

IndusInd Bank launches 'IndusInd Bank Duo Card' - India's first two chip debit cum credit card

Launches integrated advertising campaign featuring multitalented Boman Irani For the first-of-its-kind card that brings a range of benefits that treat customers to the best of a credit and debit card

Mumbai - October 10, 2018 IndusInd Bank today launched the **IndusInd Bank Duo Card** which is India's first 2 EMV chip debit cum credit card. This two-in-one Duo Card with two Magnetic Stripes & 2 EMV Chips brings the functionalities of both debit and credit cards to the Indian consumer, on one plastic. With a range of benefits that straddle both types of cards, it is a powerhouse of convenience and flexibility for the customer. With just one card to carry for all their financial needs, the customer can travel light with just one card plastic. The card design uses the anagram technique to enhance and highlight the singularity of the Duo Card. The IndusInd Bank Duo Card is loaded with features for the young upwardly-mobile customer, and includes offers across entertainment, travel & lifestyle. It simplifies the customer's life by providing a single statement of account and amplifies the power of the Rewards program by enabling consolidation of Rewards points.

On this launch, **Sumant Kathpalia, Head - Consumer Banking, IndusInd Bank** said, "The goal is always to simplify banking and enhance convenience for our customers. Innovations such as the Duo Card go a long way in simplifying customers' lives. We have our ears to the ground and understand that our young and aspirational customers want something unique that makes them stand apart. The IndusInd Bank Duo Card aims to deliver a seamless and delightful client experience and offers the best of both worlds, in one plastic. The convenience of having dual functionality, and a wide range of offers and features on one plastic, is sure to resonate with our audience. Our advice to the customer is to **#KeepItSingle**, and embrace innovation at its best."

IndusInd Bank has launched a multi-media campaign that connects with the customer at various touchpoints. While television will be used to announce the innovation, digital will be used extensively to engage with the digitally savvy audience. RK Swamy BBDO, New Delhi is the creative agency for the campaign. The campaign has been conceptualised and scripted by Ankur



IndusInd Bank

Suman - Creative Head, RK Swamy BBDO, New Delhi – along with Pragya Bhatnagar and Pankaj Bora. It is directed by Gajraj Rao of Code Red films.

Anil Ramachandran - EVP & Head, Marketing & Corp Communications and Retail Unsecured Assets at IndusInd Bank said, “The Duo Card is a wonderful example of a unique innovation coming out of our researched consumer insights. With the world moving towards simplifying consumer interactions and experiences and the youthful focus on travelling light, this plastic innovation asks the simple question of “why carry two, when one will do?” IndusInd Bank Duo Card is an innovation that is simple in its idea and uniqueness. The campaign tells the everyday stories of our lives, wherein we are required to choose between debit and credit cards, and how cumbersome that can be. The TV commercials and short digital films have exciting elements which add humour and emotions to situations that are easily relatable with our customers. We are confident that the campaign will create intrigue, interest and engagement with our audience.”

Adds, **Ankur Suman, Principal Consultant & Creative Head, R K Swamy BBDO Private limited**, “Cool innovations like these need cool communication solutions. It was important to create intrigue and interest around a product that’s so unique. Here’s a card that keeps things simpler, by keeping them single. Hence **#KeepItSingle** worked perfectly! Retaining the tone and style of IndusInd Bank campaigns that we have created over the years, this one too, uses light-hearted, slice-of-life situations to drive home the message about Duo Card; helping the audience absorb its relevance and utility even better.”

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.



IndusInd Bank

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

For more details on this release, please contact:

Anu Raj

IndusInd Bank Ltd.
mktg@indusind.com
022 66412200

Sinoj Sadanandan

Adfactors PR Pvt. Ltd.
Sinoj.sadanandan@adfactorspr.com
+91 9619375635

