CIN : L65191PN1994PLC076333

IndusInd Bank

June 2, 2014

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

Scrip Code: INDUSINDBK

Dear Sir,

IndusInd Bank launches "Video Branch" – Experience face-to-face banking without going to the Bank Branch

We notify that our Bank has launched a new customer-centric service titled **Video Branch**. This innovative offering (first-of-its-kind initiative in the banking industry) enables the customers to do a video conference with the Bank staff in order to avail various services offered by Bank.

In this connection, our Bank had issued 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

Encl: A/a

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IndusInd Bank

IndusInd Bank launches "VIDEO BRANCH"

Experience face- to- face banking without going to the Bank Branch

Mumbai, June 2, 2014: IndusInd Bank has launched a new customer-centric service titled **Video Branch.** This innovative offering enables the customers to do a video conference with the bank staff. They can schedule a Video call with the Branch Managers/Relationship Mangers or connect to the central Video Branch instantly. This is first-of- its- kind initiative in the banking industry which facilitates customers to interact with the Video Branch at their own convenience either from his desktop/laptop computers or Apple and Android smart phones. This facility will be available to all existing and new customers of IndusInd Bank.

Digitization of businesses is the key focus area of the Bank in this financial year and this initiative is a step forward to the on-going Responsive Innovation theme. The new facility allows customers to interact with their branches through a Video Branch app from **Google Play Store and Apple App Store** on their smart phones or avail this facility on the desktops through Bank site **www.IndusInd.com**.

App Store Google play

This service enables customers to benefit the present Contact Centre services and four financial transactions – FD booking, RTGS, NEFT & funds transfer through a video chat with the Contact Centre executive instantly or arrange a video call with the branch manager/relationship manager.

Commenting on the development, **Mr. Sumant Kathpalia, Head – Consumer Banking, IndusInd Bank** said, *"In a move to digitise the banking experience for all customers, IndusInd Bank Video Branch is a 24x7 unique innovative service allowing customers to interact Face-to-Face with their bank branch using their desktop, tablet or smart phone. IndusInd Bank customers can now do all the transactions they do at a bank branch without going to it, right from the comfort of their office or home using the Video Branch App. IndusInd Bank Video Branch is yet another new service under the Bank's theme of Responsive Innovation to offer innovative and unique banking experience to all customers, while keeping their convenience in mind. Digitisation is the future of banking and we are hopeful that the new service will be immensely useful to all our customers."*

IndusInd Bank Video Branch is the latest service to be added to the series of innovative products and services launched by IndusInd bank in the recent past. In line with the theme of Responsive Innovation, IndusInd Bank has launched unique products and services such as **Cash on Mobile, Choice Money ATMs, Direct Connect, Quick Redeem Service**, and the latest being **My Account, My Number** service propositions.

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+ Short Term rating 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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