CIN L65191PN1994PLC076333

IndusInd Bank

September 2, 2014

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 appoints Lodestar UM as its media agency

IndusInd Bank has appointed Lodestar UM, part of IPG Mediabrands, India as its media agency for all the media initiatives of the bank.

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

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IndusInd Bank

IndusInd Bank appoints Lodestar UM as its media agency

Mumbai, September 2, 2014: IndusInd Bank has appointed Lodestar UM, part of IPG Mediabrands, India as its media agency for all the media initiatives of the bank.

The appointment of Lodestar UM is a part of the Bank's broad strategy to strengthen its brand visibility and recall across all geographies. In its endeavor to emerge as a high-street brand, IndusInd Bank has made 'Responsive Innovation' as a central theme of its brand building program. The Bank has combined responsiveness with innovation to launch a wide range of banking products and services which are unique, convenient and very relevant to Indian consumers.

In the recent past, IndusInd Bank has worked with famous bollywood actors such as Sharman Joshi, Jimmy Shergill, Neetu Singh Kapoor, Ranvir Shorey etc. to promote media campaigns around the innovative services like Choice Money ATMs, Check-on-Cheque, Cash-on-Mobile, Direct Connect, Quick Redeem Service, My Account My Number etc. The media campaigns have helped the brand connect better with the customers, enhance its visibility quotient and reinforce the brand statement 'You desire, We Deliver' across the audience.

Commenting on this partnership Mr. Mohit Ganju, Head - Marketing & Communications, IndusInd Bank said *"IndusInd Bank is delighted to engage with Lodestar UM as its media agency. The Bank found a perfect match with Lodestar UM, whose passion for deep consumer insight married with a solid understanding of the business, resulted in simple yet innovative solutions across various media platforms. I am sure that they will demonstrate their expertise across all media initiatives in order to create IndusInd Bank as a strong brand*".

Ms. Nandini Dias, CEO Lodestar UM adds, "*We are driven by curiosity in delivering consumer centric strategic media solutions to our clients. We are excited to see how this has once again proved to be our success in delivering a differentiated solution to IndusInd Bank. Our proprietary tool CAT will help in the most scientific and calibrated media investments across critical media touch-points to light up the forthcoming campaigns of IndusInd Bank*".

The incumbent agency handling the media services is RK Swamy Media Group.

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 June 30, 2014, IndusInd Bank has 638 branches, and 1238 ATMs spread across 439 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. IndusInd Bank is amongst the "Best Indian Brands" as per the recent survey conducted by The Economic Times – Brand Equity and Interbrand in 2014.

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.

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About Lodestar UM:

Lodestar UM is a part of IPG Mediabrands India which is ranked 2nd largest media group in the country with a $1bn+ media billing (Source: RECMA 2014). The agency services its rich roster of clients from across 6 cities of India having a total strength of 350+ employees. Out of the 60+ strong client list, some of the key brands handled by Lodestar UM are Coca Cola, Samsung, Tata Motors, Amul, Mahindra, Wipro.

For more details on this release, please contact:

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