



## **IndusInd Bank unveils New Advertising Campaign featuring Omi Vaidya and Shruti Seth**

**Mumbai, February 24, 2010:** IndusInd Bank is **unveiling its** new advertising campaign, a series of three Ads to communicate services like Mobile Alerts, Online Payments and Ready2Use Savings Account kit. The ad campaign, which is all set to go on air on February 26, 2010, features well-known faces of Omi Vaidya (Chatur of 3 Idiots fame) and Shruti Seth (popular TV actress of Comedy Circus & Ristey.com fame).

Directed by Imtiaz Ali, who has won millions of hearts with films like 'Jab We Met' and 'Love Aaj Kal', the ad campaign is aimed at tickling hearts (and minds) of viewers to establish the brand and its superior customer-centric services in humorous, fresh and heartfelt manner.

The advertising campaign will feature a series of three TV commercials targeting customers from across age groups and genders. The thought behind the campaign is to use subtle humour to highlight IndusInd Bank's world-class services like Mobile Alerts, Online Payments and Ready2Use Savings Account Kit, designed to make banking a hassle-free and pleasurable experience.

Speaking on the launch of new Ad campaign, **Mr. Romesh Sobti, MD & CEO of IndusInd Bank**, said, "This Ad campaign takes ahead our initiative to reposition IndusInd Bank as a young, energetic and responsive brand. This year is going to be the year of brand building for IndusInd Bank and we will witness consistent campaigns and other branding initiatives talking about product and service innovations. IndusInd Bank aims to transform into a bank for the rising Indian, imbibing the values of confidence, progression and dynamism."

The three TV Commercials show how Omi Vaidya and Shruti Seth, who play young married couple (Mr. & Mrs, Chowgle), respond to each other during their day to day conversations. Each conversation between the two is humorous and ends with a focused message about one of the services which is offered by the Bank. Each situation is a metaphor to communicate the service proposition.

**Mr. Sumant Kathpalia, Head-Consumer Banking, IndusInd Bank** said, "The new advertising campaign focuses on our customer friendly services like Mobile Alerts, Online Payments and Ready2Use Savings Account Kit. All Ads, in addition to the humour, are giving the core message of IndusInd Bank's commitment to provide a world-class banking experience."

IndusInd Bank has been aggressive in its brand building program since last year. As a part of the brand building exercise, the bank has taken many initiatives which have helped the brand connect up with the customers & enhance the visibility quotient. IndusInd Bank had launched its first ever mass media campaign in May-June 2009 and since then has been consistent in communication thru Television, Radio, and Outdoor & print advertising.

**Mr. Mohit Ganju, Head – Marketing, IndusInd Bank** said “This Ad campaign is built on strong consumer insights and each of the situations depicted in the Ads are a slice of life and extremely relatable. The choice of casting & humor will definitely help us break the clutter and create some disruptive communication. We had chosen Imtiaz Ali to direct the ad films and he has done full justice to the endeavor. Omi and Shruti really got into the characters and did a great job. IndusInd Bank as a brand will get more recall & mileage from this ad campaign”

RK Swamy BBDO, New Delhi is the creative agency for the campaign. The campaign has been conceptualised and scripted by Ankur Suman, Creative Group Head under the able guidance of PS Mann, Creative Director, RK Swamy.

IndusInd Bank plans to roll out the TV Campaign in almost all the popular TV Channels of the country between March & April. Media Direction is the media agency for this ad campaign. The ad campaign is in Hinglish language and the same will be released in regional languages on all the regional channels. Estimated media spends for the TV Campaign is Rs. 5 crs.

### **About IndusInd Bank**

IndusInd Bank is one of the new generation private-sector banks in India, which commenced its operations in 1994. The Bank caters to the needs of both Consumer & Corporate Clients and has a robust technology platform supporting multi – channel delivery capabilities. The Bank enjoys a patronage of 2 million customers and has a network of 209 branches and 427 ATMs spread over 168 geographical locations in 28 states and union territories across the country. The Bank also has a Representative Office in Dubai and London.

The Bank’s total business (deposits plus advances) as on December 31, 2009 crossed Rs. 43,000 crore. 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 21000 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. The Bank has been bestowed with the mandate of being a Settlement Banker for tea auctions at Kolkata, Siliguri, Coonoor, Coimbatore and Guwahati.

During the quarter, in a pioneering initiative in 'Green Banking' the Bank became the first bank in Maharashtra to open a solar-power ATM. Subjects like sustainable development, social responsibility and climate change are fast becoming part of the corporate vocabulary and IndusInd is at the forefront of this change in the Indian banking sector.

The Bank has been awarded the highest P1+ rating for its Fixed Deposits and Certificates of Deposit by CRISIL. Recently, CRISIL has reaffirmed its P1+ rating of IndusInd Bank's fixed deposits and certificates of deposit program. The rating continues to reflect the Bank's established presence in the Commercial Vehicle (CV) financing business and the significant improvement in its asset quality. The rating also features in the Bank's modest resource and earnings profile, and average capitalisation levels.

Visit us at [www.indusind.com](http://www.indusind.com)

**For more details on this release, contact:**

S N Pai  
Executive Vice President, IndusInd Bank Ltd.  
+91 22 2423 1913

Narayan Bhatt /Aarti Bhatt  
Adfactors PR Pvt. Ltd.  
+91 22 22813565