

**News Release
For Immediate Release****December 20, 2011****ICICI Bank launches the first dual Platinum Credit Card**

Mumbai: ICICI Bank, India's largest private sector bank, today announced the launch of ICICI Bank Rubyx – India's first Platinum Credit Card with dual card benefits. Card members will receive two cards - the ICICI Bank Rubyx American Express® Platinum Credit Card and the ICICI Bank Rubyx MasterCard Platinum Chip Credit Card. The cards, which are linked to a single card account with a single statement and a single fee, provide access to a host of exciting privileges from American Express and MasterCard.

ICICI Bank Rubyx is also India's first metal membrane card. Designed by acclaimed international designers, the card incorporates a new technology that involves embedding a metal membrane in the card plastic in lieu of conventional printing techniques. The embedded metal construct of the lettering, implemented for the first time in any card product in India, promises to greatly improve its longevity and durability, apart from significantly enhancing the aesthetic value of the card.

ICICI Bank Rubyx is the second in the exclusive 'Gemstone Collection' of Credit Cards, closely following the launch of the ICICI Bank Coral. The new product is targeted at the growing affluent segment and offers industry-leading value and innovation for customers who want premium privileges and rewards. Card members can choose between three reward plans and earn bonus points across merchant categories where they normally spend more, and they have the additional flexibility to change their reward plan based on their changing needs. In addition, card members can access privileges across golf, travel, shopping, wellness and entertainment through premium programmes such as ICICI Bank Credit Cards Experience, American Express Selects™ and MasterCard Moments™.

Ms. Chanda Kochhar, Managing Director and CEO, ICICI Bank said, "We are pleased to bring the dual card experience to India with ICICI Bank Rubyx. This new product provides our card members the convenience of a single account and two credit cards that allow them to earn rewards through both American Express and MasterCard. In summary, this product is an affirmation of ICICI Bank's commitment to offer first-to-market privileges to our card members."

"We are delighted to work with ICICI Bank to introduce the rich rewards and perks available on the ICICI Bank Rubyx American Express® Platinum Credit Card," said Mr. Kula Kulendran, Executive Vice President and Head of Global Network Services, Japan, Asia-Pacific, Australia, American Express. "With this new launch, we believe ICICI Bank is raising the bar for its affluent customer base by delivering a new, innovative way for its card members to earn rewards, as well as providing them the flexibility to choose the plans that best meet their distinct needs."

"We are pleased to enhance our relationship with ICICI Bank through the launch of the ICICI Bank Rubyx MasterCard Platinum Chip Credit Card," said Mr. Vicky Bindra, President,



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Asia/Pacific, Middle East & Africa, MasterCard Worldwide. "The Platinum Chip Credit Card is one of MasterCard's premium offerings with advanced chip embedded technology. At MasterCard, we continue to remain at the forefront of developing innovative payments solutions, and are focused on implementing best practices and technologies to make payments safe, simple and convenient for MasterCard cardholders," he added.

The ICICI Bank Rubyx Credit Cards offer attractive benefits to card members:

- Flexible rewards plans with bonus rewards on spend categories of choice, powered by PAYBACK, India's first and largest multi-partner loyalty programme.
- 50% more rewards on all spends on the ICICI Bank Rubyx American Express® Credit Card
- Enhanced security to card members against possible misuse in the form of counterfeiting and skimming through the embedded microchip present in the ICICI Bank Rubyx MasterCard Credit Card, in line with the global EMV (Europay, MasterCard, VISA) standard.
- 5 complimentary Jet Airways tickets on joining
- A minimum 15% savings at 450+ restaurants across India with the ICICI Bank Culinary Treats programme
- Complimentary movie tickets and benefits at leading spas
- Complimentary golf programme at more than 100 of the finest golf courses across India and worldwide
- 10X rewards, American Express Selects™, Reserved For You and globaleshop privileges on the ICICI Bank Rubyx American Express Credit Card
- Complimentary access to American Express® affiliated Altitude lounges and MasterCard affiliated airport lounges

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 \$115 billion September 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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