CIN : L65191PN1994PLC076333

IndusInd Bank

September 30, 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 "Onthego" Social banking

IndusInd Bank has, today announced the launch of 'Onthego' Social banking which offers customers a host of banking services including transactions through social platforms like Twitter and Facebook. Apart from providing banking services like checking account balance, enquiry of mini-statement, locating nearest ATM/branch, users now can transfer money to their phone and social contacts using Facebook and Twitter. The user need not download any additional mobile app.

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 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

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Tel.: (020) 2634 3201 Fax: (020) 2634 3241 Visit us at www.indusind.com
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IndusInd Bank

IndusInd Bank launches "*Onthego*" Social banking

Twitter and Facebook banking go live

Offers suite of banking services through multiple-social networks as an extension to its digital services

- Facilitates fund transfers through social media platforms like Twitter and Facebook apart from providing basic banking services

- Does not require download of additional app

-QuickPay & Video Branch Banking seamlessly integrated with Facebook Banking

September 30, 2015 Mumbai: IndusInd Bank, today announced the launch of **'Onthego' Social banking which offers** customers a host of banking services including transactions through social platforms like Twitter and Facebook. Apart from providing banking services like checking account balance, enquiry of mini-statement, locating nearest ATM/branch, users now can transfer money to their phone and social contacts using Facebook and Twitter. The user need not download any additional mobile app.

On **Twitter** platform, **"Onthego"** Social Banking enables the user to carry out basic banking functionalities in a completely secure environment. Any IndusInd Bank savings account customer, who has a mobile number registered with the bank and who has a Twitter account, can access Twitter Banking. This way, the user can transfer money, check account balance, view mini-statement and find nearest ATM/ branch apart from other banking transactions.

The user can send money instantly to its recipient either on his/her twitter handle or if the receiver is not on Facebook or Twitter, then the user sends it to the receiver's email ID or mobile number. IndusInd Bank is the only bank which enables the user to transfer funds to twitter or on email, or sms via twitter. The Twitter banking allows the user to stay connected with his bank anytime, anywhere on Twitter.

Mr. Ritesh Raj Saxena, Head – Savings, Digital & Payments Business, IndusInd Bank said, *"Innovation has been a key driver for us at IndusInd Bank. The initiative is a step further to offer round-the-clock and convenient access to banking services to its customers. The launch comes in line with our bank's philosophy "Customer Responsiveness", where IndusInd Bank aims to offer consumers confidence, ease and convenience which is a clear differentiator in the banking space.* The Idea is to offer banking solutions seamlessly, wherever the user is, rather than expecting the user to come to any particular platform to get serviced. **'Onthego'** Social Banking helps in achieving to deliver our intent to our customers. *With Digital and social mediums gaining importance, we have extended our digital banking to social platforms namely Facebook and Twitter. We are the first bank in India to launch banking on social platforms via the platform apps and the facebook messenger. Very soon, we envisage extending our services to other Social messengers."*

In case of **Facebook banking,** customers can bank through Facebook messenger or app by sending direct Messages to the Bank. Other services like balance enquiry, mini statement, locating nearest ATM and branch outlets are also available. Customers can send money via QuickPay to another Facebook user or to a recipient not on Facebook via E-mail or SMS.

To enable this service, the user need not download any additional mobile app or subscribe to any application on Facebook, but can simply log on to Facebook or its messenger available on smart phones.

IndusInd Bank

The launch of **"Onthego"** Social Banking is seen as a strategic step by IndusInd Bank in bringing best-in-class customer convenience on social media, embedded in a seamless and a secure process. Other existing digital services of IndusInd Bank which have been integrated with Facebook Desktop version by way of Tabs are **Video Branch Service and Quick Pay service.** The former allows the user to do a video conference with the bank officials at his convenience from his facebook account and the user can experience delightful banking experience. Through Quickpay service-the individual can send money instantly to his/her personal contacts and/or business parties through SMS, E-mail and social media platforms, without knowing the beneficiary's Bank Account details via his/her facebook account. IndusInd Bank has partnered with Phyder, a leading Mobility Solutions Company and a division of **CMSS India Pvt. Ltd,** for the Social Banking initiatives.

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 ranks 13th in the BrandzTop 50 Most Valuable Indian Brands 2015, as adjudged by WPP and Millward Brown.

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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