IndusInd Bank

June 6, 2013

The Deputy General Manager
Corporate Relationship Dept.
Bombay Stock Exchange Ltd.
1st Floor, New Trading Ring
Rotunda Building, P. J. Towers
Dalal Street, Fort
Mumbai – 400 001

Fax: 22722037/39/41/61

Dear Sir,

IndusInd Bank launches 'My Account, My Number'

We notify that IndusInd Bank Ltd. has unveiled a new advertising campaign to communicate its latest innovative proposition - 'My Account, My Number', which empowers the customer to choose the Bank Account Number of his choice for the account he opens with the Bank.

In this connection, our Bank shall issue a Press Release today. A copy of the same is enclosed for your kind perusal and record.

Yours faithfully,
For IndusInd Bank Ltd.

Haresh K. Gajwani
Company Secretary

IndusInd Bank

Press Release

IndusInd Bank launches 'My Account, My Number'

Unveils advertisement blitz featuring Sharman Joshi

Mumbai, June 6, 2013: IndusInd Bank unveils a new advertising campaign to communicate its latest innovative proposition; **'My Account, My Number'**. This new service **empowers the customer to choose the Bank Account Number of his choice for the account he opens with the Bank.** The new advertisement has been directed by Gajraj Rao of Code Red films and features bollywood actor Sharman Joshi.

In line with its theme of Responsive Innovation, 'My Account, My Number' enhances the convenience and flexibility of the customers by allowing them to choose a Bank account number of their own choice. Customers can choose up to 10 of 12 digits in the IndusInd Bank account number basis their preference for lucky numbers, favourite numbers, phone numbers, birthdates, years or just something simple to remember.

Commenting on the development, **Mr. Sumant Kathpalia, Head - Consumer Banking, IndusInd Bank** said, "My Account, My Number is an extension on IndusInd bank's theme of 'Responsive Innovation' and a further reinforcement of our commitment to offer best-of-class services in the industry. This service is an outcome of extensive consumer research and a clear need-gap that was identified over period of time. We feel that there is a growing market for this innovative proposition considering the fascination towards special /favourite numbers.

In the recent past, we have launched a series of market first services viz 'Choice Money ATM', 'Cash-on-Mobile', 'Direct Connect', 'Check on Cheque' and 'Quick Redeem' services which have set a new benchmark in the Indian banking industry. "

Mr. Mohit Ganju, Head – Marketing & Communication, IndusInd Bank adds, "IndusInd Bank has been credited with setting new standards in the Indian banking industry. The latest advertisement campaign incorporates strong consumer insights and the director, Gajrao Rao of Code Red films has used interesting situations to deliver the unique service message. The choice of casting Sharman Joshi and the subtle humour in the advertisement will definitely help us break the clutter and create some impactful communication. Through this advertisement campaign, we intend to create a strong brand recall and associate customer convenience with IndusInd Bank."

The advertisement campaign aims at establishing the brand and its superior customer-centric services in a fresh, funny and lively manner. RK Swamy BBDO, New Delhi is the creative agency for the campaign. The campaign has been conceptualised and scripted by Ankur Suman, Senior Brand Design Director, RK Swamy BBDO. The Bank has taken a 360 degree integrated marketing approach to propagate the service message. TV, Out-of-Home, Radio, Digital and Cinema have been considered as an integral part of this multimedia Ad campaign. The advertisement will be on air for a duration of eight weeks. Estimated media spend for the campaign is around Rs. 15 crores.

IndusInd Bank

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.

Visit us at www.indusind.com

For more details on this release, contact:

Mohit Ganju
IndusInd Bank Ltd.
0124-4749517

Namita Sharma / Sumit Singh Jamwal
Adfactors PR Pvt. Ltd.
9820950663 / 9920199303
namita.sharma@adfactorspr.com
sumit.jamwal@adfactorspr.com