



**Press Release  
For Immediate Publication**

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**ICICI Bank and Dish TV launch Banking Interactive Service  
"ICICIACTIVE" on DISHTV Platform**

*For the first time ever, avail all the banking information on your DISHTV TV screen*

**Mumbai:** ICICI Bank, India's largest private sector bank in association with Dish TV, India's No.1 direct-to-home company, today launched Interactive Banking Service "ICICIACTIVE". This will enable Dish TV viewers to access information on ICICI Bank products and services, from the convenience of their homes.

Through ICICIACTIVE, Dish TV viewers will be able to get information about various types of ICICI Bank accounts and deposits that suits their need. The range of information will include product features, EMI amount on various loans, eligibility criteria, documentation, time required for processing a request, bank's ATM / branch locators, which will enable them to take relevant financial decisions. Information related to these products and services will be shown on the DISHTV TV screen along with the Toll free Customer Service number which will allow the viewers to call and apply or seek further information on a product, of their choice. The medium is convenient, fast and simple to access. It will allow potential customers to be pre informed of the services which will lead to faster processing and delivery.

Mr. Maninder Juneja, Head Retail Liabilities, ICICI Bank said, "At ICICI Bank we are always innovating and exploring new opportunities, to bring banking to the masses. Currently, there are around 7.0 million active digital TV viewers and the numbers are expected to grow further. The association with Dish TV will enable us to further extend our reach and offer latest information to the customers. Based on the readily available details customers can plan their financial needs accordingly."

Speaking on the occasion, Mr Salil Kapoor, Chief Operating Officer, Dish TV said, "We are extremely pleased to join hands with ICICI Bank to bring another first to the market – Banking information on TV for our 3.94 million subscribers across the country. This association reiterates our commitment as pioneer in bringing newer advancements in the field of digital entertainment & enhanced TV viewing experience for all our viewers. With such innovative services, dish tv is now taking TV viewing to a whole new level of viewer engagement. We look forward to such innovations with like minded corporates".

**About ICICI Bank**

ICICI Bank Limited (NYSE:IBN) is India's largest private sector bank and the second largest bank in the country with consolidated total assets of about \$113 billion as of June 30, 2008. ICICI Bank's subsidiaries include India's leading private sector insurance companies and among its largest securities brokerage firms, mutual funds



and private equity firms. ICICI Bank's presence currently spans 19 countries, including India.

### **About Dish TV India:**

Essel Group - the parent company of the Zee Network – has launched this product - dishtv. It aims to be an Entertainment Provider and harbinger of the new age media in India. In a short span it has on its platform 225 channels & services with registered 3.76 million subscribers, which is growing. dishtv offers the flexibility in content and channel packages so that the subscribers can choose and customize their own channel bouquets giving them complete power and independence. dishtv has a vast distribution network of about 600 distributors & 45,000 dealers that spans around 5200 towns across the country. Direct-to-home (DTH) television services deliver television channels directly to consumer's homes via satellite without any need of a local cable service provider. With channels for the sports enthusiast, from daily dose of soaps to news, from a bevy of cartoons to infotainment, from a plethora of music channels to movie channels - its all happening on dishtv. With the complete Zee bouquet of channels, the One Alliance bouquet, and the Star bouquet, it offers the complete range of channels to its subscribers. Highly aware of prompt service orientation, dishtv has 24\* 7 call centre with 1600 seats in 11 different languages to take care of subscriber requirements any point of time and to ensure timely solution to problems and queries.

*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.*

### **Rights Issue Disclaimer:-**

*Dish TV India Limited proposes, subject to receipt of requisite approvals, market conditions and other considerations, to make a rights issue of its equity shares to its existing shareholders and has filed a draft letter of offer ("DLOF") SEBI. The DLOF is available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) as well as on the websites of the lead manager at [www.enam.com](http://www.enam.com). Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the section titled "Risk Factors" of the DLOF."*

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