

**Press Release  
For Immediate Dissemination**

**July 4, 2012**

**ICICI Bank partners with ITM University to offer Certificate Course in  
Retail Banking Sales Management**

**Mumbai:** ICICI Bank Ltd., India's largest private sector bank, and ITM University, Chhattisgarh, have come together to launch a specialized certificate course in Retail Banking Sales Management. This industry-academia partnership is yet another step by ICICI Bank towards creating a talent pool to meet the growing demand of pre-skilled human capital by the banking industry.

The partnership was launched by Ms. Chanda Kochhar, Managing Director and CEO, ICICI Bank and Dr. P. V. Ramana, Chairman of the ITM Group of Institutions.

The course, under the banner of the ICICI Bank Sales Academy in collaboration with ITM University, will be conducted on a fully residential basis at the university campus at Raipur. Participants to this course would be sourced and selected from locations where ICICI Bank has its branches, and would thus provide learning and job opportunities in an inclusive manner through such localized sourcing.

The course will be of three months duration, comprising one month of instructor led classroom activity at the university campus at Raipur, and two months of internship at branches of ICICI Bank. On successful completion of the campus leg of the course, participants would be absorbed as sales trainees on the rolls of the Bank, and posted back in their respective local market.

The course curriculum has been designed with inputs from ICICI Bank and aims at imparting a desired blend of knowledge, skills, grooming and behaviours relevant to the front line sales function.

Speaking on the occasion, Ms. Chanda Kochhar, Managing Director and CEO, ICICI Bank said "ICICI Bank has always believed in building talent and in providing career opportunities to youth across the country so as to derive benefit from, and contribute to, the demographic dividend".

Mr. Rajiv Sabharwal, Executive Director, ICICI Bank stated, "The Bank has been focussed on enabling our sales staff to help more customers - both salaried and self employed - to bank with us. This course is an important step in that direction. The course is designed to impart skills to our front end staff so that they can more effectively communicate the bank's savings, loan products and current account offerings to the prospective customers. All this will be done with a special focus on service quality, thus carrying our philosophy of "Khayaal Aapka" forward."

**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 US\$119 billion at March 31, 2012. 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.

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