CIN: L65191PN1994PLC076333

IndusInd Bank

February 3, 2017

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Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No.C/1, G Block
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NSE Symbol: INDUSINDBK

The Deputy General Manager
Corporate Relationship Department
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1st Floor, New Trading Ring
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BSE Scrip Code: 532187

Dear Sir,

IndusInd Bank campaign roots for Indian Blind cricket team at T20 World Cup
Unveils a dedicated site https://theothermeninblue.com/ for cheering

IndusInd Bank, in association with Cricket Association for the Blind in India (CABI), has launched **'TheOtherMeninBlue'** campaign for the **IndusInd Bank Indian Blind Cricket Team under the World Champions Programme** — Cricket for the Blind. Advocating the cause, IndusInd Bank aims to garner support for, and generate passion and visibility for the defending champions in the ongoing T20 World Cup Cricket for the Blind, which has commenced in Delhi on January 29, 2017.

In this connection, our Bank will issue a Press Release today. A copy of the same is enclosed for your kind perusal and records.

Thanking you,

Yours faithfully,
For IndusInd Bank Ltd.

Prasad Keluskar
Asst. Company Secretary

Encl: A/a

IndusInd Bank

IndusInd Bank campaign roots for Indian Blind cricket team at T20 World Cup

Unveils a dedicated site https://theothermeninblue.com/ for cheering

Mumbai, February 2, 2017: IndusInd Bank, in association with Cricket Association for the Blind in India (CABI), has launched **'TheOtherMeninBlue'** campaign for the **IndusInd Bank Indian Blind Cricket Team under the World Champions Programme** — Cricket for the Blind. Advocating the cause, IndusInd Bank aims to garner support for, and generate passion and visibility for the defending champions in the ongoing T20 World Cup Cricket for the Blind, which has commenced in Delhi on January 29, 2017.

The campaign intends to showcase the fact that cricket as a religion needs to be all encompassing. While the nation focuses and cheers for mainstream cricket, that visually-challenged cricketers also make the country as proud, both on and off the field, and that they too require support and cheering, while they represent their country at the highest level.

Through this campaign, IndusInd Bank strives to mobilize that support for the unsung heroes. IndusInd Bank has developed a dedicated microsite to encourage people to root for 'The Other Men in Blue'. To make it more participative, the Bank has developed a unique game, with 3D sound technology, that provides users with a firsthand experience as to how the visually-challenged cricketers play the game. Users can click on the Play, Cheer and Share the Score options, which they can put up on Facebook to show solidarity with the team.

A two-week long campaign on social and digital platform aims to garner goodwill and cheer for the Champions – the main highlights being a massive influencer campaign via social media, player profiles, thought provoking / did you know content, interactive contests and games which will make the overall experience highly participative and engaging.

The campaign aims to put the spotlight on the team's dedication, rigorous training and successful achievements on both the national and international stage. The campaign brings to the fore IndusInd Bank's continuing endeavor to work with diverse communities to bring about positive change and improve lives.

One of the major highlights of the campaign is the anthem *'Shor Machayega Sara Mohalla'* as a part of cause marketing campaign — launched by Cricket Association for the blind in India (CABI) in association with IndusInd Bank— is an inspiring sixty second anthem to excite the nation to support the "#TheOtherMenInBlue". It opens with the lines ***"Dikhayi nahin deta, Par dikha toh saktey hain, Dikhayi nahin deta, Par sun toh saktey hain. Aao...shor machao, Humaari himmat badhao, Aao...shor machao."*** In English, it means, ***"We can't see, but we can show you, we can't see, but we can hear you! Come and cheer us, come boost our spirits come and cheer us!"***

IndusInd Bank

Anil Ramachandran, Head - Marketing & Communication, and Head - Retail Unsecured Assets, IndusInd Bank, said, *"We have launched this unique campaign to spread awareness about the talents, skills and potential of our visually-challenged cricket team and highlight their passion and dedication for a game that all of us love so much. The T20 World Cup is the ideal platform to acknowledge the many achievements of 'TheOtherMenInBlue' and cheer them as they play hard to defend their title. The campaign is a part of our continuing endeavours and belief that IndusInd Bank as a part of society, can reach out to diverse communities and work for their support and betterment."*

Sanjeev Anand, Country Head – Commercial Banking and in-charge of Sports Vertical, IndusInd Bank, noted, *"We, at IndusInd Bank, believe that a person can either spend his or her life focusing on the disadvantages or work hard to overcome them and reach full potential. Through our unique campaigns, we are providing the much-needed impetus to compete and excel in sports, and encourage visually challenged sportspersons to come forward and play for personal and national glory. It is a treat to watch the hugely-talented IndusInd Bank Indian blind cricket team on the pitch. We are proud to be associated with the Champions."*

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, 2016, IndusInd Bank has 1,075 branches, and 1,960 ATMs spread across 647 geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi. 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. Recently, IndusInd Bank ranked 13th amongst the Top 50 Most Valuable Indian Brands 2015 as per the BrandZ Top 50 rankings powered by WPP and Millward Brown.

Ratings

- CRISIL AA + for Infra Bonds program
- CRISIL A1+ for certificate of deposit program by CRISIL
- IND AA+ for Senior bonds program by India Ratings and Research
- IND AA for Upper Tier II bond program by India Ratings and Research
- IND A1+ for Short Term Debt Instruments by India Ratings and Research
- ICRA AA for Upper Tier II bonds by ICRA

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Facebook - https://www.facebook.com/OfficialIndusIndBankPage/

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