



ICICI Bank Limited
ICICI Bank Towers
Bandra-Kurla Complex
Bandra (E) Mumbai-400051.

PRESS RELEASE

For Immediate Dissemination

March 12, 2009

ICICI Bank bags two WOW Awards for its rural marketing campaigns

Mumbai: ICICI Bank Ltd has recently won two awards at the WOW Event & Experiential Marketing Awards 2009 for its rural marketing campaigns, "Kamdhenu Cattle Loan Campaign" and "Talkies on the Move Campaign". The award function was hosted by Event FAQs in Mumbai recently. There were over 472 entries from 85 companies/ agencies all vying for the WOW Awards.

The Kamdhenu cattle loan campaign was a joint campaign by ICICI Bank's Rural and Micro-banking and Agri Business Group (RMAG) and ICICI Lombard General Insurance. This campaign was launched with the aim of generating awareness about loans for cattle purchase and cattle insurance in rural areas. Kamdhenu won the award in the 'Rural Marketing Program of the Year' category.

The Talkies on the Move was a unique campaign initiated with the objective of creating awareness about the product- eWRF (Easy Warehouse Receipt Finance), which involves funding against commodities. Talkies on the Move won the award in the 'Small Budget On Ground Promotion of the Year' category.

Mr. Roopesh Kajrolkar, Head - Marketing, RMAG, who received the awards on behalf of ICICI Bank said, "These WOW awards given to us are a recognition of our innovative efforts to reach out to rural markets. Our campaigns have touched the hearts and minds of thousands of customers, which is also evident from our business results. The campaigns have also helped us in positioning ICICI Bank as a 'Potential Fulfiller' for the rural customers"

According to Mr. Pranav Prasad, Head- Rural and Agriculture Business Group- ICICI Lombard General Insurance, "The Kamdhenu initiative was aimed at creating awareness among rural consumers about protecting their assets and hedging their economic loss in the event of injury to the cattle due to illness or other perils".

The Kamdhenu campaign also received the prestigious Rural Marketing Association of India (RMAI) Award in December 2008.



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About ICICI Bank:

ICICI Bank Ltd (NYSE:IBN) is India's largest private sector bank and the second largest bank in the country with consolidated total assets of about US\$ 100 billion as of December 31, 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.

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.

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