CIN : L65191PN1994PLC076333

IndusInd Bank

July 16, 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 launches QuickPay – an Instant money transfer service via SMS, E-mail & Social Media Platforms

We wish to notify that IndusInd Bank has launched yet another Customer Responsive service called QuickPay, wherein IndusInd Bank customers can send money instantly to their personal contacts and/or business parties through SMS, E-mail and social media platforms, without having the beneficiary Bank Account details. The sender can simply go to the bank website and transfer money to the recipient instantly, by just filling the E-mail Id or Mobile Number of the receiver. Moreover, customers can choose to send E-Gift Cards through the QuickPay platform to anyone, anywhere, anytime.

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.

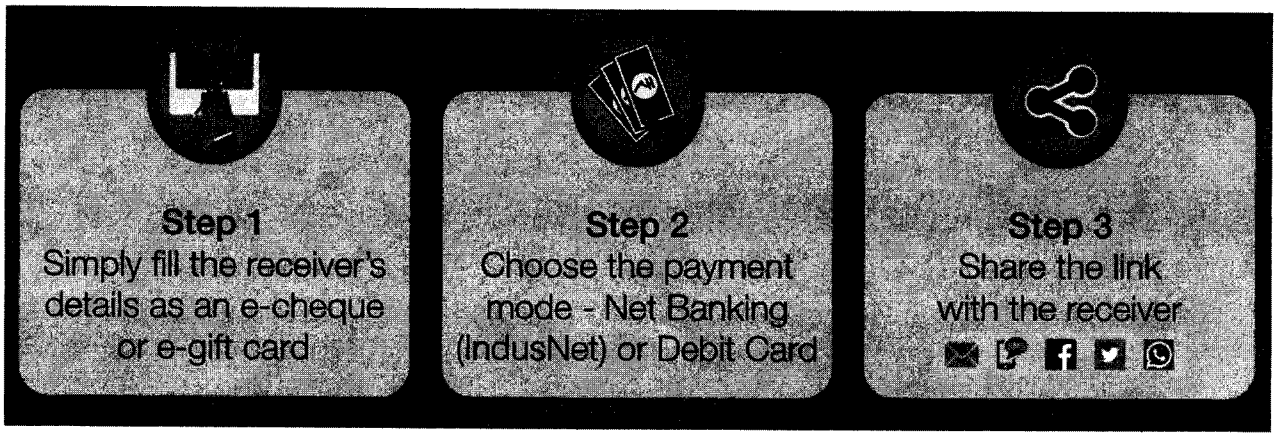
Haresh K. Gajwani
Company Secretary

IndusInd Bank

Not for Release in the United States

IndusInd Bank launches QuickPay – an Instant money transfer service via SMS, E-mail & Social Media Platforms

Mumbai, July 16, 2015: IndusInd Bank has launched yet another Customer Responsive service called **QuickPay**, wherein IndusInd Bank customers can send money instantly to their personal contacts and/or business parties through SMS, E-mail and social media platforms, without having the beneficiary Bank Account details. The sender can simply go to the bank website and transfer money to the recipient instantly, by just filling the E-mail Id or Mobile Number of the receiver. Moreover, customers can choose to send E-Gift Cards through the QuickPay platform to anyone, anywhere, anytime.



An IndusInd Bank customer can initiate a Quickpay transfer from the bank's website or using the Net Banking instantly with a personalized message and with the choice of greeting. The sender gets a 'Quick code' that is shared with the recipient for completing the transfer. **Quickpay** happens via NPCI's Immediate Payment Service (IMPS Person to Account) that is instant and 24X7.

While launching the service **Mr. Ritesh Raj Saxena, Head – Savings, Digital & Payments Business, IndusInd Bank** said "IndusInd Bank's **QuickPay** service is aimed at delighting the customers in the digital age. Today's young & digitally savvy customers expect payments to happen instantly & seamlessly. This service empowers IndusInd Bank consumers to send money to anybody, anywhere on a real time basis via social platforms. Bank will also soon launch its Wallet based payment App."

See http://bitly.com/indusindquickpay to experience QuickPay.

See http://bitly.com/quickpayfaqs for frequently asked questions.

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 distribution network. As on June 30, 2015, IndusInd Bank has 811 branches and 1,543 ATMs spread across 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 is ranked 19th amongst the Top 50 Most Valuable Indian Brands 2014 as per the BrandZ Top 50 rankings a study published by the WPP and conducted by Millward Brown.

IndusInd Bank

Ratings:

- ICRA AA+ for Lower Tier II subordinate debt program by ICRA
- ICRA AA for Upper Tier II subordinate debt 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
- IND AA for Upper Tier II subordinate debt program by India Ratings and Research
- IND AA+ for Senior unsecured bonds program by India Ratings and Research

Twitter- @MyIndusIndBank
Facebook -https://www.facebook.com/OfficialIndusIndBankPage

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