

Press Release

4th October 2022

Swinging to Unity and Prosperity at South Indian Bank's 'Onnichirikkam Oonjaladam', on October 9, 2022

Kochi: In an attempt to revive the good old days of festivities and memories of traditional celebrations, South Indian Bank is organizing a mega event 'Onnichirikkam Oonjaladam' on October 9th at Marine Drive. The event shall be graced by key dignitaries of the region as well as the Bank's leadership team.

The key attraction of the event will be the '101 Swings' or Oonjals, which are beautifully decorated traditional wooden swings made of natural coir. These will be set up at the venue for the public as part of the celebrations. Traditional performing art form, Chendamelam will also be conducted. The event is open to the general public.

"This mega gathering aims to promote Kerala's unique traditional form of celebrations like Oonjalattam among the urban population and to introduce its uniqueness. This event is an effort to preserve the culture and tradition of celebrations with the message of unity and prosperity and pass it on to the newer generations", said Thomas Joseph K, EVP and Group Business Head, South Indian Bank.

The event will also feature a musical performance and other engagements like photo booth and Virtual Reality experience area.

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About South Indian Bank

South Indian Bank is a leading Kerala-based Private sector bank with a nationwide presence. The bank's shares are listed on The Stock Exchange Mumbai (BSE) and The National Stock Exchange of India Ltd., Mumbai (NSE). South Indian Bank has 926 branches, 1154 ATMs and 118 CDMs/CRMs across India and a representative office in Dubai, UAE. South Indian Bank is a pioneer in technology-based banking, offering an array of digital products and services. It has one of the youngest workforces in the banking sector in the country. The Bank's Vision 2024 focuses on the 6 Cs -- capital, CASA, cost-to-income, competency building, customer focus, and compliance.

For more information, please log on to www.southindianbank.com

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