Press Release

IndusInd Bank and American Express announce strategic partnership with the launch of the new IndusInd Bank Iconia American Express® Card

Mumbai: May 29, 2013: IndusInd Bank and American Express today announced the formation of a strategic partnership and launch of the IndusInd Bank Iconia American Express Card. This is IndusInd Bank's first American Express-branded credit card product on the American Express network and offers strong rewards and lifestyle benefits catering to the needs of affluent customers.

The IndusInd Bank Iconia American Express Card offers a strong earn rate of 1.5 Reward Points and 2 Reward Points for every Rs 100 spent on Weekdays and Weekends respectively. These Reward Points can be redeemed for Cash Credit at full value, i.e., 1 Reward Point for 1 Indian Rupee. Additionally, the Reward Points can also be redeemed for Partner Air miles. This unique rewards proposition makes the Card one of the more rewarding Cards in India.

The Card also offers a host of lifestyle benefits including Golf, Entertainment, Travel and Dining.

Sumant Kathpalia, Head Consumer Banking, IndusInd Bank **said**, "We are very excited to partner with American Express for the launch of the IndusInd Bank Iconia American Express Card. It has always been our endeavor to provide the best products and services to our customers and this is yet another step in that direction."

Anil Ramachandran, Business Head, Credit Cards, IndusInd Bank **said**, "We at IndusInd Bank are delighted to launch the IndusInd Bank Iconia Credit Card in association with American Express. Our partnership with American Express is based on our mutual belief and commitment in bringing unparalleled value to our customers. The IndusInd Bank Iconia American Express Credit Card will provide customers with a world-class opportunity to extract the best out of life".

Siew Choo Ng, Senior Vice President, Global Network Partnerships, Asia, American Express said, "IndusInd Bank is a highly regarded financial services institution, and we are confident that this new product will provide tremendous value to IndusInd Bank's customer base. Moving forward, we are looking forward to working even more closely with IndusInd Bank to also help them target new customers with a compelling product range."

About American Express

American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success.

Since 1996, American Express has been pursuing a strategy of opening its merchant network and card product portfolio to third party issuers around the world. By leveraging its global

IndusInd Bank Ltd. Company Secretarial Department Mumbai Corporate Office

infrastructure and the powerful appeal of the brand, American Express has gained even broader reach for its network worldwide. American Express has now established 148 partnerships in 160 markets across the world.

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 March 31, 2013, IndusInd Bank had 500 branches, and 882 ATMs spread across 358 geographical locations of the country. The Bank also has representative offices in London and Dubai.

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 on April 1, 2013 was included in the NIFTY 50 benchmark index. IndusInd Bank also offers DP facilities for stock and commodity segments.

RATINGS:

ICRA AA for Lower Tier II subordinate debt program by ICRA and ICRA AA- for Upper Tier II bond program by ICRA. CRISIL A1+ for certificate of deposit program by CRISIL. CARE AA for Lower Tier II subordinate debt program by CARE. Ind AA- for Upper Tier II bond program by India Ratings and Research and Ind A1+ for Short Term Debt Instruments by India Ratings and Research.

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