IndusInd Bank

September 4, 2013

The Asst. Vice President
Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, Bandra Kurla Complex
Bandra (East)
Mumbai - 400 051

Fax: 26598237/26598238

Dear Sir,

IndusInd Bank turns to IBM to deepen Customer Relationships

IBM (NYSE: IBM) today announced a First-of-a-Kind (FOAK) engagement with IndusInd Bank.

IBM will provide innovative technology to enable IndusInd Bank to deepen customer relationships by delivering personalized, location-based recommendations and offers in real-time.

In this connection, IBM will issue a Press Release. A copy of the same is enclosed for your kind perusal and record.

Yours faithfully,
For IndusInd Bank Ltd.

Haresh K. Gajwani
Company Secretary

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IndusInd Bank

IndusInd Bank Turns to IBM to Deepen Customer Relationships

Big Data Insights to connect customers with contextual information on the go, deliver personalized offers

BANGALORE, India – September 4, 2013: IBM (NYSE: IBM) today announced a First-of-a-Kind (FOAK) engagement with IndusInd Bank, a Mumbai-based, new generation private bank that offers retail, commercial, transactional and electronic banking products and services. IBM will provide innovative technology - to enable IndusInd Bank to deepen customer relationships by delivering personalized, location - based recommendations and offers in real-time.

IBM Research – India has developed a new technology that connects people with contextual information. Once a user has opted-in for the service, the tool cross-references the user's location with the user's activity to provide useful insights. As users conduct daily transactions, such as buying airline tickets, or shopping at the mall, the system sends relevant promotions by Email, and mobile alerts as per user preferences.

CEOs and C-Suite leaders around the world are reassessing how to serve their customers not as a mass audience, but as individuals with personalized needs. As part of its broader strategy, IndusInd Bank is making a major investment to transform its entire front office – every system, process and person that touches the customer – to better anticipate, respond to and capitalize on future events quickly and ahead of its competition

"IBM's new technology helps us understand customers as individuals and prepares us to respond more pervasively to the growing opportunities within the digital, social and mobile marketplace," said **Sumant Kathpalia, Head – Consumer Banking, IndusInd, Bank.** We hope to become the leading digital bank in India by pioneering new ways of customer engagement."

IBM's technology is embedded within the bank's customer channels, such as Net Banking, ATM, SMS Alerts, Phone Banking, Branch Offices, etc. In addition to helping IndusInd Bank to better understand their own customers, the service can also help in reaching non-customers.

"It has become imperative for banks to move towards needs-based and behaviour-based segmentation to reach customers directly while improving their services. IBM helps bank adopt a client-centric approach in order to serve customers as individuals, while also boosting revenue and deepening loyalty," said **Ramesh Gopinath, Director, IBM Research - India.**

The IBM First-of-a-Kind (FOAK) program brings together IBM Researchers and clients to validate new technologies on real business problems and growth opportunities.

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 June 30, 2013, IndusInd Bank had 530 branches, and 1003 ATMs spread across 380 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.

Visit us atwww.indusind.com
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