

August 1, 2024

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

Madam / Dear Sir,

Subject: Press Release

Reference: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the Listing Regulations)

Please find enclosed copy of press release titled 'IndusInd Bank launches 'PIONEER Private', bespoke & curated financial solutions for the HNI / UNHI segment.

In this connection, our Bank will issue a Press Release today. A copy shall also be uploaded on the Bank's website at www.indusind.com.

Thanking you,

Yours faithfully,

For IndusInd Bank Limited

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KUMAR
DAS

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ANAND KUMAR DAS
Date: 2024.08.01
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**Anand Kumar Das
Company Secretary**

IndusInd Bank launches 'PIONEER Private', bespoke & curated financial solutions for the HNI / UNHI segment

The program includes full-stack banking solutions, exclusive investment opportunities, opulent lifestyle experiences and a dedicated team of experts for the affluent segment of customers

Mumbai, August 01, 2024: IndusInd Bank today announced the launch of its 'PIONEER Private Program', an exclusive program of bespoke financial solutions, tailored to every need of the High-Net-Worth Individuals (HNWIs). Having established a strong presence in serving the HNI segment, this new program marks a significant leap forward in IndusInd Bank's commitment to personalised excellence catering to the diverse financial and banking needs of HNWIs.

PIONEER Private is an exclusive realm of tailored financial solutions designed to cater to the unique needs of the HNI/UHNI community. The bespoke program has been crafted based on the ethos that 'History Lies Ahead' and caters to every facet of the discerning UHNWIs' financial journey.

A comprehensive range of full-stack banking solutions focusing on sophisticated investment avenues, spanning from the traditional to the avant-garde, estate & legacy planning, seamless trade and forex services, customised credit and structuring solutions and many more client-centric personalised offerings. Further, the program offers personalised insurance solutions in partnerships with leading insurers and provides opulent lifestyle experiences tailored to clients' preferences, enhanced by top-of-the-line private metal credit and debit cards and state-of-the-art wearables. These come bundled with unprecedented benefits and rewards, including exclusive travel benefits- airport lounge, pick-up and drop, meet and greet services, global golf privileges, integrated top brands and more.

Mr. Samir Dewan, Head - Affluent Banking & International Business, IndusInd Bank, said, "Our commitment to excellence drives us to continuously evolve and elevate the standards of the banking services that we provide to our customers. We are delighted to extend our bespoke financial and banking solutions for the diverse needs of the HNWI segment, PIONEER Private. With this program, we aspire to create an unparalleled customer experience for our HNWI customers, ensuring that every interaction with us is characterised by seamless efficiency and opulent indulgence. With the 'PIONEER Private Program', we invite our esteemed customers to embark on a journey where history truly lies ahead, as we chart new territories of excellence together."

About IndusInd Bank:

IndusInd Bank Limited has been redefining banking for the past 30 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 London, Dubai, and Abu Dhabi. As of June 30, 2024, IndusInd Bank serves approximately 41million customers through 3013 branches/banking outlets and 2,988 ATMs, reaching 1.60 lacs 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 and 'Indus PayWear' - first-of-its-kind payment wearable product that combines IndusInd Bank credit and debit card payments through a watch clasp, mobile sticker and ring; innovation and



customer centricity remain at the core. IndusInd 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 AA + for Infrastructure Bonds program/Tier 2 Bonds
- CRISIL AA for Additional Tier 1 Bonds program
- CRISIL A1+ for certificate of deposit program / short term FD programme
- 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

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