

SBM Bank India Sharpens Focus on Emerging Affluent Segment with Revamped Savings Account Proposition

- *Revised savings structure targets higher balances and stable, granular deposit growth among India's fastest-growing aspirational wealth cohort*
- The Bank offers competitive interest rates across slabs, peaking at a top rate of 7.00% p.a. for high-value savings deposits of more than ₹25 Crores to ₹50 Crores.

MUMBAI, June 02, 2026: As part of its commitment to delivering smarter financial solutions, SBM Bank (India) Ltd. is sharpening its retail banking strategy to better serve India's rapidly growing emerging affluent segment. Recognizing that aspirational savers want their money to work harder without sacrificing liquidity, the Bank's optimized savings account structure is designed to maximize wealth creation. Under this approach, SBM Bank India has made strategic enhancements to its slab rates, delivering competitive interest rates to help customers grow their balances faster:

- **5.50% p.a.** for savings balances more than ₹5 Lakhs to ₹10 Lakhs
- **6.00% p.a.** for savings balances more than ₹10 Lakhs to ₹50 Lakhs

Industry data[#] from the 2025-26 period points to a clear shift in retail banking behaviour, with the emerging affluent segment expanding at nearly double the pace of the broader consumer landscape —making it one of the fastest-growing aspirational wealth cohorts in the country. SBM Bank India aims to capture this massive opportunity by offering a compelling proposition that combines attractive interest rates with complete liquidity and seamless digital access.

Commenting on the development, **Amol Rane, Head – Retail Distribution**, SBM Bank India said, “Our intent is simple—to deliver a strong differentiated savings proposition for customers across the entire liquidity spectrum, along with focused acquisition and stable, granular growth. We see immense potential in the emerging affluent segment, that increasingly seeks smarter, more rewarding avenues to park liquid funds without sacrificing flexibility. Through our competitive savings interest rates, seamless digital capabilities, and personalized banking approach, we aim to be the definitive partner in their wealth-creation journey.” He further added, “While our structure significantly strengthens value in the mid-tier balance brackets, the Bank continues to offer savings interest rates of up to 7.00% p.a. for high-value portfolios (specifically for more than ₹25 Crores to ₹50 Crores slab). The SBM Wealth segment enhances the savings proposition with premium lifestyle benefits on the debit card, while the SBM Private segment continues to stand apart with unique investment opportunities and the metal debit card with curated privileges.”

Savings Account Interest Rate Structure from May 01, 2026:

For Resident and Non-Resident Indians	
Savings Account balance (INR)	Interest Rates (p.a.) * w.e.f. 01-05-2026
Up to 5 Lakhs	2.75%
More than 5 Lakhs to 10 Lakhs	5.50%
More than 10 Lakhs to 50 Lakhs	6.00%
More than 50 Lakhs to 3 Crores	6.50%
More than 3 Crores to 25 Crores	6.75%
More than 25 Crores to 50 Crores	7.00%
More than 50 Crores to 75 Crores	5.00%
More than 75 Crores	5.00%

*T&C apply. The savings interest rate shall apply on incremental balance.

SBM Bank India currently operates through 22 strategically located branches across major metros and key growth centers. Moving deeper into FY 2027, the Bank is positioned to aggressively expand its CASA franchise and lending capabilities to drive sustainable growth.

About SBM Bank (India) Ltd

SBM Bank (India) Limited is the first foreign bank to receive a universal banking license from the Reserve Bank of India, to set up and to operate as a Scheduled Commercial Bank under the Wholly Owned Subsidiary (WOS) model. With a network of 22 branches across the country, SBM Bank India continues to expand its footprint. The Bank is backed by deep domain expertise and led by industry veterans in banking and financial services. SBM Bank India offers a comprehensive suite of financial solutions, including Deposits, Advances, NRI Services, Treasury Products, and Corporate Banking Services. The Bank remains committed to continuous innovation and growth, enhancing its service proposition to encompass a broad spectrum of retail and corporate banking products alongside capital market solutions.

For further information, visit www.sbm.bank.in

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Retail banking industry consensus and wealth management reports spanning 2025-26