



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

**Press Release
For Immediate Release**

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ICICI Bank adds new mobile banking services

Mumbai: ICICI Bank Ltd, India's largest private sector bank announced launch of convenient services to transact over mobile phones. The bank provides a wide range of financial and non-financial services, which can be conducted through mobile devices.

ICICI Bank customers can now sms IMPS to 9222208888 - from their mobile phones and transfer funds instantly and round the clock. This is facilitated using the Interbank Mobile Payment Service (IMPS). In another new service launched this year, ICICI Bank has enabled its customers to recharge any prepaid mobile phone in 3 simple steps, just by sending a sms MTOPUP to 9222208888.

Customers can also avail these services of Instant Fund Transfer and Prepaid Recharge by dialing *525# from their mobile numbers registered with the bank. This option of *525# is currently available for the customers on select operator networks only. As extension of the *525# service, customers can now pay their insurance premiums by dialing *525*11#. Currently this service is available for ICICI Life Insurance customers.

The communication technology used for mobile payments ensures that no data is stored in customer's phone and data transfers are adequately encrypted to prevent risks of misuses. These services can be accessed from all kind of handsets- basic phones as well as smart phones. With the launch of these services, ICICI Bank continues to stay ahead in adopting latest technology innovations for customer convenience. Its flagship mobile banking app, iMobile, launched in 2008 and available for iPhone, Android, Blackberry, Symbian and other major mobile platforms, now also allows customer to book tickets – rail, air and movies – through their phones. More details are available on the bank's website www.icicibank.com

The Bank has also been a front-runner in promoting and implementing the Interbank Mobile Payment Service (IMPS). Over 16.5 million customers of the Bank have been issued their MMIDs (a 7-digit number required to receive money through IMPS).

Mr. Rajiv Sabharwal, Executive Director ICICI Bank said "ICICI Bank has always focused on customer's convenience by making banking products safe and convenient. The bank will continue to offer similar services, which are safe and simple to use for millions of our customers who may not have access to Internet. IMPS is poised to revolutionize the payments landscape. He further added that there is a greater need for interoperability to make cheques and even cash redundant in the next 3 to 5 years and IMPS will be a convenient instrument for payments and collections even for businesses".

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 over USD 110 billion at December 31, 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.

For Press Queries:

Charudatta Deshpande,
Head Corporate Communications,
ICICI Bank Limited,
Bandra Kurla Complex,
Mumbai – 400051.

E-mail: charudatta.deshpande@icicibank.com