

Press Release

IndusInd Bank launches “new look branch model” at Bandra

Highlights

- Inaugurates new look branch model at Bandra in Mumbai
- Four more branches viz Kolkata, Baroda, Lucknow and Ludhiana to have similar changeover in next few days
- Move in line with aggressive Retail Banking thrust

Mumbai, March 25, 2009: IndusInd Bank Ltd inaugurated its first "new look branch model" at Mamta House, 231, S.V Road, Bandra, Mumbai. This model is based on a concept perceived by the Bank that offers an enhanced banking experience to its retail customers.

The Bank had planned to have 5 new look branches this financial year, to be followed up by another 20 in quick succession. Accordingly Kolkata, Baroda, Lucknow and Ludhiana branches will be donning the new look shortly.

Speaking at the occasion, Mr Romesh Sobti, MD & CEO, IndusInd Bank said, "This new Model branch reflects another step change in the way IndusInd Bank approaches its customers, employees and business in general."

Adding further, Mr Sumant Kathpalia, Executive Vice President – Consumer Banking mentioned, "Increasingly the banking activities are being commoditized and the key differentiator which will attract customers in future is service. We have taken innumerable steps in the past one year in this direction, ranging from introducing new products & services to working on the look and feel of our branches to attract retail customers. Our new look branches would offer personalized attention to customer requirements and would ensure that his banking and financial planning needs are proactively well taken care of. This branch will be one more step forward in our journey to take banking services to new heights. I am sure it will make banking a pleasurable experience for our customers."

Apart from Bank offering basic Banking products and services like Savings, Current and Fixed deposit account, ATM & Debit card, it has recently launched specially designed products like Indus Young Saver savings account and Indus Money program, for its customers.

Free services such as online remittance on 'IndusNet', Bank's internet banking system, using RTGS/NEFT system, registration for mobile alerts and internet banking are a few of the many value added services available to its customers.

About IndusInd Bank

IndusInd Bank Ltd. is one of the new-generation private-sector banks in India which commenced its operations in 1994. The Bank currently has a network of 180 branches, spread over 147 geographical locations in 28 states and union territories across the country. The Bank also has a Representative Office each in Dubai and London.

The Bank is driven by state-of-the-art technology since its inception.

It has multi-lateral tie-ups with other banks providing access to more than 18000 ATMs for its customers. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and three major commodity exchanges in the country - MCX, NCDEX, and NMCE. It also offers DP facilities for stock and commodity segments.

IndusInd Bank has been awarded the highest A1+ rating for its Certificates of Deposit by ICRA and the highest P1+ rating for its Fixed Deposits and Certificates of Deposit by CRISIL.

In recent past, the Bank was awarded The Smart Workplace Award by Economic Times in association with Acer and Intel for enhancing the productivity of the employees through optimum use of resources as well as technology.

Visit us at www.indusind.com

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