

IndusInd Bank

December 17, 2020

The Asst. Vice President
Listing Department
National Stock Exchange of India Ltd.
Mumbai - 400 051
NSE Symbol: INDUSINDBK

The Deputy General Manager
Corporate Relationship Dept.
BSE Ltd.
Mumbai - 400 001
BSE Scrip Code: 532187

Chief Regulatory Officer
India International Exchange
GIFT City Gandhinagar - GJ 382355
Scrip Code: 1100027

Madam / Dear Sir,

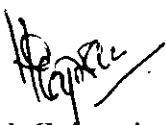
IndusInd Bank launches its first metal credit card 'PIONEER Heritage' for the affluent segment

IndusInd Bank in partnership with Mastercard announced the launch of its first metal credit card - '**PIONEER Heritage**' for the Bank's ultra-high net worth segment of customers. Equipped with best-in-class features and privileges across an array of categories like travel, wellness, lifestyle among others, the all-new credit card has been specially curated to match the requirements of affluent Indian professionals and entrepreneurs. It is also part of the 'World Elite' platform by Mastercard comprising privileges that complement the lifestyle of the discerning few. The 'World Elite' platform is Mastercard's signature global program that offers the choicest benefits to HNI cardholders across their passion points.

With the launch of the 'Pioneer Heritage Credit Card', IndusInd Bank has joined the ranks with few other banks globally, that offer a credit card which has been exquisitely crafted with metal.

In this connection, our Bank will issue a Press Release today. A copy of the same is enclosed for your kind perusal and record. A copy shall also be uploaded on the Bank's website at www.indusind.com.

Yours faithfully,
For IndusInd Bank Limited


Haresh Gajwani
Company Secretary



Solitaire Corporate Park Office : IndusInd Bank Limited, Building No.7, Solitaire Corporation Park, Andheri- Ghatkoper Link Road, Chakala, Andheri (E), Mumbai - 400 093, India Tel: (0022) 66412887

Registered Office : 2401 Gen. Thimmayya Road, Pune 411 001, India
Tel.: (020) 2634 3201 Fax: (020) 2634 3241 Visit us at www.indusind.com
CIN: L65191PN1994PLC076333

IndusInd Bank launches its first metal credit card 'PIONEER Heritage' for the affluent segment

- *Offers unlimited complimentary access to international and domestic airport lounges*
- *Card holder gets unlimited complimentary rounds of golf games / lessons every month across select golf courses in India*
- *Offers a complimentary membership to the card holder and his/her spouse to the Club ITC Culinaire, a premium loyalty programme of the ITC Group*

Mumbai, December 17, 2020: IndusInd Bank in partnership with Mastercard announced the launch of its first metal credit card - '**PIONEER Heritage**' for the Bank's ultra-high net worth segment of customers. Equipped with best-in-class features & privileges across an array of categories like travel, wellness, lifestyle among others, the all-new credit card has been specially curated to match the requirements of affluent Indian professionals and entrepreneurs. It is also part of the 'World Elite' platform by Mastercard comprising privileges that complement the lifestyle of the discerning few. The 'World Elite' platform is Mastercard's signature global program that offers the choicest benefits to HNI cardholders across their passion points.

With the launch of the 'Pioneer Heritage Credit Card', IndusInd Bank has joined the ranks with few other banks globally, that offer a credit card which has been exquisitely crafted with metal.

Speaking on the launch of the new card, **Mr. Samir Dewan, Head - Affluent Banking, IndusInd Bank** said, "At IndusInd Bank, we believe that it is important to anticipate our customers' needs, and curate the most rewarding experiences for them. With the launch of the PIONEER Heritage Credit Card, we are strengthening as well as broadening our card proposition for the PIONEER banking customers, providing them access to world class services by leveraging on our wide network and relationships. We believe, the new credit card is a compelling proposition that offers best-in-class privileges and indulgences across travel, wellness, lifestyle and luxury categories, thereby offering our wealth customers with an unmatched banking experience."

Commenting on the launch, **Mr. Aman Ahuja, Vice President, Product and Innovation, South Asia, Mastercard** said "Mastercard is pleased to partner with IndusInd Bank for the launch of our very first metal credit card 'PIONEER Heritage'. India has over a million millionaires, and the number is growing by 12-13% every year. These High-Net-Worth-Individuals (HNWIs) exhibit an increasing demand for services, experiences, and differentiated products. Mastercard is committed to bringing customized experiences to this elite, affluent segment. This metal credit card is specially designed to offer Priceless moments to the ultra-high net worth segment of



customers to meet their diverse preferences with meticulously customized offerings. This card offers a combination of niche banking solutions and carefully curated lifestyle privileges.”

Key benefits of the ‘IndusInd Bank Pioneer Heritage Credit Card’ include:

Travel:

- Unlimited complimentary access to participating international and domestic airport lounges

Financial:

- Waiver on card annual fee if the cardholder meets the minimum spends criteria of INR 10,00,000 or more (combined spends of Primary and all Add-on Cards, if any) during the period
- Lifetime waiver of late payment charges, cash advance fee as well as over limit fee

Lifestyle:

- Unlimited complimentary golf games and lessons at select golf courses in India
- 4 complimentary movie tickets per quarter as well as 20% discount on events on bookmyshow.com
- Complimentary membership for the card holder and his/her spouse to the Club ITC Culinaire

Insurance:

- Complimentary personal air accident cover of Rs. 2.5 crores
- Insurance cover for a sum up to the credit limit on the card
- Lost baggage insurance of Rs.1,00,000
- Loss of travel document insurance of Rs. 75,000

To apply for the ‘IndusInd Bank Pioneer Heritage Credit Card’, one can visit any of the existing IndusInd Bank PIONEER lounges or can also contact their PIONEER relationship manager. More information on this credit card is available on < <https://bank.indusind.com/pioneer/personal-banking/cards/pioneer-heritage-credit-card.html> >

About PIONEER Banking

IndusInd Bank launched ‘PIONEER Banking, its wealth management platform in January 2020, which caters to the high net worth segment of customers. Based on state-of-the-art research based capabilities of the Bank, the service merges bespoke wealth management solutions with a wide array of personal & commercial banking products, curated to suit the requirements of the discerning few.

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 September 30, 2020, IndusInd Bank has 1910 Branches/ Banking Outlet and 2785 ATMs



spread across 751 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 was included in the NIFTY 50 benchmark index on April 1, 2013.

Domestic Ratings

- CRISIL AA + for Infra Bonds program
- CRISIL AA for Additional Tier I Bonds program
- CRISIL A1+ for certificate of deposit/short term fixed deposits program
- IND AA+ for Senior bonds program by India Ratings and Research
- IND AA for Additional Tier I Bonds program by India Ratings and Research
- IND A1+ for Short Term Debt Instruments by India Ratings and Research

Visit us at www.indusind.com

Twitter- @MyIndusIndBank

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

For more details on this release, please contact:

Anu Raj

IndusInd Bank Ltd.

mktg@indusind.com

Supriya Deshmukh

Adfactors PR Pvt. Ltd.

Supriya.deshmukh@adfactorspr.com

+91-9930492011

