CIN: L65191PN1994PLC076333

IndusInd Bank

February 2, 2018

The Assistant Vice President
Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No.C/1, G Block
Bandra–Kurla Complex
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Mumbai – 400 051

NSE Symbol: INDUSINDBK

The Deputy General Manager
Corporate Relationship Department
BSE Ltd.
1st Floor, New Trading Ring
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Dalal Street, Fort
Mumbai – 400 001

BSE Scrip Code: 532187

Dear Sir,

IndusInd Bank unveils new Sonic Identity

The Sonic Identity - a musical logo - is called MOGO and is derived from the Bank's persona, core values and high levels of service empathy

IndusInd Bank launched its new Sonic Identity today, which is essentially a musical logo, as part of its branding initiatives. The objective for associating to a sonic identity is building the Bank's brand imagery with the strategic use of music and sound for brand experiences and audience connection.

The Sonic Identity is derived from the Bank's persona and core values of innovation, courage and dynamism as well as its strong desire to place customers first.

Yours faithfully,
For IndusInd Bank Ltd.

Haresh Gajwani
Company Secretary

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Mumbai, February 2, 2018: IndusInd Bank launched its new Sonic Identity today, which is essentially a musical logo, as part of its branding initiatives. The objective for associating to a sonic identity is building the Bank's brand imagery with the strategic use of music and sound for brand experiences and audience connection.

The sonic identity is derived from the Bank's persona and core values of innovation, courage and dynamism as well as its strong desire to place customers first. At the occasion of the launch, **Mr. Anil Ramachandran –Head, Marketing & Corp Communication and Retail Unsecured Assets at IndusInd Bank** said, "Sound and sonic branding have been around since the dawn of radio, yet its power and importance has often been marginalized. Music can capture the emotional essence of a brand like no other. A sonic identity adds a powerful dimension to the visual identity and can work subliminally so that, over time, it becomes part of a brand's cultural impact. The intent is to create a strong emotional engagement with our customers spanning across various platforms. Technology and the digital world are all pervasive today and a sonic identity can be a very powerful asset in creating brand consistency, empathy, differentiation and relevance. Our Mogo encapsulates gamut of emotions ranging from awe, surprise to wonder and courage."

The music piece has been created by Rajeev Raja, Founder of brandmusiq, which is a sonic branding company in India. The musical logo is also referred to as the MOGO™ (short for musical LOGO). The MOGO™ is a short, 4 note piece of 2-3 seconds surrounding which there is a longer (90 second piece) called the MOGOSCAPE™ which serves as the sonic palette of the brand, defining the brand's zone of sound.

The Bank will use multiple 'earpoints' to address its wide and varied stakeholders. The sonic identity will be used to engage with customers and stakeholders across all engagement platforms such as ATMs, net banking, mobile apps, TV, radio, social media and on ground activation. To heighten brand experiences, the Bank has created an engaging microsite which emphasizes the power of sonic identity. The Brand has incorporated interesting games and contests to engage the user. Sonic Identity is an extension of the Brand's personality with an intent to strike the right emotional chord with its stakeholders and to create an experiential moment with the brand.

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 December 31, 2017, IndusInd Bank has 1320 branches, and 2162 ATMs spread across 702 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. In the recently released Kantar Millward Brown's BRANDZ Top 50 most valuable Indian Brands 2017 report, IndusInd Bank has retained its 12th position and has been ranked No.6 amongst banks as per the Top 50 Indian Brands.

Ratings:

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- IND AA for Additional Tier I Bonds program by India Ratings and Research
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