

**News Release
For Immediate Release****November 13, 2006****ICICI Bank organizes Children Week from Nov 13th to 18th**

Mumbai: ICICI Bank, India's second largest Bank, has organized a fun-filled "Children Week" from November 13 to 18, 2006, in all retail branches across the country to celebrate Children's Day, which falls on November 14. In this week, 3,000 specially created events exclusively will run across all branches. Each day in the week will see a different activity like painting, craft competition, essay writing competition, photogenic baby contest. Number of schools from across the country would encourage their pupils to participate in these fun and extra curricular activities.

Children of customers and non-customers can participate in the activity of their liking at their nearest bank branch.

The highlights of ICICI Bank Children Week include:

Day	Date	Main Activity	Age Group
Monday	13th Nov	Essay Writing Competition	5th to 7th standard & 8th to 10th standard
Tuesday	14th Nov	Photogenic Baby contest	1 month to 3 yrs, 4 to 9 yrs & 10 to 16 yrs
Wednesday	15th Nov	Drawing Competition & Craft competition	4 to 9 yrs & 10 to 16 yrs
Thursday	16th Nov	One Minute Games	4 to 9 yrs & 10 to 16 yrs
Friday	17th Nov	Know each other (Parent Child team game)	4 to 9 yrs & 10 to 16 yrs
Saturday	18th Nov	GRAND FINALE	Region Specific

ICICI Bank has always considered its customers as their major assets, hence always works consciously to reach out to building strong and healthy relationships. The Bank has been consistently working towards creating newer Customer Engagement Model. By organizing "ICICI Bank Children Week" the bank proposes to touch the lives of children, who are the future of our nation. These models go beyond the touch points of a Branch, Phone or ATM and take the ICICI Bank brand closer to the customers as and when they wish to connect.

ICICI Bank organizes almost 1000 events per month through "The Rich Life" activities across branches. Through these activities it attempts to connect with customers by helping them not only on their banking needs but also by extending their influence in other important aspects of daily living.

ICICI Bank engages with customers across the Corporates who route their salaries through our accounts. This happens through 3000 "Glad-To-Meet-You camps". These camps too will have the flavour of Children's day during the month of November. Employees will be encouraged to submit entries of their children in Photogenic Baby Contest.

About ICICI Bank:

ICICI Bank (NYSE:IBN) is India's second largest bank with an asset base of Rs. 2823.73 billion as on September 30, 2006. ICICI Bank provides a broad spectrum of financial services to individuals and companies. This includes mortgages, car and personal loans, credit and debit cards, corporate and agricultural finance. The Bank services a growing customer base through a multi-channel access network which includes over 630 branches and extension counters, 2325 ATMs, call centres and Internet banking (www.icicibank.com).

Except for the historical information contained herein, statements in this release, which contain words or phrases such as 'will', 'would', etc., and similar expressions or variations of such expressions may constitute 'forward-looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to obtain statutory and regulatory approvals and to successfully implement our strategy, future levels of non-performing loans, our growth and expansion in business, the adequacy of our allowance for credit losses, technological implementation and changes, the actual growth in demand for banking products and services, investment income, cash flow projections, our exposure to market risks as well as other risks detailed in the reports filed by us with the United States Securities and Exchange Commission. ICICI Bank undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

For Press Queries:

ICICI Bank: Charudatta Deshpande
Head – Corporate Communications,
Tel: 022-26538208
Fax: 022 –26531116
e-mail: charudatta.deshpande@icicibank.com