IndusInd Bank

May 7, 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 Cybercity Station inaugurated in Gurgaon

We notify that IndusInd Bank and Rapid Metro Gurgaon Limited (RMGL) have inaugurated IndusInd Bank Cybercity Rapid Metro Station today. This is the first and the only metro station in the country which has been named and branded by a bank, thus making it an excellent example of transit mode of advertising in India opted by IndusInd Bank. The Bank and RMGL have inked a 5 year contract for naming rights of the metro station.

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 Limited, 701-801 Solitaire Corporate Park, 167, Guru Hargovindji Marg, Andheri (E),
Mumbai - 400 093. Maharashtra, India Tel: (022) 66412200 Fax: (022) 66412224

Registered Office: 2401 Gen. Thimmayya Road, Pune 411 001, India
Tel.: (020) 2634 3201 Fax: (020) 2634 3241 Visit us at www.indusind.com

IndusInd Bank Cybercity Station inaugurated in Gurgaon

IndusInd Bank owns the branding rights of Rapid Metro Station for 5 years
Station provides connectivity through 2 FOB connecting Cyber Hub and iconic Ship Building

Gurgaon, Delhi (NCR), May 7, 2014: IndusInd Bank and Rapid Metro Gurgaon Limited (RMGL) inaugurated **IndusInd Bank Cybercity Rapid Metro Station** today. This is the first and the only metro station in the country which has been named and branded by a bank, thus making it an excellent example of transit mode of advertising in India opted by IndusInd Bank. The Bank and RMGL have inked a 5 year contract for naming rights of the metro station.

IndusInd Bank Cybercity station has a rich aesthetic and artistic feel to it as the interiors and exteriors of the station don the brand colours conveying the inherent brand values of the Bank. The grand illustrations at the station have brought alive the great heritage of one of the oldest civilisations of the world – the Indus Valley civilisation from where the Bank derives its name and inspiration. The metro station is strategically located in the heart of Cybercity, which houses CyberHub and many other key commercial establishments of Gurgaon. The station runs parallel to National Highway 8 (NH-8) and is visible to the commuters of the highway. There are two Foot Over Bridges (FOBs) at the IndusInd Bank Cybercity Station – while one branches off towards the Gateway Tower, the second connects to Cyber Hub. The length of these bridges is 85 meters towards the Ship building and 120 meters towards the Cyber Hub.

The smart messaging across the station can be related to the new age banking requirements of the millennium city. The Bank has installed 2 ATMs inside this station. All the other Rapid Metro Stations have been provided with at least one ATM by the Bank.

Speaking at the inauguration, Mr. Romesh Sobti, Managing Director & Chief Executive Officer, IndusInd Bank said *"It is a matter of pride for IndusInd Bank to get associated with such a novel project in the millennium city. IndusInd Bank Cybercity station is happy to showcase & enhance its brand quotient in Gurgaon, which happens to be a high priority market for the Bank."*

Speaking on the launch, Mr. Sanjiv Rai, Managing Director and Chief Executive Officer, Rapid Metro Gurgaon Ltd. said, *"We are very happy to have received overwhelming positive response from corporates on this branding model and we are delighted to be associated with IndusInd Bank. We are confident that commuters will appreciate this synergy and both Rapid Metro and IndusInd Bank will continue to drive value in the long-term. This is one of the important stations of our Phase-1 and within the first quarter of operation we expect this station to have one of the highest foot-fall. We assure our riders that we will continue to provide them with the best of our services in many more times to come."*

IndusInd Bank has a strong retail focus and with the presence at Rapid Metro, the Bank aims to reach out to more customers in Gurgaon and Delhi NCR. The Bank intends to grow its retail banking customer base with a wide range of banking and financial products and services. It currently has over 15 branches and 45 ATMs in the Gurgaon limits and further plans to enhance its distribution network in Haryana.

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 March 31, 2014, IndusInd Bank has 602 branches, and 1110 ATMs spread across 404 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.

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

About Rapid Metro
Rapid Metro Gurgaon, an initiative of IL&FS Rail, is developing country's 1st fully privately funded Metro Rail system. The driving force behind Rapid Metro is IL&FS Rail which is a subsidiary of Infrastructure Leasing & Financial Services Limited (IL&FS), India's leading infrastructure development and finance company.

About IL&FS
IL&FS Rail is part of Infrastructure Leasing & Financial Services Limited (IL&FS) group, India's leading infrastructure development and finance company. Pioneer in 'Public Private Partnership' model IL&FS has significant experience and expertise in the area of Project Development, Project structuring, Project Monitoring and construction, administration and operations.

IL&FS has developed an array of innovative solutions on the public private partnership platform to develop commercially viable models for infrastructure projects.

IndusInd Bank

RAPID METRO

For more details on this release, please contact:
Sumit Singh Jamwal /Namita Sharma
Adfactors PR Pvt. Ltd.
Sumit.jamwal@adfactorspr.com
Namita.sharma@adfactorspr.com
9920199303/ 9820950663

For more information on Rapid Metro, please contact:
Gunjan Kar
LinOpinion – The Lintas PR Division
M: 009818792486
gunjan.kar@loweandpartners.com

