

New Logo for Regional Rural Banks (RRBs) signifying a single and unified brand identity unveiled

#OneRRBOneLogo" initiative by NABARD and the Government of India

New logo, a symbol of Progress, Nurture and Enlightenment

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On the principle of "One State One RRB", the Department of Financial Services, Ministry of Finance has consolidated 26 Regional Rural Banks (RRBs) across 11 States/UTs, effective from 01.05.2025. This reform marks a crucial step toward building stronger and more efficient RRBs. Presently, 28 RRBs continue to serve the nation through an extensive network of over 22,000 branches in more than 700 districts.

As part of creating a single and unified brand identity for the RRBs after the major amalgamation drive, a common logo for the 28 RRBs has been unveiled. This marks an important step toward strengthening the identity and visibility of these institutions serving the rural communities.



FINANCE & TRUST



LIFE & GROWTH

Reflecting themes of progress and growth, in rural and remote areas, the logo reinforces the values embodied by RRBs. These include:

 **Upward Arrow (Symbol of Progress):** Represents growth, development and advancement in rural economies.

👐 **Hands (Symbol of Nurturing)**: Conveys care, support and a helping hand to rural communities.

🔥 **Flame (Symbol of Enlightenment)** : Signifies warmth, knowledge and empowering rural populations.

The colours of the RRB logo have been so chosen to convey the objectives of the RRBs. **Dark blue signifies finance and trust, while green signifies life and growth**, reflecting their mission to serve rural India.

This common branding initiative by the Government is expected to give RRBs a distinct, modern and easily recognizable brand identity nationwide. This symbolises their collective commitment to financial inclusion and rural development.

NB/PK

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