



Press Release

06<sup>th</sup> August 2021

### **South Indian Bank partners with Rupeek for online gold loan services**

Thrissur: Kerala headquartered South Indian Bank has signed an agreement with India's leading digital asset backed online gold loan company, Rupeek Fintech Private Ltd. Through this partnership, hassle-free doorstep lending service will be available for SIB customers without physical visit to the branches. The service will be initially available in select city branches of SIB across the country.

South Indian Bank is one of the leading players in the traditional gold loan business. The bank is eyeing the ever-burgeoning gold loan market with a newly formed, dedicated gold loan vertical.

“When the traditional expertise of South Indian Bank meets the innovative lending practices of Rupeek, the customers are poised to gain enormously”, said **Ms. Lakshmi Prabha T.M, JGM and Jewel Loan Business Head, South Indian Bank.**

“We are thrilled with this partnership and hope consumers will celebrate coming together of two like-minded partners to serve and delight them 24x7”, said **Mr. Ashish Bansal, SVP Head of Lender Partnerships, Rupeek.**

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