

**News Release
For Immediate Release**

March 21, 2012

ICICI Bank launches the super premium Sapphiro Credit Cards

Mumbai: ICICI Bank, India's largest private sector bank, today announced the launch of ICICI Bank Sapphiro – a super premium product targeted at the growing super affluent segment and the Bank's Wealth Management clientele.

ICICI Bank Sapphiro is the third in the exclusive 'Gemstone Collection' of Credit Cards, closely following the launch of the ICICI Bank Coral and the ICICI Bank Rubyx. ICICI Bank Sapphiro is designed as an ode to super affluent consumers, who lead a lifestyle defined by distinctive experiences and offers a selection of experiential privileges and rewards.

Card members will receive two cards - the ICICI Bank Sapphiro Platinum American Express® Credit Card and the ICICI Bank Sapphiro Platinum Chip MasterCard 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. The cards provide exclusive privileges from some of the finest service brands in the world such as Leading Hotels of the World. Ltd., Atlantis the Palm, Dubai, and Air France-KLM. Card members also can look forward to exclusive members-only events, Thursday night movie premieres, complimentary tee-offs at championship golf courses across the world and premium privileges across travel, shopping, wellness and entertainment.

Ms. Chanda Kochhar, Managing Director and CEO, ICICI Bank said, "The Gemstone Collection of Credit Cards is our endeavour to deliver relevant, powerful and distinctive value propositions across our customer segments. ICICI Bank Sapphiro takes the level of privileges for our super affluent and Wealth Management consumers several notches higher through the high-end experiential rewards on offer."

Mr. Kula Kulendran, Executive Vice President and Head of American Express Global Network Services for Japan, Asia-Pacific and Australia said, "The launch of the ICICI Bank Sapphiro Platinum American Express® Credit Card is a key milestone in our long-term growth strategy as we look to bring our long term partnership with ICICI Bank to the next level of success and serve India's constantly evolving consumer needs with superior product offerings powered by enhanced rewards, on American Express-branded cards."

Mr. Vicky Bindra, President, APMEA, MasterCard Worldwide, said, "The ICICI Bank Sapphiro Platinum Chip MasterCard Credit Card reflects our commitment to create an innovative, tailored payment solution for the super affluent segment which is becoming a key target segment for our customer financial institutions. Our experience and expertise in catering to this exclusive segment combined with best practices and technologies would make payments safe, simple and convenient for MasterCard card members."

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

- Complimentary membership to the exclusive 'Leaders Club' of the Leading Hotels of the World. Ltd., the largest luxury hospitality organization in the world
- Direct membership to the Gold Elite tier of Flying Blue, the leading European frequent flyer programme, upon purchase of a return trip air ticket from Air France-KLM
- Exclusive privileges at Atlantis the Palm, Dubai
- Worldwide airport lounge access through complimentary membership to Priority Pass, the world's largest airport lounge access programme, American Express affiliated Altitude lounges, MasterCard affiliated Clipper airport lounges and 300+ lounges of the Air France-KLM and Sky Team alliance
- 2 complimentary Jet Airways business class tickets on joining
- Complimentary golf programme at more than 100 of the finest golf courses across India and worldwide
- Complimentary movie tickets and benefits at leading spas in India
- A minimum 15% savings at 550+ restaurants across India with the ICICI Bank Culinary Treats programme
- Rewards on all purchases powered by PAYBACK, India's first and largest multi-partner loyalty programme
- 50% more rewards on all spend on the ICICI Bank Sapphire American Express® Credit Card
- American Express Selects®, Exclusive Events, New Hotel Program, entré™, Reserved For You, 10X rewards and globaleshop privileges on the ICICI Bank Sapphire 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 Sapphire MasterCard Credit Card, in line with the global EMV (Europay, MasterCard, VISA) standard.

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.



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