

Press Release

IndusInd Bank unveils New Advertising Campaign directed by Imtiaz Ali featuring Neetu Kapoor & Jimmy Shergill

Mumbai, January 30, 2012: IndusInd Bank unveils its new advertising campaign, a series of three ads to communicate a set of innovative services; '**Cash-On-Mobile**', '**Direct Connect**' and '**Quick Redeem Service**'. The ads are directed by Imtiaz Ali, the well known director of Jab We Met, Love Aaj kal and ROCKSTAR fame. The ad films feature some popular Bollywood actors like Neetu Kapoor and Jimmy Shergill.

With the recent advertising campaign, the Bank further reinforces its focus on Innovative banking based on the philosophy of **Responsive Innovation**. The bank had launched three innovative services last year, namely Choice Money ATM, Check-on-Cheque and 365 Days Banking.

The three new service propositions launched during the ongoing ad campaign are:

- 1. Cash-On-Mobile:** This facility enables customers to transfer money to anybody (including himself) irrespective of whether the beneficiary has an IndusInd Bank account or not from the mobile application to the beneficiary's mobile number. The beneficiary can withdraw the funds from IndusInd Bank ATMs without using his debit or ATM card.
- 2. Direct Connect:** a Phone Banking service which allows IndusInd Bank Exclusive Customers to speak to the Phone Banking Executive directly without going through the IVR.
- 3. Quick Redeem Service:** IndusInd Bank Credit Card customers can now redeem their Reward Points on every transaction instantly by sending an SMS.

The ad campaign aims at establishing the brand and its superior customer-centric services in a fresh and lively manner.

Mr. Sumant Kathpalia, Head- Consumer Banking, IndusInd Bank said, "Through this ad campaign we are taking our 'responsive innovation' theme to customers and reinforcing our commitment to give best-of-class services in the industry. The 'Cash-on-Mobile' and 'Direct Connect' Service are unique propositions and we are the first bank in India to offer these to our customers. These new services are focused on un-met client needs and are an outcome of extensive customer research."

RK Swamy BBDO is the creative agency for the campaign. The campaign has been conceptualised by PS Mann, the Creative Director and the scripts have been put to light by Ankur Suman, Brand Design Director and Rashmi Ambastha, Brand Design Manager. The films have been produced by Pi Productions.

Mr. Mohit Ganju, Head – Marketing & Communication, IndusInd Bank said, "This ad campaign has been built on strong consumer insights and we have used interesting situations to deliver the different service messages. The choice of casting (Neetu Kapoor, Jimmy Shergill) and subtle

humour will definitely help us break the clutter and create some disruptive communication. This is the second time we are working with Imtiaz Ali and he has done full justice to the endeavour. IndusInd Bank as a brand will get more recall & mileage from this ad campaign”

The Bank has taken a 360 degree integrated marketing approach to propagate the service messages. TV, Out-of-Home, Radio, digital and Cinema have been considered as an integral part of this multimedia Ad campaign. Media Direction is the media agency and the campaign will be on air for duration of 8 weeks. Estimated media spend for the campaign is around Rs. 15-20 crore.

About IndusInd Bank

IndusInd Bank, which commenced its operations in 1994, caters to the needs of both consumer and corporate customers. It has a robust technology platform supporting multi-channel delivery capabilities. IndusInd Bank has 365 branches, and 674 ATMs spread across 254 geographic locations of the country as on December 31, 2011. The Bank also has 2 Representative offices, one each in London and Dubai.

The Bank believes in driving its business through technology. It has multi-lateral tie-ups with other banks providing access to their 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 six tea auction centres.

RATINGS:

‘ICRA AA’ for Lower Tier II subordinate debt program and ‘ICRA AA-’ for Upper Tier II bond program by ICRA. ‘CRISIL A1+’ for certificate of deposit program by CRISIL. ‘CARE AA’ for Lower Tier II subordinate debt program by CARE. ‘Fitch AA-’ for Long Term Debt Instruments and ‘Fitch A1+’ for Short Term Debt Instruments by Fitch Ratings.

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