January 17, 2017

Mr. Khushro A. Bulsara-
Senior General Manager
Listing Compliance & Legal Regulatory
BSE Limited
Corporate Relations Department
P.J. Towers, Dalal Street
Mumbai – 400 001
BSE Scrip Code: 532648

Mr. Avinash Kharkar
AVP – Listing Compliance
National Stock Exchange of India Limited
Exchange Plaza,
Plot no. C/1, G Block,
Bandra - Kurla Complex, Bandra (E)
Mumbai - 400 051
NSE Symbol: YESBANK

Dear Sirs,

PRESS RELEASE: YES BANK launches first-in-industry Customizable Savings Account

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**

YES BANK LTD. MUMBAI

for **Shivanand R. Shettigar**
Company Secretary

Encl: As above

Press Release

YES BANK launches first-in-industry Customizable Savings Account

- ✓ A unique offering giving customers, "Power to choose" usage based features including Debit card variants, ATM access and online banking packages
- ✓ Best-in-class interest rate of 6% p.a. across all balances

Mumbai, January 17, 2017: YES BANK, India's fifth largest private sector bank, has launched a unique Customizable Savings Account that gives the customers, the power to choose various features of a Savings Account. Breaking the industry norm of offering off-the-shelf banking products to every customer segment, YES BANK has become the first Indian Bank to introduce the customizable version of the traditional Savings Account.

To create a customizable Savings Account, customers can visit the YES BANK website (www.yesbank.in) or any of the 965 YES BANK branches across India, and choose from a range of options including:

- ✓ Debit Cards
- ✓ Alternatives to minimum balance requirement
- ✓ Banking Benefits such as ATM usage, Digital Banking products, Branch Banking and Family Grouping
- ✓ Complimentary offers on other YES BANK products

Along with enabling the customer to create an account that suits his or her lifestyle and banking preferences, the Customizable Savings Account will also protect the customer from unwarranted charges by eliminating unnecessary account features.

The Customizable Savings Account will continue to offer the high interest rate of **6% p.a.** along with maximum tax exemption benefit with 34% lesser investment in terms of balances, superlative digital banking solutions suited to a "Less-Cash Economy", and superior service experience.

Speaking on this launch, **Pralay Mondal,** Senior Group President, Retail and Business Banking, YES BANK said, "At YES BANK, customer service goes beyond matching the existing industry standards. We believe in establishing highest standards in customer offerings by adopting innovation and technology to reengineer even the most traditional banking products like Savings Account. With the launch of our revolutionary 'Customizable Savings Account' we are truly enhancing the customers' banking experience by giving them the Power to Choose. Recently, YES BANK also launched a fully-customizable Current Account for its business customers."

YES BANK has leveraged its human capital, technology, speed and financial knowledge to be the Banker of First Choice for its valued customers by delivering high quality, customized, state-of-the-art products & services.

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 Finest Quality Bank of the world in India by 2020".

*To learn more, visit YES BANK's **website** and follow them on **LinkedIn** and **Twitter***

For further information, please contact:

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