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IndusInd Bank

June 30, 2014

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 Tractor and Farm Equipment (TFE) division for agri-finance

We wish to notify that IndusInd Bank has announced the launch of its Tractor and Farm Equipment (TFE) Finance vertical across the country to cater to the growing financial needs of agricultural community.

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 K. Gajwani
Company Secretary

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IndusInd Bank

IndusInd Bank launches tractor and farm equipment (TFE) division for agri-finance

Rohtak, June 26, 2014, IndusInd Bank, one of the fastest growing private sector banks in the country, **announced** the launch of its **Tractor and farm Equipment (TFE)** Finance vertical across the country to cater to the growing financial needs of agricultural community.

On the occasion of this launch, IndusInd bank announced various flexible schemes to the rural populace, which will encourage easy payment options from time to time with hassle-free documentation. The Bank offers funding with a customised payment option based on harvesting patterns for agricultural as well as commercial use. IndusInd Bank ensures a quick processing and transparent procedure where the loan will be processed to farmers within 4 working days. The bank's representative will personally visit the farmer and after assessing the required documents, will be able to approve the loan on the spot.

This initiative by the bank will support the financial requirements of farmers for acquiring new age and innovative farming equipments which will play a significant role in boosting their agriculture productivity thereby leading to rural prosperity.

IndusInd Bank is a market leader in vehicle financing and holds over twenty five years of experience in serving more than a million happy customers. With the launch of this tractor and agri-equipment vertical, the bank will become the only destination for all the best-in-class consumer vehicle finance products served across the country.

With its extensive network in India and presence in rural areas, IndusInd Bank will be able to reach out to and support the financial requirements of farmers present in remote areas.

Commenting on this launch, Mr. S. V. Parthasarathy, Head -Consumer Finance Division, IndusInd Bank said, *"Agriculture being the backbone of the Indian Economy, IndusInd Bank would want to contribute in accelerating the pace of rural development by providing hassle free finance support to agricultural community. Recognizing the various and hugely differentiated needs of today's Indian farmer, IndusInd Bank assures in providing solutions to enhance agricultural productivity through steady stream of finance. This will steadily improve the quality of life in rural India."*

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, 2014, IndusInd Bank has 602 branches, and 1110 ATMs spread across 404 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.

Ratings:
ICRA AA for Lower Tier II subordinate debt program by ICRA and ICRA AA- for Upper Tier II bond 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+ Short Term rating by India Ratings and Research. IND AA for Lower Tier II subordinate debt program by India Ratings and Research and IND AA - for Upper Tier II bond program by India Ratings and Research.

IndusInd Bank

Visit us at www.indusind.com

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