IndusInd Bank

March 26, 2014

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

Fax: 26598237/26598238

Dear Sir,

IndusInd Bank expands its reach across Vadodara through "Now in your neighbourhood' campaign

We notify that IndusInd Bank has launched a multi-faceted branding campaign – "Now in your neighbourhood" in Vadodara. The Bank has taken this initiative to broaden its reach and offer its unique customer propositions across the city.

In this connection, a copy of the Press Released is enclosed for your kind perusal and record.

Yours faithfully,
For IndusInd Bank Ltd.

Haresh K. Gajwani
Company Secretary

IndusInd Bank

IndusInd Bank expands its reach across Vadodara through *"Now in your neighborhood" campaign*

Opens a new branch, offers an array of unique innovative propositions across the city

Vadodara, Gujarat, March 25, 2014: IndusInd Bank, one of the fastest growing private sector banks in the country, has launched a multi-faceted branding campaign- ***"Now in your neighborhood"*** in Vadodara. The Bank has taken this initiative to broaden its reach and offer its unique customer propositions across the city.

With this campaign, IndusInd Bank further reinforces its focus on innovative banking, based on its philosophy of ***'Responsive-Innovation'***. The bank also opened its 9th branch in Vadodara city at Kareli Baug region. The new branch was inaugurated by **Mr. Bharatbhai Shah - Mayor, Baroda & Mrs. Seemaben Mohile - Deputy Mayor, Baroda** in the presence of other bank officials.

The Bank is reaching out to customers at Vadodara through canter road shows, display hoardings, billboards and many other interesting engagement programs at malls and popular hubs - all in local flavour to reach the Vadodara population. The bank has also initiated a radio campaign to spread awareness about its new banking solutions.

The campaign further supports IndusInd Bank's customer centric philosophy "**Apne chaha, hamne kiya**". The customer outreach program, ***"Now in your neighbourhood"***, aims at reaching out to new and prospective customers while taking feedback from the existing customers. As a part of this initiative, customers can choose from an array of unique customer propositions such as "**My Account, My Number", "Choice Money ATM' and 'Cash on Mobile', "Quick Redeem Service**" and many more. Apart from various other marketing initiatives, IndusInd Bank is also conducting a unique promotional activity during weekends. Select bank branches of Vadodara invite Numerologists who are helping customers to know their Lucky Numbers. Customers can open Bank Accounts having the same lucky number or any number of their choice. The customers are given an option to choose 10 out of the 12 digits that form the account number.

The Bank currently has 9 branches & 22 ATMs in the city limits and further plans to enhance its distribution network in Vadodara. The bank also has plans to open three to four branches in the next six months. IndusInd bank offers 6% p.a. interest on Savings Account. This is 2% additional to the regular 4% interest which is provided by all other major banks of the country.

Commenting on the recent branch expansion in Vadodara, **Mr. Soumitra Sen, Head Branch Banking, IndusInd Bank** said *"Vadodara is growing at a remarkable pace and it is increasingly becoming the platform of choice for offering wide range of banking products and services. IndusInd Bank believes in such offerings based on 'Responsive – Innovation' theme. We truly believe that our range of products would be appreciated and enjoyed by the customers at Vadodara. Considering the growing potential of the city, the recent marketing campaign "Now in your neighbourhood" has created the necessary impact and has reinforced the brand across the minds of the populace. The propositions "My Account, My number" have been designed to showcase the latest offering from IndusInd Bank which enables the customers to personalise their account number. "*

IndusInd Bank Ltd. ★ Company Secretarial Department ★ Mumbai Corporate Office

IndusInd Bank

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, 2013, IndusInd Bank has 573 branches, and 1055 ATMs spread across 392 geographical locations of the country. The Bank also has representative offices in London and Dubai. The Bank believes in driving its business through technology. 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 also offers DP facilities for stock and commodity segments.

Ratings:

ICRA AA for Lower Tier II subordinate debt program by ICRA and ICRA AA- for Upper Tier II bond program by ICRA. CRISIL A1+ for certificate of deposit program by CRISIL. CARE AA for Lower Tier II subordinate debt program by CARE. IND A1+ for Short Term Debt Instruments by India Ratings and Research. IND AA for Lower Tier II subordinate debt program by India Ratings and Research and IND AA - for Upper Tier II bond program by India Ratings and Research.

Visit us at www.indusind.com

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