IDBI BANK
CIN: L65190MH2004GOI148838

आईडीबीआई बैंक लिमिटेड
पंजीकृत कार्यालय : आईडीबीआई टॉवर,
डब्ल्यूटीसी कॉम्प्लेक्स, कफ परेड,
मुंबई - 400 005.
टेलिफोन : (+91 22) 6655 3355, 2218 9111
फैक्स : (+91 22) 2218 0411
वेबसाइट : www.idbi.com

IDBI Bank Limited
Regd. Office : IDBI Tower,
WTC Complex, Cuffe Parade,
Mumbai - 400 005.
TEL.: (+91 22) 6655 3355, 2218 9111
FAX : (+91 22) 2218 0411
Website : www.idbi.com

अक्तूबर 14, 2014

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| The Manager (Listing)<br>National Stock Exchange of India Ltd.,<br>Exchange Plaza, 5th Floor,<br>Plot No.C/1, G Block,<br>Bandra Kurla Complex, Bandra(E),<br>Mumbai - 400 051 | The Manager (Listing)<br>Bombay Stock Exchange Ltd.,<br>25th Floor, Phiroze Jeejeebhoy Towers,<br>Dalal Street, Fort,<br>Mumbai - 400 001 |

Dear Sir,

**Disclosure under clause 53 of the Listing Agreement**

In terms of clause 53 of the Listing Agreement, the disclosures pertaining to renewal of /new agreements entered into by the Bank with media companies is enclosed.

2. The aforesaid disclosures have also been uploaded by the Bank on its website.

Kindly acknowledge the receipt and take the above on record.

भवदीय,
*कृते आईडीबीआई बैंक लिमिटेड*

14/10/14
[पवन अग्रवाल]
कंपनी सचिव

संलग्न : उपर्युक्त

**Disclosure under clause 53 of Listing Agreement pertaining to agreements with media companies and / or their associates**

(1) IDBI Bank Limited has entered into Service Agreements with following Advertising, Media and PR Agencies, viz.

(i) OGILVY & MATHER PRIVATE LIMITED, (O&M), Commerz, 14th Floor, International Business Park, Oberoi Garden City, Off. Western Express Highway, Goregaon (E), Mumbai - 400 063.

(ii) Adfactors Advertising Pvt. Limited (Adfactors), 2nd Floor, Manek Mahal, 90, V.N.Road, Churchgate, Mumbai - 400020.

(iii) Indo Aryan Publicity (Indo Aryan), registered office at 13 G/1,, Everest Building, 46 C Chowringhee Road, Kolkata – 700071.

(iv) GroupM Media India Private Limited, (through its division 'Maxus') registered office at Commerz, 8th Floor, International Business Park, Oberoi Garden City, off. Western Express Highway, Goregaon (East), Mumbai- 400 063.

(v) Mudra Max Pvt. Ltd., registered office at Mudra House, Opp. Grand Hyatt, Vakola, Santacruz-East, Mumbai – 400 055.

(vi) Adfactors PR Private Limited, registered office at City Hall, Oasis Complex, Kamala Mills Compound, Pandurang Budhkar Marg, Lower Parel (West), Mumbai

400013.

(vii) Inter Publicity Pvt. Ltd., 1st Floor, Ballard House, Adi Marzban Path, Ballard Estate, Mumbai-400001.

(viii) Percept H Pvt Ltd., P-2, Raghuvanshi Estate, 11/12 S B Marg, Lower Parel (W), Mumbai-400013.

(ix) Concept Communications Ltd., Queens's Mansion, Lower Ground Floor, Next to Cathedral School, Prescot Road, Fort, Mumbai-400001.

(x) Lodestar, (Media division of FCB Ulka Advertising Private Limited), 4th Floor, Nirmal, Nariman Point, Mumbai-400021

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The aforesaid agencies are engaged in the business of advertising, media planning and marketing communications and, as per the Service Agreements, the scope of work covers development of advertising and marketing strategies for the Bank including brand advertising, product advertising, other communications along with the media planning, buying and releasing services and Public Relations.

(2) The aforesaid Agencies do not hold any shareholding in IDBI Bank Limited, except that as per the disclosure made by Adfactors Advertising Mr. Rajesh Chaturvedi is holding 15000 shares of IDBI Bank, in their individual capacity.

(3) There is no nominee of either of the aforesaid Agencies on the Board of IDBI Bank Limited

(4) There is no management control or potential conflict of interest arising out of Service Agreements entered into by IDBI Bank Limited with the aforesaid agencies.

(5) There are no other back to back treaties/ contracts/ agreements/ MoUs or similar instruments entered into by IDBI Bank Limited with the aforesaid Agencies and/ or their associates for the purpose of advertising, publicity, etc.

