

## **NO MORE DRAMA**

Globally, the remittance and money transfer market is huge. And the United Arab Emirates (UAE) is the 3rd largest market in the world behind USA and Saudi Arabia. More than 50% of the total remittances from the UAE have been towards India.

With banks charging relatively high amounts for money transfers, exchange houses that offer relatively lower costs as well as faster speeds than banks dominate the landscape.

Emirates NBD introduced DirectRemit, a product that enables people to transfer money to India in 60 seconds for free, through the bank's digital channels – faster and at a lower cost than exchange houses and other banks – with the best prevailing rate at the time of transfer.

And it was communicated it in a way that most Indians could relate to, picking an untapped Indian insight.

Most Indian families love soap operas on television. And those soap operas are very, very dramatic with simple situations dragging on and creating a lot of drama...a lot of drama.

So, the idea showed Indian audiences in the UAE how money transfers with DirectRemit do not have to drag on as long as soap opera scenes do.