

IndusInd Bank

“Alexa, ask IndusAssist to do fund transfer”

IndusInd Bank launches voice-based banking services through Amazon Alexa

Watch Digital press release : <https://www.indusind.com/content/home/IndusAssistPressRelease.html>

For a transaction demo: <https://www.youtube.com/watch?v=80NR2ya8yOI>

Mumbai – September 25, 2018: IndusInd Bank has always aimed at creating path breaking solutions by leveraging emerging technologies. In keeping up with this legacy, the Bank has launched its *Artificial Intelligence (AI)* based Alexa Skill - 'IndusAssist' - that enables its customers to conduct financial and non-financial banking transactions on Amazon Echo and other Alexa-enabled devices using voice based commands. Alexa is a virtual assistant developed by Amazon, and is capable of voice interactions for music playback, booking cabs, ordering food, providing information and much more.

IndusInd Bank customers will need to undergo a one-time registration process for linking their bank details using the Alexa app on their smartphone. Post registration, all authentication and transaction requests will remain voice-based, thus offering a more intuitive banking experience to customers. They will now be able to recharge their mobile phones, pay credit card bills and so on by voicing out simple commandments like “Alexa, ask IndusAssist to recharge my mobile number”, “Alexa, ask IndusAssist to pay my credit card bill”.

Using voice based approach, IndusInd Bank aims to empower its customers for initiating voice-based banking transactions such as fund transfer, bill payments, recharges, account information with ease and efficiency. All the transactions done through this medium are completely safe and secure, following the 2-factor authentication guidelines prescribed by the regulator.

Speaking about this tie-up, **Mr. Ritesh Raj Saxena, EVP & Head – Savings, Digital & Payments Business, IndusInd Bank** said, “Like Amazon, we pride ourselves in driving client experience around consumer technologies. The integration of our chatbot “IndusAssist” with Alexa is our attempt at taking banking beyond the banking channels to the Internet of Things. While most of the banks have used text based chatbots for enabling daily transactions, we have continued our legacy of being an innovative bank by providing these services over voice as a medium of



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choice. With Alexa's easy to use voice service backed by Amazon's rigorous security framework, we are confident of offering our common clients the best banking experience, on the move."

About IndusInd Bank

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on June 30, 2018, IndusInd Bank has 1410 branches, and 2285 ATMs spread across geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi. The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and major commodity exchanges in the country, including MCX, NCDEX, and NMCE. IndusInd Bank on April 1, 2013 was included in the NIFTY 50 benchmark index.

Recently, IndusInd Bank ranked 20th amongst Brandz Top 75 Most Valuable Indian Brands 2018 as per the Brands Rankings 2018 powered by WPP and Kantar Millward Brown.

For more information, visit <https://www.indusind.com/>

Ratings:

- CRISIL AA + for Infra Bonds program
- CRISIL AA for Additional Tier I Bonds program
- CRISIL A1+ for certificate of deposit program
- IND AA+ for Senior bonds program by India Ratings and Research
- IND AA for Additional Tier I Bonds program by India Ratings and Research
- IND A1+ for Short Term Debt Instruments by India Ratings and Research

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