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IndusInd Bank

June 30, 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 new Ad Campaign on innovative 'Fingerprint Banking'

IndusInd Bank has launched an integrated advertising campaign to unveil its innovative service 'Fingerprint Banking'. IndusInd Bank is the first bank in the country to launch this service where customers can do end-to-end banking transactions on its Mobile Banking app 'IndusMobile', by using just their fingerprint.

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

Yours faithfully,
For IndusInd Bank Ltd.

Diorale

Haresh Gajwani
Company Secretary

IndusInd Bank

IndusInd Bank launches new Ad Campaign on innovative 'Fingerprint Banking'

Ads Feature brand endorser Farhan Akhtar and actor Boman Irani

Mumbai – June 30, 2016: IndusInd Bank has launched an integrated advertising campaign to unveil its innovative service 'Fingerprint Banking'. IndusInd Bank is the **first bank in the country** to launch this service where customers can do **end-to-end banking transactions on its Mobile Banking app 'IndusMobile', by using just their fingerprint.** The campaign features Farhan Akhtar, brand endorser for IndusInd Bank and multitalented actor Boman Irani.

'Fingerprint Banking' service has been launched after studying consumer behavior & insights on remembering complicated & lengthy passwords. It was found that customers tend to forget their passwords and resetting them again was a lot of trouble. With fingerprint banking, consumers can afford to forget passwords forever.

Apart from fingerprint, the mobile banking App also has functionality of 'Swipe Pattern' which can be set as a security identifier to conduct mobile banking transactions. This ensures that customers across all smart phone devices can do their banking transactions seamlessly without entering passwords.

Launching the campaign, **Mr. Sumant Kathpalia, Head – Consumer Banking, IndusInd Bank** said, "This advertising campaign from IndusInd Bank embodies a blend of strong consumer insight and interesting slice of life situations with subtle humor. The launch of this service has further strengthened the core brand philosophy of Responsive Innovation. We are glad that Bollywood's two seasoned actors have associated with us and have enhanced the effectiveness of this ad campaign".

Mr. Ankur Suman, Principal Consultant & Creative Head, RK Swamy BBDO commented "As always, IndusInd Bank has come up with yet another unique, differentiated service. So the communication needs to be potent enough to create the right degree of buzz amongst consumers. While we have demonstrated the convenience of Fingerprint Banking clearly, we have retained the zippy energy and humour that have given the brand's communication a distinguished identity over the years".

IndusInd Bank has adopted a well synergized multimedia media approach for this campaign. While TV will be the lead medium of the campaign, effective digital media will engage and connect with the digital savvy audience. Other mediums will also be used along with the key mediums in order to create a 'surround sound' of the communication. The estimated media spends of the ad campaign is approximately Rs. 15 crores.

In recent past, IndusInd Bank has launched a host of innovative services like Video Branch, My Account My Number, Choice Money ATMs, Check-on-cheque, Cash-on-Mobile, Direct Connect and Quick Redeem Service. All these unique services have been widely publicised and are being well appreciated & used by the Indian consumers.

Brand Awards – recent accolades:

Moved up 6 ranks, to **13th place** from 19th place of last year, makes us the Top Riser in the **'BrandZ Top 50 Most Valuable Indian Brands of 2015'** as adjudged by WPP and Millward Brown. Our brand value has increased by 46% to $1.5 billion since last year and we are also the sixth largest gainer in Brand Value.
IndusInd Bank has been recently recognised & adjudged as one of the **Best BFSI Brands 2016** by the Economic Times, one of the leading publications of the country.

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, 2016, IndusInd Bank has 1,000 branches, and 1800 ATMs spread across 623 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
- 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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