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YES BANK launches a special offering for the new age generation



CHENNAI – 5 Nov, 2026 'YES vibez'

Mumbai – October 28, 2026: Some start their first venture as hobbies. Some ideas make sense only at 2 a.m. Some pivot halfway through their professional journey. Some want to try out five different things and then quit two. This is how India's nearly 407 million people of today's generation a.k.a Gen Z are living. They are creators, travellers, builders, side-questers and are balancing day jobs and passion projects. This new age generation continue to try, learn, switch lanes as they go and write their own playbook.

Built around this generation's way of life, YES BANK has launched an exclusive Savings Bank Account – YES vibez, where the Gen Z belong. This differentiated banking proposition is designed to meet the evolving financial behaviours, lifestyle preferences, and digital-first expectations of the on-the-go generation. The account offers zero service charges, onboarding benefits up to INR 22,000, free demat and trading account with YES Securities at zero brokerage for 1 year, and various other benefits. From cashback of up to INR 12,000 on debit card spends to rewards on UPI merchant transactions of up to INR 3,000, entertainment perks on movies and dining out, YES vibez makes everyday banking smart and rewarding for the customers.

The account comes with enhanced benefits and power packed Debit Cards that scales as per the program tier from mass to affluent segment. The YES BANK Reflection Debit Card lets customers pick their own display picture (DP). The YES BANK HealthFit Debit Card focuses on wellness with gym access, health assessments, and pharmacy benefits. YES vibez customers can also access a first-year free FD-backed credit card to build their credit scores confidently and responsibly.

Dheeraj Sanghi, Country Head - Retail Liabilities, Fee and Business Banking, YES BANK said, "Customer centricity, powered by digital and technology led innovation has always been at the core of YES BANK's strategy. We are pleased to announce a dedicated proposition – YES vibez for today's generation. They are the fast-evolving digital-first segment that values lived experiences, and instant recognition. This product has been exclusively designed to make their lives easier, smoother, and richer while supporting them in building responsible financial habits early in their careers. We are

committed to building long-term relationships with generation new, that will define India’s economic future for decades to come.”

The launch of YES vibez underscores the Bank’s commitment to deepen engagement in the Generation New by offering propositions that are meant for their unique needs. YES vibez is banking for the generation of today who don't fit templates. From first pay-check to first startup. From side project to full-time dream. If it matters to them, it matters to YES BANK.