

April 30, 2026

**National Stock Exchange of India Limited (Symbol: INDUSINDBK)  
BSE Limited (Scrip Code: 532187)**

Madam / Dear Sir,

**Sub.:            Press Release**

**Ref.:            Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Please find enclosed copy of press release titled as “**IndusInd Bank reimagines fixed deposits for the modern Indian saver with its new ‘Fixed bhi, Fabulous bhi’ campaign**”.

In this connection, the Bank will issue a press release today.

This is also being uploaded on the Bank’s website at [www.indusind.bank.in](http://www.indusind.bank.in).

We request you to take the above information on record.

Thanking you,

Yours faithfully,

**For IndusInd Bank Limited**

**Anand Kumar Das  
Company Secretary**

**Encl.: As above**



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**Registered Office:** 2401 Gen. Thimmayya Road, Pune 411001, India

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**CIN: L65191PN1994PLC076333**

Press Release

## IndusInd Bank reimagines fixed deposits for the modern Indian saver with its new '*Fixed bhi, Fabulous bhi*' campaign

**Mumbai, April 30, 2026:** IndusInd Bank, today, launched its new campaign, '*Fixed bhi, Fabulous bhi*', anchored in the belief that while much in life may be uncertain, a fixed deposit (FD) is a reliable investment avenue. The campaign encourages individuals to look beyond conventional perceptions and recognise FDs as a smart investment option.

At the core of the campaign is a series of three short digital films, now live on [Instagram](#), [Facebook](#), [X](#), [LinkedIn](#) and [YouTube](#), which bring the '*Fixed bhi, Fabulous bhi*' proposition to life. With a light, humorous take on the curveballs life tends to throw, the films make a simple but powerful point: plans change, but your fixed deposit does not. With inclusivity at its core, the Bank has also embedded [sign language](#) across all three films, ensuring the message is universally accessible. Built as a digital-first campaign, it is complemented by on-ground branch activations and a curated pan-India OOH presence.

**Sheran Mehra, Chief Marketing Officer, IndusInd Bank, said,** *"With '*Fixed bhi, Fabulous bhi*', we celebrate the quiet confidence that fixed deposits (FD) bring to everyday financial planning. Using light, relatable humour, the films reflect familiar moments where plans may change, but the reassurance of a fixed deposit remains constant. The campaign reflects IndusInd Bank's customer-first approach - keeping savings simple, accessible and relevant through a seamless digital experience."*

*"Everyone knows that fixed deposits are a hedge against market volatility. IndusInd Bank's FDs are amongst the best in the market, but simply talking about it would not win us any eyeballs. We then realised that the joke's on all of us - as nothing's 'fixed' in life itself. A series of funny films that open on tears, pretty much wrote themselves. Tight, absurdist yet relatable, each is a tragicomedy that resolves into a fixed-yet-fabulous ending",* said **Ram Cobain, CCO, Mullen Lintas.**

The films connect with savers across life stages - from young professionals to family planners and senior citizens, highlighting best-in-class interest rates, flexible tenures, seamless digital booking and autorenewal. For more details, visit <https://www.indusind.bank.in/in/en/personal/deposits/fixe-deposit.html> or download the IndusInd Bank mobile app.

### ABOUT INDUSIND BANK

IndusInd Bank Limited has been redefining banking for the past 32 years and has been a force for progression and innovation, offering an elevated banking experience for its diverse range of stakeholders, including government entities, PSUs, retail customers, and large corporations. The Bank's product offerings include microfinance, personal loans, debit/credit cards, SME loans, advanced digital banking facilities, affluent and NRI banking services, vehicle financing, and innovative ESG-linked financial products.

The Bank also caters to the growing Indian diaspora with representative offices in Dubai, and Abu Dhabi. As of March 31, 2026, IndusInd Bank serves around 42 million customers through 3,136 branches/banking outlets and 2,870 ATMs, reaching 1.62 lakh villages across India. IndusInd Bank leverages technology through its 'Digital 2.0' strategy, ensuring multi-channel delivery and a robust digital infrastructure. In each of its unique offerings that include 'INDIE' – the one-stop-shop for all things digital banking; innovation and customer centricity remain at the core. IndusInd



# IndusInd Bank

Bank holds clearing bank status for major stock exchanges BSE and NSE, settlement bank status for NCDEX, and is an empanelled banker for MCX.

## RATINGS

Domestic Ratings:

- CARE A1+ for Certificate of Deposits
- CRISIL A1+ for certificate of deposit program / short term FD programme
- CRISIL AA+ for Infrastructure Bonds program/Tier 2 Bonds
- IND AA+ for Issuer Rating by India Ratings and Research
- IND AA+ for Senior bonds program/Tier 2 Bonds by India Ratings and Research

International Rating:

- Ba1 for Senior Unsecured MTN programme by Moody's Investors Service

Visit us at [www.indusind.bank.in](http://www.indusind.bank.in)

Twitter: @MyIndusIndBank

Facebook: <https://www.facebook.com/OfficialIndusIndBankPage>

LinkedIn: <https://www.linkedin.com/company/indusind-bank/>

Instagram: indusind\_bank

For more details, please contact:

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