September 1, 2015

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NSE Symbol: YESBANK

Dear Sirs,

Re: PRESS RELEASE - YES BANK announces redesigned Organizational Structure to further deepen Retail and Business Banking

Please find enclosed the Press Release being issued on the captioned subject which is self explanatory.

Kindly take note of the above.

Thanking you,

For **YES BANK LIMITED**

Shivanand R. Shettigar

Company Secretary

Encl: As above

Press Release

YES BANK announces redesigned Organizational Structure to further deepen Retail and Business Banking

- *Pralay Mondal to Head Commercial Business Banking & Rural Banking in addition to Branch Banking, Business Banking and Retail Banking. Expanded portfolio to leverage internal synergies as part of unified leadership responsibilities.*
- *To align all liabilities products under unified leadership – Ms. Chitra Pandya*
- *To launch credit cards – Appoints new head.*
- *Announces several new leadership appointments in Retail and Branch Banking.*

Mumbai, September 1, 2015: YES BANK, India's fifth largest private sector bank has **redesigned its Organizational Structure** to further accelerate its Retail and SME Focus. The changes which embody the Bank's **Design Driven Innovation frameworks**, will maximize internal synergies as these businesses further scale-up over the next 5 years.

Senior Group President, Pralay Mondal, will now also head the Commercial Business Banking (100-500 cr. Turnover) which focusses on Medium enterprises & Rural Banking segments of the Bank, in addition to Branch Banking, Business Banking (Small Enterprises) and Retail.

The Organizational re-design has been done along three pillars:

1. Expanding Sales Distribution Network:

Mobilization of granular liabilities nationwide continues to be the **top priority** for the Bank. The Bank has planned expansion of its network to **1,500 branches by March 31, 2018**; and **2,500 by March 31, 2020**. This will significantly augment retail/ CASA deposit mobilization and consumer SME lending activities.

In order to effectively manage the heterogeneity associated with Semi-Urban/Rural Geographies, a **dedicated Rural & Inclusive Branch channel (RURBAN)** has been established to support acquisition & servicing of Rural Assets Businesses (viz. Farmer Finance, Tractor/Equipment Finance, Micro Enterprises and Women Self Help Groups) and to generate granular liabilities. **Mani Ayyar, Senior President**, will be the Rural & Inclusive (Rurban) Branch Banking Head nationally. In addition, Senior Leadership has been appointment to augment the Bank's Rural products portfolio.

The Urban Branch Banking business will be managed through a two part regional management structure by **Mr. Narendra Dixit, Branch Banking Head, North & East**, and **Mr. Akshay Sapru, Branch Banking Head, West & South.**

2. Enchased Product Offerings, Customer Engagement with End users:

To ensure fullest organizational synergies and agility in product innovation, customization & roll outs, all liabilities products bank wide are being unified under the leadership of Ms. Chitra Pandya, Senior President.

Further, YES BANK is additionally launching 2 key consumer asset products:

a) **Credit Cards** is being launched in Q1 FY 17 to fully complete YES BANK's Retail Banking Product suite. This initiative is being led by **Rajanish Prabhu** who has joined YES BANK as Senior President and National Head, Credit Cards Business. Rajanish brings with him over 2 decades of experience, including recently with Visa & HDFC Bank.
b) Expansion of home loan product offerings to cater to the growing requirements of home finance under the **Affordable Housing Segment,** an extremely attractive growth segment at YES BANK.

3. Customer Service and Operations (YES – Service Organization)

To provide an uncompromising focus on Service Delivery across all YES BANK branches and Alternate Channels, YES BANK has on boarded **Ratan Kesh**, as Senior President and Country Head, Branch Service Delivery, Contact Centre & Service Excellence. He brings over 2 decades of experience most recently with HDFC BANK.

Kapil Juneja, National Head, Liabilities and Retail Asset Operations & Currency Chest Operations, will now assume the entire responsibilities of Liability Operations, Retail Asset Operations, City Processing centers, Currency Chest Operations (new capability) and the Operational Excellence Team for all Retail Operations nationwide.

These two senior leaders will drive YES BANK's focus on next-gen banking operations, delivery channels and a consistently superior customer service – which will be key differentiators for the Bank for all times to come.

About YES BANK:

YES BANK, India's fifth largest private sector Bank with a pan India presence across all 29 states and 7 Union Territories of India, headquartered in the Lower Parel Innovation District (LPID) of Mumbai, is the outcome of the professional & entrepreneurial commitment of its Founder Rana Kapoor and its top management team, to establish a high quality, customer centric, service driven, private Indian Bank catering to the future businesses of India.

YES BANK has adopted international best practices, the highest standards of service quality and operational excellence, and offers comprehensive banking and financial solutions to all its valued customers.

YES BANK has a knowledge driven approach to banking, and offers a superior customer experience for its retail, corporate and emerging corporate banking clients. YES BANK is steadily evolving as the Professionals' Bank of India with the long term mission of "Building the Best Quality Bank of the World in India" by 2020.

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