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IndusInd Bank

April 7, 2016

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

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

Dear Sir,

IndusInd Bank launches 'IndusInd For Sports' – a non-banking sports vertical

IndusInd Bank today announced the launch of its non-banking sports vertical, 'IndusInd For Sports', to make sports an integral, intrinsic and strategic element for both internal and external stakeholders. Using the unique power of sports to attract, mobilise and inspire, "IndusInd For Sports" attempts to bring out the sporting best --human values, inclusion and sustainability. The vertical will entail year-long engagement activities for customers, employees and the community through well thought-out programmes.

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 Gajwani
Company Secretary

GoSports FOUNDATION
EMPOWERING INDIA'S FUTURE OLYMPIANS

IndusInd Bank

IndusInd Bank launches "IndusInd For Sports" - a non-banking sports vertical

Mumbai, April 7, 2016: IndusInd Bank today announced the launch of its non-banking sports vertical, 'IndusInd For Sports', to make sports an integral, intrinsic and strategic element for both internal and external stakeholders. Using the unique power of sports to attract, mobilise and inspire, "IndusInd For Sports" attempts to bring out the sporting best --human values, inclusion and sustainability. The vertical will entail year-long engagement activities for customers, employees and the community through well thought-out programmes.

As a logical step in that direction, IndusInd for Sports has launched the Para Champions Programme - IndusInd Umang, a first-of-its-kind platform exclusively designed for differently-abled sportspersons. The programme will provide a series of well-structured support systems to encourage emerging and elite para-athletes, who have overcome challenges and excelled in their chosen sport against all adversity. This is the first time that a cohesive and comprehensive programme and commitment have been put in place for para-athletes by any corporate, in the country.

The Para Champions Programme - IndusInd Umang - is in association with GoSports Foundation, an independent, professionally-managed and donor-funded organisation focused on promoting sports in India. In addition to financial scholarships the Programme will also help athletes with access to the top sports science and sports medicine experts provide opportunities for high-performance training and enable them to travel to events with their escorts/guardians.

Fifteen emerging and elite para athletes have been selected, through a comprehensive process, to receive support under the programme in the first year. Two among these, Amit Saroha and Devendra Jhajharia, have already qualified to represent India at the Paralympic Games in Rio de Janeiro this September. Para swimmer Suyash Jadhav, also among the 15 athletes, has already breached the 'A' qualification mark for the Paralympics this year. The programme seeks to impact the lives of the selected fifteen athletes positively, and boost them to the next level in their sporting journeys.

The GoSports Foundation's advisory board comprises sporting icons **Abhinav Bindra, Rahul Dravid and Pullela Gopichand**, who guide their athlete and sports ecosystem development programmes.

Romesh Sobti, Managing Director and CEO, IndusInd Bank said, "Sport is all about celebrating the triumph of the human spirit, and the ability to overcome the odds. It is a great way to learn how grit and determination can help overcome perceived limitations. Through the IndusInd For Sports vertical, our aim is to tap the latent sporting culture of the country through various engaging programs."

Emphasising the importance of sustainability and inclusion, **Paul Abraham, COO, IndusInd Bank,** said, *"The* newly launched vertical seeks to tap into sports as a means of empowerment and showcase the extraordinary achievements of sports which could be on the principles around inclusion, fairness, and teamwork. From a CSR perspective, our association with the sports world would herald new opportunities and enable our organization to make a difference."

Excited about the initiative, **Sanjeev Anand, Country Head - Commercial Banking, and in-charge of the sports vertical** at IndusInd Bank, said, "There is a sportsperson in everyone and this new vertical endeavour to unleash this very sporting spirit. The first of such programme is the Para-Champions Programme; we really look forward to support some of India's most talented differently-abled athletes, who have the potential to put India on the sporting map. In GoSports Foundation, we have a team that is credible and passionate about the cause. We believe that this will be a rewarding long-term association that will impact the lives of para-athletes and change perceptions about differently-abled people."

"At GoSports Foundation, we are committed to creating a positive sports ecosystem that is responsive to the needs of our athletes, whether they are able-bodied or differently-abled. We are grateful to IndusInd Bank for their wholehearted support towards helping para-athletes achieve their sporting goals. By showcasing the sporting accomplishments of differently-abled athletes, we can inspire others to look at sport as a means of empowerment," **Deepthi Bopaiah, Executive Director at GoSports Foundation said.**

The Advisory Board of the Para Champions Programme, consisting of Sanjeev Anand, Country Head – Commercial Banking, IndusInd Bank; Nandan Kamath, Managing Trustee, GoSports Foundation; and Deepthi Bopaiah, Executive Director, GoSports Foundation will oversee the initiative.

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, 2015, IndusInd Bank has 905 branches, and 1621 ATMs spread across 568 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. Recently, IndusInd Bank ranked 13th amongst the Top 50 Most Valuable Indian Brands 2015 as per the BrandZ Top 50 rankings powered by WPP and Millward Brown.

Ratings:

- ICRA AA+ for Lower Tier II subordinate debt program by ICRA
- ICRA AA for Upper Tier II subordinate debt 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+ for Short Term Debt Instruments by India Ratings and Research
- IND AA+ for Lower Tier II subordinate debt program by India Ratings and Research
- IND AA for Upper Tier II subordinate debt program by India Ratings and Research
- IND AA+ for Senior unsecured bonds program by India Ratings and Research

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About GoSports Foundation

GoSports Foundation is a not-for-profit venture primarily focused on the development of India's best and most promising junior Olympic and Paralympic athletes. Through its scholarship programmes, GoSports Foundation has supported more than 200 high-performing junior athletes and conducted coach and athlete education programmes and conclaves aimed at improving the sporting ecosystem in the country.

For more details on this release, please contact:

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