CIN: L65191PN1994PLC076333

IndusInd Bank

April 3, 2018

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

NSE Symbol: INDUSINDBK

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

BSE Scrip Code: 532187

Madam / Dear Sir,

IndusInd Bank to Pilot WhatsApp Enterprise Solution

IndusInd Bank has announced a pilot with WhatsApp enterprise solution in India to communicate with its customers. The private sector lender became one of the first banks to participate in the WhatsApp pilot.

The integration with WhatsApp will allow IndusInd Bank to start appearing as a Verified account when it communicates with its customers. The initial test phase will allow the bank to communicate important transaction alerts to the customers on WhatsApp. It also allows two-way communication with replies to customer messages and provides basic banking services like checking balance, mini statement, checking reward points as well as updation of Aadhaar through WhatsApp. The messaging on WhatsApp is being rolled out to customers in phases; however, customers can save the official WhatsApp number of the bank and initiate conversation.

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

Thanking you,

Yours faithfully,
For IndusInd Bank Limited

Haresh Gajwani
Company Secretary

IndusInd Bank to Pilot WhatsApp Enterprise Solution

Mumbai, April 3, 2018, Tuesday: IndusInd Bank has announced a pilot with WhatsApp enterprise solution in India to communicate with its customers. The private sector lender became one of the first banks to participate in the WhatsApp pilot.

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On this occasion, **Ritesh Raj Saxena, Head Savings, Digital and Payments, IndusInd Bank** said, "As a Bank which strongly believes in reaching out to the customers on their preferred channel, we are proud to introduce a way to connect with our customers on WhatsApp. This builds on our presence of our 'On-the-Go' social banking service. We will be working with WhatsApp closely to bring more and more services to our retail and business clients, post this pilot phase."

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:

- CRISIL AA + for Infra Bonds program
- CRISIL AA for Additional Tier I Bonds program
- CRISIL A1+ for certificate of deposit program

- IND AA+ for Senior bonds program by India Ratings and Research
- IND AA for Additional Tier I Bonds program by India Ratings and Research
- IND A1+ for Short Term Debt Instruments by India Ratings and Research

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