

**Press Release**

**IndusInd Bank launches *IndusMobile* – Mobile Banking Service**

**Mumbai, August 24, 2011:** IndusInd Bank today announced the launch of an innovative mobile banking application, called ***IndusMobile***. IndusMobile gives customers greater ease of use and a higher degree of convenience, through an intuitive and design rich interface.

IndusMobile will allow the customers to bank anytime anywhere through their mobile phone. Customers can access information and transact at absolutely no cost charged by the Bank and at high level of safety. Customers will also be able to book movie tickets, pay their bills and even perform Mobile to Mobile Funds transfer, NEFT and RBI's Inter-bank Mobile Payment Service (IMPS).

IndusInd Bank is the only bank in India which allows its customers to ***initiate Cardless Cash withdrawal*** transactions through the Mobile Application; which means the beneficiary can withdraw Cash from select IndusInd Bank ATMs without using an ATM/Debit Card.

IndusMobile application is fast, easy & secure Mobile banking service. It is a downloadable application which is light and easy to install on phone. Those who do not wish to download and install may use the SMS channel for using IndusMobile. . Customers can register at our branches or ATMs or NetBanking or calling up Contact Centre or just sending SMS. All the transactions would be authorized by a 4 digit MPIN ensuring 2 layer security. It can be used on a GSM connection by using both GPRS and SMS channel. Select CDMA handsets are also supported.

Speaking on the launch **Mr. Sumant Kathpalia, Head Consumer Banking IndusInd Bank**, said, "IndusMobile is a comprehensive Mobile banking platform that enables our customers to manage their banking needs with incredible ease. This new application will serve as a key customer touch point that complements the Bank's physical branch network". He further added, "With mobile phones becoming an integral part of our lives, IndusMobile will provide a Safe, Secure and Personalized service delivery channel for the Bank to reach out to its customers. The Bank has been consistently introducing innovative products & services and IndusMobile is another such service designed to make banking a pleasurable experience."

IndusMobile offers a wide variety of features;

- Balance Enquiry
- Mini Statement
- Intrabank Funds Transfer
- Mobile to Mobile Funds Transfer
- Mobile to Account Funds Transfer
- Interbank Funds Transfer
- Net Electronic Funds Transfer (NEFT)
- Interbank Mobile Payment Service (IMPS)
- Visa Credit Card Bill Payment
- Mobile Payments and more
- Online Requests (Cheque Status, Stop Cheque)
- Offline Requests (Cheque Book, Debit Card, DD, Statement)

**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 326 branches, 650 ATMs spread across 225 geographic locations of the country as on date. 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.

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

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