



**Press Release**

**April 19, 2006**

## **ICICI Bank signs up Cartoon Network's Tom & Jerry to promote its YOUNG STARS Account**

- *A unique initiative to introduce banking to children*
- *Internet banking and International debit card facility to ensure cash-free transactions for children and parents and exciting deposits products*

ICICI Bank, India's second largest bank has tied up with the number one kids' network of India, Cartoon Network and signed on their iconic toon stars Tom & Jerry as the brand ambassadors for its special and innovative, '**Young Stars Account**'.

Young Stars is a unique savings account tailored to suit the banking requirements of children. The Young Stars account allows children, upto the age of 18 years, to learn and manage their finances; while the account is operated and monitored completely by the parents. Children above the age of 7 years will get a personalized international debit card with the Young Stars account. This is an innovative attempt to guide children through the world of banking. ICICI Bank has made the entire banking experience exciting by offering interesting facilities including a special recurring deposit, free international debit card and free Internet banking. There are also facilities that only parents can access such as - online opening of fixed deposit, recurring deposit and funds transfer from parent to child's account.

Said Ms. Chanda Kochhar, Executive Director, ICICI Bank, "The Young Stars account is another pioneering product from ICICI Bank that initiates children to world of banking and finances. With this innovative product, the entire family is involved with the Bank and while parents can monitor their child's expenses, children learn to manage their expenses themselves. This product will inculcate the habit of saving money amongst kids, while making it a fun filled and exciting experience. We are delighted to be associated with Cartoon Network's toon stars, Tom & Jerry and with their support are sure that Young Stars will be become a popular product among children."

Said Mr. Jiggy George, Director, Cartoon Network Enterprises – India & South Asia, "The exciting and innovative promotional licensing deal with ICICI Bank for their 'Young Stars Account' yet again proves the power of Cartoon Network and the mass appeal of the Network's toon stars. I am positive that Tom & Jerry, who continue to rule the hearts of Indian kids and adults, will help make this innovative initiative from ICICI Bank even more attractive. We are delighted to be partnering with ICICI Bank, one of the most respectable brands in the finance sector and look forward to our mutual success."



### **About ICICI Bank:**

ICICI Bank (NYSE:IBN) is India's second largest bank and largest private sector bank with assets of Rs.2124.31 billion as on December 31, 2005. 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. ICICI Bank has over 610 branches and extension counters and over 2200 ATM's spread across the country. The Bank services its large customer base of more than 17 million customers' accounts through a multi-channel delivery network of branches, ATM's, call centers and Internet banking ([www.icicibank.com](http://www.icicibank.com)) to ensure that customers have access to its services at all times.

*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.*

### **About Cartoon Network Enterprises:**

Cartoon Network Enterprises (CNE), a specialized licensing and merchandising division of Cartoon Network, works towards driving long-term value for the Network and its properties, and is responsible for setting up new businesses leveraging the equity of the characters via consumer products, promotional licensing, home videos, interactive games, publishing, music, etc. Cartoon Network Enterprises has been the pioneers in the Indian licensing and merchandising industry, having established the concept of promotional licensing with a host of clients in the kids' space as well as non-traditional, non-kids' companies. CNE also introduced the concept of third-party licensing with the launch of Beyblade and now with the Theme Parks have added another first to their list.

Turner's Cartoon Network and POGO are the # 1 and # 2 television destinations for kids in India. Having shaped kids' television in India, with the launch of Cartoon Network in 1995, Turner created another milestone with the launch of POGO, a multi-genre channel for kids and their families in 2004. Recognised as the resident kids experts with a 360-degree presence through successful on-air and on line activities, ground-events, promotional licensing, product licensing, publishing, CD ROMS, etc, Cartoon Network and POGO, with an intelligent mix of live action, documentaries, movies and animation, offer a complete entertainment package for Indian kids.

Part of the Time Warner Company, Turner International India Pvt. Ltd. is the arm of Turner Broadcasting System. Inc. (TBS) charged with the sales and marketing of Turner's news and entertainment services in India and South Asia.



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