

PRE-EVENT RELEASE

IndusInd Bank & Banyan Tree announce Kala Viraasat schedules for 2010

*** Cultural fest featuring a `Medley of Maestros`**

Mumbai, September 22, 2010: Spurred by the encouraging response of the Inaugural Kala Viraasat in 2009, Banyan Tree Events announced the dates for Kala Viraasat 2010, a comprehensive festival showcasing the finest of classical dance, ballet forms, classical music, world music, fusion ensembles, folk and sufi music.

The two day cultural festival, presented for the second year in a row by IndusInd Bank, will commence on Septemeber 23, 2010 at Nehru Center, Worli, Mumbai and will feature a confluence of acclaimed international artistes with Indian maestros. The audiences still reminisce of the earlier festival about the scintillating performance of Pandit Hariprasad Chaurasia's performance with European Harp artiste, Gwyneth Wentink of Netherlands.

Mr. Romesh Sobti, MD & CEO, IndusInd Bank said, "We have once again joined hands with Banyan Tree to offer Mumbai's art connoisseurs – **Kala Viraasat: a music fusion of East and West with a touch of modernity.** The two-day festival will showcase an amalgamation of the country's myriad art forms in their splendid hues and varied flavours.

In addition to a delightful banking experience, we want to make our customers feel richer. We have tapped into India's rich heritage and have brought a kaleidoscope of cultural forms for its stakeholders to savour. This event will not only enable the audience to appreciate the heritage but also relish a cultural fusion based on cross border contributions by performing artistes. We support institutions like Banyan Tree which focuses on preserving and promoting India's cultural treasures.

Mahesh Babu, Director, Banyan Tree, said, "Our objective is to spread the culture across audiences by providing them an incentive to view some of the rarest, fines and most evolved acts in the performing arts space from across the globe in general and the country in particular. We want to expand the scope of audiences, and attract them with finest programmes year after year."

The opening day will witness two performances, with the first one featuring - 'Samanvaya - Coming together', of two of India's most eminent classical dancers, Alarmel Valli (Bharatnatyam) and Madhavi Mudgal (Odissi), where the dancers have tried to find a common ground for dance articulation - to discover new dimensions, while at the same time retaining the uniqueness of their respective dance styles. The second performance features Pandit Shivkumar Sharma's Santoor ensemble.

On September 24, the programme features Kachra Khan, one of the most renowned traditional singers of the Managniar community of western Rajasthan. He sings a variety of songs related to local folklore as well as the sufi repertoire of Rajasthan. He also sings "Sufi Kalams" of famous sufi poets of the Sindh Area. The festival concludes with a performance on World Music, featuring a fusion performance by Sitar Maestro, Ustad Shujaat Husain Khan with George Brooks on Saxophone and Rez Abbasi on Guitar.

Banyan Tree Events is a leading cultural organisation of the country working towards the active promotion and popularisation of India's vast treasure of rare performing arts. Its belief and motivation through its trajectory over the past fourteen years has been to uphold this rare heritage and bring it face to face with audiences across the nation in almost twelve major cities spanning the country.

With most of its leading annual festivals recognised as premier national concert properties, some prominent names include ***Ruhaniyat - The All India Sufi & Mystic Music festival***, ***Barkha Ritu - The biggest all India monsoon music festival***, ***Dakshinayan - A treat of***

Carnatic music, Anant - A rare concert with Pt. Ravi Shankar & Anoushka Shankar, ***Splendor of Masters - featuring all time greats, Tere Shehar Mein - Ghulam Ali live*** among others.

About IndusInd Bank

IndusInd Bank, which commenced its operations in 1994, caters to the needs of both Consumer & Corporate customers. It has a robust technology platform supporting multi - channel delivery capabilities. The Bank enjoys a patronage of 2.09 million customers and has a network of 224 branches and 533 ATMs spread over 180 geographical locations in 28 states and union territories across the country. The Bank also has Representative Offices in Dubai and London.

The Bank believes in driving its business through technology. 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, Kochi, Coimbatore and Guwahati.

In a pioneering initiative in 'Green Banking' project, 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 received a series of awards commencing with the prestigious 'Technology Bank of the Year-2009' award in the private and foreign bank category from the Indian Banks' Association (IBA). It has also been recognized as the Bank with the Best Credit Quality in FE India's Best Banks, a publication brought out in support by Ernst & Young, reflecting the robustness of Bank's credit assessment systems.

Recently, CRISIL has reaffirmed its P1+ rating of IndusInd Bank's fixed deposits and certificates of deposit program. This reflects significant improvement in its asset quality. The rating also factors in the Bank's resources and earnings profile, and capitalisation levels. In a significant development for the Bank, credit rating agency ICRA Ltd. has upgraded the long term ratings for its Tier II Bonds programme.

ICRA has upgraded the Lower Tier II Bonds rating of the Bank to LAA- (pronounced L double A minus) rating with stable outlook from LA+ (pronounced L A plus) rating with stable outlook. ICRA has also upgraded the Upper Tier II Bonds rating of IBL to LA+ rating with stable outlook from LA (pronounced L A) rating with stable outlook.

Kala Viraasat tickets priced at Rs 500, Rs 400, Rs 300, Rs 200 per day.

Available from 15th September at:

- **Nehru Centre, Worli: 022-24964680**
- **Rhythm House: 022-43222727**
- **For details, contact Banyan Tree on 022-32972584**
- **Online booking on www.bookmyshow.com**

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