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IndusInd Bank

January 29, 2015

The Asst. Vice President
Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, Bandra Kurla Complex
Bandra (East)
Mumbai - 400 051

Dear Sir,

IndusInd Bank announces the launch of Chelsea FC Co-Brand Credit Card expands presence across Rajasthan

We wish to notify that IndusInd Bank has partnered with Chelsea Football Club to launch a co-branded Credit Card, the first of its kind in the Indian market.

In this connection, our Bank shall issue a Press Release today. A copy of the same is enclosed for your kind perusal and record.

Yours faithfully,
For IndusInd Bank Ltd.

Haresh K. Gajwani
Company Secretary

IndusInd Bank

Press Release

IndusInd Bank announces the launch of Chelsea FC Co-Brand Credit Card

IndusInd Bank partners with Chelsea Football Club to launch a Co-Brand Credit Card in India

Mumbai: January 29, 2015: IndusInd Bank has partnered with Chelsea Football Club to launch a co-branded Credit Card, the first of its kind in the Indian market. IndusInd Bank strongly believes in providing innovative solutions to its customers. In recent times, football has seen a surge in viewership in the Indian Subcontinent, with Chelsea having a large fan base in India. With this partnership, IndusInd Bank hopes to provide Indian Chelsea fans a strong sense of connect and affiliation with the globally popular football club.

With this Card, the bank has strengthened the Chelsea affinity through two specially designed card designs while further driving the football fans' connect with the club through strong offers, tie-ups and discounts on merchandise and collectibles on Chelsea's official online megastore. From time to time, basis eligibility, the customers would also be entitled for hospitality packages, which include tickets for Chelsea home matches.

Apart from the unique benefits of the partnership, the card also provides attractive rewards proposition, which the customers can opt as per their spending pattern. The rationale is to assist the customer to maximize his benefits while using the IndusInd Bank Chelsea FC Credit Card. The Card is also loaded with nationwide offers on dining, entertainment, personal grooming and travel, to name a few.

Speaking at the occasion, Sumant Kathpalia – Head – Consumer Banking, IndusInd Bank said: *"It is our continuous endeavour to connect with our audience through innovative approaches. Considering the growing fan base of football and Chelsea FC in particular, we are delighted to partner with them for the launch of IndusInd Bank Chelsea FC Credit Card."*

Anil Ramachandran - Business Head, Credit Cards & Personal Loans said: *"Reflecting the mood and passions of our customers and providing them with tailor made financial solutions have been the benchmark of our success. This new venture with Chelsea FC is no different, and we aim to resonate the voice of our customers and keep them coming back for more"*

Adrian New - Chelsea Managing Director of Asia Pacific said: *"We are very pleased to team up with IndusInd Bank to provide our supporters in India with an innovative and exciting way of connecting with the club. We were delighted to see recently how popular Chelsea FC is in India and we hope we can continue this growth in the months and years to come."*

IndusInd Bank

About Chelsea Football Club

Chelsea Football Club is one of the world's top football clubs. UEFA Champions League winners in 2012, Chelsea FC followed that success by lifting the UEFA Europa League trophy in 2013. Founded in 1905, Chelsea is London's most central football club, based at the iconic 42,000-capacity Stamford Bridge stadium.

Nicknamed 'The Blues', Chelsea are three-time English Premier League champions and have also lifted the FA Cup seven times, the Football League Cup four times, the UEFA Cup Winners' Cup twice, the UEFA Super Cup once and the Football League Championship once, in 1955. The Europa League triumph saw Chelsea become the first English club to win all three major UEFA competitions, and the first club ever to hold both the Champions League and Europa League at the same time.

In addition to possessing some of the world's most recognisable players, Chelsea is coached by Jose Mourinho, one of the most successful figures in the game. Chelsea has also invested in its future with a state-of-the-art Academy and training centre in Cobham, Surrey. Since its opening in 2007, the club has reached five FA Youth Cup finals, lifting the trophy three times.

Additionally, the Chelsea Foundation boasts one of the most extensive community initiatives in sport, working in 30 countries around the world, helping improve the lives of more than 900,000 children and young people each year.

About IndusInd Bank

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on December 31, 2014, IndusInd Bank has 727 branches, and 1,350 ATMs spread across geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi.

It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and major commodity exchanges in the country, including MCX, NCDEX, and NMCE. IndusInd Bank on April 1, 2013, was included in the NIFTY 50 benchmark index. IndusInd Bank is ranked 19th amongst the Top 50 Most Valuable Indian Brands 2014 as per the BrandZ Top 50 rankings powered by the WPP and Millward Brown.

Ratings:

- **ICRA** has rated **ICRA AA+** for Bank's Lower Tier II Bonds and **ICRA AA** for Upper Tier II Bonds.
- **CARE** has rated **CARE AA+ for** Lower Tier II Bonds .
- **CRISIL** has rated **CRISIL A1+** for certificate of deposit program
- **IND A1+** for Short Term Debt Instruments by India Ratings and Research
- **IND AA** for Lower Tier II Bonds by India Ratings and Research
- **IND AA** - for Upper Tier II Bonds by India Ratings and Research

IndusInd Bank

Visit us at www.indusind.com

For more details on this release, please contact:

Mohit Ganju
IndusInd Bank Ltd.
mohit.ganju@indusind.com
01244749500/01

Sumit Singh Jamwal /Namita Sharma
Adfactors PR Pvt. Ltd.
sumit.jamwal@adfactorspr.com
namita.sharma@adfactorspr.com
9920199303/ 9820950663

