

**News Release  
For Immediate Release**

**September 5, 2011**

**ICICI Bank launches EMV Standard Cards**

*ICICI Bank Coral Credit Card will be the first card from ICICI Bank on this platform*

**Mumbai:** ICICI Bank, India's largest private sector bank today announced its foray into EMV (Europay, MasterCard, Visa) Standard chip credit cards with the launch of the ICICI Bank Coral Credit Card. The Card provides enhanced level of security to cardmembers against possible misuse in the form of counterfeiting and skimming. This is because the cardmember information will now be stored on the embedded microchip in an encrypted format.

The Coral Credit Card, part of the exclusive 'Gemstone Collection' of ICICI Bank Credit Cards, is targeted at the value conscious segment and offers cash rewards on all retail purchases. The rewards double for spends on dining and groceries and at supermarkets. The Coral Card proposition is aimed at delivering significant savings to cardmembers through cash rewards, entertainment, dining and travel benefits.

Speaking on the occasion, Mr. Rajiv Sabharwal, Executive Director, ICICI Bank said, "The launch of the Coral Credit Card on the chip platform is an affirmation of our commitment to leveraging technology to enhance cardmember experience. The Coral Credit Card offers our customers the best of both worlds – a compelling value proposition coupled with the assurance of enhanced security while transacting on account of the smart chip feature."

In addition to the security provided by EMV certified chip, the Coral Card also offers attractive benefits to cardmembers:

- Rewards on all purchases, powered by PAYBACK, India's largest and Europe's most popular multi-partner loyalty programme.
- 2x rewards on dining, groceries and at supermarkets. Cardmembers have a choice to redeem the PAYBACK points as cash credited into their Credit Card Account or into a wide array of gifts.
- A minimum 15% savings at 450+ restaurants across India with the ICICI Bank Culinary Treats programme
- Offer of one free movie ticket for every movie ticket purchased all through the week at [www.bookmyshow.com](http://www.bookmyshow.com)
- Complimentary lounge access with VISA Airport Lounge Access Privileges
- Up to 2 complimentary Jet Airways tickets – one on joining, and one when purchases cross Rs. 50,000 in the year



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

**About ICICI Bank:** ICICI Bank Limited (NYSE:IBN) is India's largest private sector bank and the second largest bank in India, with consolidated total assets of over \$121 billion at June 30, 2011. 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 global presence currently spans across 19 countries, including India.

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**For Press Queries:**

Charudatta Deshpande,  
Head Corporate Communications,  
ICICI Bank Limited,  
Bandra Kurla Complex,  
Mumbai – 400051.  
E-mail: [charudatta.deshpande@icicibank.com](mailto:charudatta.deshpande@icicibank.com)