

## MEDIA NOTE

### **#FinanciallyEverAfter - HDFC Bank Celebrates Valentine's Day By Encouraging Couples to Talk About Money**

On the occasion of Valentine's Day, HDFC Bank, India's leading private sector bank, has launched #FinanciallyEverAfter - a unique campaign to educate couples about financial matters. The campaign introduces young couples to the idea of managing their money together - a crucial yet often overlooked aspect of modern-day relationships.

It endeavours to empower Gen Z and young millennial couples with the knowledge and tools to navigate money matters together. The Bank has created a dedicated microsite - <https://www.moneymadeeasy.org/> - that features an interactive 'Financially Ever After' quiz, which enables couples to assess their financial compatibility in a fun and informative way. The quiz reveals their attitudes towards financial decisions, bringing to the fore areas of agreement as well as differences.

The website also features informative videos and articles, offering practical guidance on managing finances as a couple. The concepts are explained by FJ Moneysha, the Bank's Financial Jockey, who demystifies financial jargons.

Click on the posts below:

**YouTube:** <https://www.youtube.com/shorts/LtCICADrrEo>

**Instagram:** <https://www.instagram.com/p/DF-CYH-i-Qo/?igsh=aWM4eGI2NTB5cjc3>

**X:** [https://x.com/hdfc\\_bank/status/1890265001807736978?s=48](https://x.com/hdfc_bank/status/1890265001807736978?s=48)

**Facebook:** <https://www.facebook.com/100044393530920/posts/1164071305082643/?mibextid=rS40aB7S9Ucbxw6v>

**LinkedIn:** <https://www.linkedin.com/feed/update/urn:li:activity:7295810256343912448>