

19 April 2023

HSBC doubles down on India – signs Virat Kohli as their Brand Influencer

~ Virat's disciplined approach and commitment to his craft converges with HSBC India's standing as a trusted and dependable financial partner to make this a winning partnership ~

HSBC India today announced legendary cricketer and global sporting icon, **Virat Kohli as their Brand Influencer**.

Virat Kohli, the embodiment of sporting excellence, dependability and trust will help to amplify HSBC's purpose of 'Opening up a world of opportunity' as it strives to support the ambitions of an aspirational India going global. HSBC India, through its comprehensive suite of products and services, is well positioned to support various facets of the Indian economy that is poised for a significant and sustained growth trajectory. As part of the association, a multi-media campaign featuring Virat Kohli will bring to life the value proposition of banking with HSBC.

Talking about his new innings with HSBC India, **Virat Kohli** said, "I'm delighted to associate with HSBC, one of the world's premier international financial organisations. HSBC's rich legacy in India, disciplined approach and long-standing commitment resonates deeply with my belief system of discipline, commitment and focus, aspects that have played a key role in my career so far. While people trust me to deliver on the field, I look at HSBC India as a focused and trusted financial partner to help achieve my financial goals."

Commenting on this marquee association, **Hitendra Dave, CEO, HSBC India** said "We're thrilled to have Virat Kohli as our Brand Influencer and see him as a perfect fit for our values of taking responsibility, collaborating and succeeding together as a team as well as getting things done. Virat Kohli is a symbol of an ambitious India that is striving forward, going global and leaving its indelible mark on the global stage across various fields. We're keen to partner the country in its upward trajectory of growth and our association with Virat Kohli will provide a significant impetus to this journey. Virat's appeal and pursuit of excellence is aligned to our growth ambitions in India. This is the start of a new and exciting chapter as we look to reinforce our commitment towards growth and being the preferred international financial partner for our clients."

Sharing his perspective on the partnership and business, **Sandeep Batra, Head of Wealth and Personal Banking, HSBC India** said "Cricket is a unifying force and strikes an emotional chord with the Indian diaspora across the world. Our endeavour to support the aspirations of the international minded Indians will be boosted by our association with Virat Kohli. Whether on or off the field Kohli personifies discipline and commitment to his craft, ideals that resonate with us at HSBC India."

HSBC India is keen to grow in India and has doubled down on the plethora of opportunities that the country has to offer. From supporting the robust ecosystem of startups to helping Indian corporates in their global ambitions as well as supporting the wealth and retail banking needs of internationally minded Indians, the Bank is leveraging its deep rooted experience and expertise to partner the country's progress.

ends/more

Media enquiries to:

HSBC

Kunal Pradhan Kunal.Pradhan@hsbc.co.in +91 22 22681287

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 39,000 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 in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2.967bn at 31 December 2022, HSBC is one of the world's largest banking and financial services organisations.