's Exclusive Mahakumbh Mela ATM Debit Card in Prayagraj

Prayagraj, January 10, 2025: Indian Bank, on the occasion of the Maha Kumbh Mela 2025 unveiled its exclusive Mahakumbh Mela Special Edition ATM Debit Card today in Prayagraj. The launch event was graced by the Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath Ji, alongside Indian Bank's senior officials, including CGM Lucknow Shri Sudhir Kumar Gupta, FGM Allahabad Shri Navin Kumar Shrivastava, ZM Lucknow Shri Pranesh Kumar and ZM Allahabad Shri PN Upadhyay, along with senior government dignitaries.

The Special Edition ATM Debit Card combines financial empowerment with a celebration of Uttar Pradesh's cultural heritage. The co-branded ATM card with iconic Mahakumbh Logo and Indian Bank logo, is exclusively available to Indian Bank customers in Uttar Pradesh. The card will be issued with zero annual charges, making it both accessible and customer-friendly.

Indian Bank plans to issue approximately 2 lakh Special Edition ATM Debit Cards during the 45 days of Maha Kumbh Mela. These cards serve as a memoir to the spiritual grandeur of the Maha Kumbh while empowering customers to manage their finances efficiently.

The Special Edition ATM Debit Card is a step forward in merging tradition with technology, offering a unique banking experience while fostering a sense of pride in State's rich heritage.