IndusInd Bank inaugurates India's first Digital Branch at Rapid Metro station, Gurgaon

New Delhi, September 29, 2014: IndusInd Bank has inaugurated its first Digital Branch at IndusInd Cybercity Rapid Metro station, Gurgaon. With this launch, IndusInd Bank has become the first bank in India to have a fully Digital Branch at a metro station, whose branding rights are owned by the Bank.

The bank's fully digital branch aims to deliver best-in-class service to its growing tech savvy customer base. This digital branch is strategically located in the heart of Cybercity, which houses Cyberhub and many other key commercial establishments of Gurgaon.

One of the USPs of the Digital Branch is the Interactive Video Branch machine - another first in India. This Video Branch machine allows customers to connect with the remote teller over a real-time video call and perform regular banking transactions like statement printing, cheque deposits, opening of FD account and encashment, funds transfer along with dispensation of cash. The Digital Branch lobby also has a smart table with iPads on which customers can do a host of banking and non-banking transactions.

The Digital Branch at IndusInd Cybercity station has been aesthetically designed with stylish and modern interiors to provide customers a rich and a delightful banking experience.

Mr. Romesh Sobti, Managing Director and Chief Executive Officer, IndusInd Bank said, "*We are happy to inaugurate IndusInd Bank's first digital branch. Digitization of businesses has become the central theme of the Bank and we believe within a span of few years, digitization will become an inherent part of Banking. For us, it is a step forward to the on-going Responsive Innovation theme. We will continue to invest in digital branches to create a differential banking experience which will delight our customers*."

Mr. Sumant Kathpalia, Head Consumer Banking, IndusInd Bank said "*Innovation has been a key driver for us at IndusInd Bank. With this inauguration of the fully digital branch, the bank has further strengthened its committment to offer its customers efficient & personalised banking services and solutions. The intiative is a step further to offer round-the-clock and convenient access to banking services.*"

In June, 2014, IndusInd Bank acquired the naming and branding rights of a Rapid Metro Station in Gurgaon and named the station IndusInd Cybercity, setting an excellent example of transit mode of advertising in India.

Apart from a range of digital services, IndusInd Bank's customers can avail IndusInd Bank's unique customer propositions along with full range of services ranging from Savings & Current Accounts, Loan products to Wealth Management and Credit cards. With the launch of the digital branch, the bank has now 15 branches and 63 ATMs in Gurgaon.

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 A1+ Short Term rating by India Ratings and Research. IND AA for Lower Tier II subordinate debt program by India Ratings and Research and IND AA - for Upper Tier II bond program by India Ratings and Research.

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 June 30, 2014, IndusInd Bank has 638 branches, and 1238 ATMs spread across 439 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 on April 1, 2013 was included in the NIFTY 50 benchmark index. IndusInd Bank is ranked 19th amongst the Top 50 Most Valuable Indian Brands 2014 as per the BrandZ Top 50 rankings powered by the WPP and Millward Brown.

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