

Pigmy Deposit Scheme - Bank's Brand Equity

- Launched in 1928 by Dr.T.M.A.Pai, one of the Founders to encourage the **habit of thrift and small savings**. Pigmy Scheme symbolises the description of the Bank as "**a small man's big Bank**" even today.
- Bank collects as low as Rs.5 daily for 72 months at the doorsteps of 10.36 lac depositors through its more than 4000 Pigmy agents.
- Pigmy deposits of the Bank crossed Rs.1800 crore.