



Federal Bank Launched Cultural Initiative 'Bharat Surotsav' in Chennai, TN

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In November 2025, **Federal Bank Limited** launched its cultural initiative '**Bharat Surotsav**' by unveiling its poster in Chennai, Tamil Nadu (TN), marking the beginning of the festival series.

- The inaugural edition of 'Bharat Surotsav' is scheduled for 22 November 2025 at the Madras Music Academy, Chennai, to celebrate India's rich musical heritage.

About Bharat Surotsav:

Overview: Bharat Surotsav is a signature cultural Intellectual Property (IP) of Federal Bank, designed as an immersive dance and music fusion festival celebrating India's artistic heritage.

Objective: To unite iconic performers and contemporary sounds while fostering regional pride and cultural connection through a multi-city series.

Celebrating Local Culture: Each city in the Bharat Surotsav series will showcase artists representing the local cultural ethos, fostering regional pride and creating a strong emotional connection with audiences.

Artists: Event features Shobana Chandrakumar Pillai, Agam Band, Charumathi Raghuraman, and Ravi Chari.