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IndusInd Bank

July 2, 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 an exclusive online store for its customers

We wish to notify that IndusInd Bank has launched www.themorestore.in, an online store that will enable its customers to redeem their reward points towards purchase of items from an attractive online catalogue as well as purchase attractive merchandise from the site. This is India's first rewards redemption platform integrated into an online marketplace that provides the best of both worlds to the customer.

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 an exclusive online store for its customers

Mumbai, July 2, 2014: As a part of the overall rewards enhancement strategy and with a view to further drive online purchasing convenience for its customers, **IndusInd Bank** has launched **www.themorestore.in,** an online store that will enable its customers to redeem their reward points towards purchase of items from an attractive online catalogue as well as purchase attractive merchandise from the site.

This is India's first rewards redemption platform integrated into an online marketplace that provides the best of both worlds to the customer.

A first of its kind in the industry, The **MoreStore** aims to be the ultimate online shopping destination exclusively for IndusInd Bank customers. The **MoreStore** has three powerful shopping experiences to offer: Redemption, Shopping and Redemption + Shopping.

1. With **Redemption,** customers can redeem their reward points (across debit and credit cards) against over 200 products listed in the catalogue.
2. With **Shopping,** customers can shop across categories like lifestyle, health & beauty, gadgets and many more
3. With **Redemption + Shopping,** they can buy a product from The **MoreStore** catalogue using their reward points and pay the remaining amount using their Credit Card.

This initiative aims to create a one-stop online solution that will consolidate online spends, initiate new customers into the online space as well as provide an online catalogue redemption option. For this, IndusInd Bank has partnered with **Onemi**. Started with the objective of building a multi-channel marketplace, **Onemi** has been enabling customers to buy products & services that they desire using various flexible payment options. Customers have the choice to buy products ranging from mobile phones to air conditioners, from kitchen appliances to luggage all at a single destination.

IndusInd Bank has gone through a rigorous process to select the best brands available across a wide range of categories to occupy their online shelves. The customer is assured of variety, quality and fabulous deals on the same.

The **MoreStore** spans products across various categories – personal accessories, home appliances, gift items, travel related accessories, electronics, health, beauty & lifestyle and much more. With this online portal, IndusInd Bank is equipped to cater to diverse varied consumer interests – Across Debit Cards, Credit Cards or NetBanking. At IndusInd Bank, the belief has always been to give the freedom of choice to the customer. The **MoreStore** is yet another step in that direction!

Mr. Anil Ramachandran, Head Retail Unsecured Assets- Credit Card & Personal Loans, IndusInd Bank said, *"The launch of The **MoreStore** is in line with our on-going commitment to constantly innovate, and to bring to our customers the best services, products and benefits. We already have one of the strongest and most vibrant Rewards program in the country and The **MoreStore** goes a step ahead by creating a strong and diversified redemption platform. It is, in fact, a "first-of- its-kind" e-commerce solution exclusively for our customers. They can use this dedicated e-commerce website for redemption of their Credit Card and Debit Card reward points as well as for their online shopping."*

IndusInd Bank

Abhijit Bhandari, Managing Director, Onemi said, ***"Onemi*** *has over 200,000 happy customers, 1000s of products and 100s of top brands. In whatever we do, customer satisfaction is the most important aspect for us. Our partnership with* ***IndusInd Bank is*** *with an objective to further enhance customer experience and make Online shopping more rewarding. We are proud to partner with* ***IndusInd Bank*** *for this unique initiative, which has been designed and developed to provide an exceptional user experience to the customers."*

About Onemi:

Onemi.in is today one of India's fastest growing e-commerce companies. It has uniquely positioned itself to enable flexible payment options for customers wishing to buy from its vast range of merchandise. The Company was founded by a successful serial entrepreneur who has the experience of building many successful consumer businesses in the past.

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.

Visit us at www.indusind.com

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