

**Press Release
For Immediate Release**

April 28, 2010

ICICI Bank features, in the BrandZ Top 100 most valuable global brands

Mumbai: ICICI Bank, India's largest private sector bank, has been ranked 45th among the top 100 most valuable global brands according to the BrandZ Top 100 Global Brands Report, becoming the first and only Indian brand to feature in this list.

Since the 1990s, ICICI Bank has pioneered initiatives that redefined the banking landscape, leveraging technology to deliver anytime, anywhere banking through multiple touch points. This has enabled ICICI Bank to establish a strong retail banking franchise and a leading financial services brand. ICICI Bank continues to expand and improve its product and service offerings to deliver superior value to its customers.

According to Ms. Chanda Kochhar, Managing Director & CEO, ICICI Bank, "The BrandZ report is of special significance to us as it is a global recognition of the value of the ICICI brand based on customers' perceptions about the brand. It reaffirms our commitment towards deepening our relationship with our customers. "

About the BrandZ Most Valuable Brands Ranking:

Developed by the leading research agency Millward Brown, the BrandZ Top 100 Most Valuable Global Brands ranking is now in its fifth year. It is the only study to combine measures of brand equity based on interviews with over a million consumers globally about thousands of global "consumer facing" and business-to-business brands with a rigorous analysis of the financial and business performance of each company (using data from Bloomberg and Datamonitor) to separate the value that brand plays in driving business revenue and market capitalisation. Consumer perception of a brand is a key input in determining brand value because brands are a combination of business performance, product delivery, clarity of positioning, and leadership.

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 US\$ 109 billion as of March 31, 2010. 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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