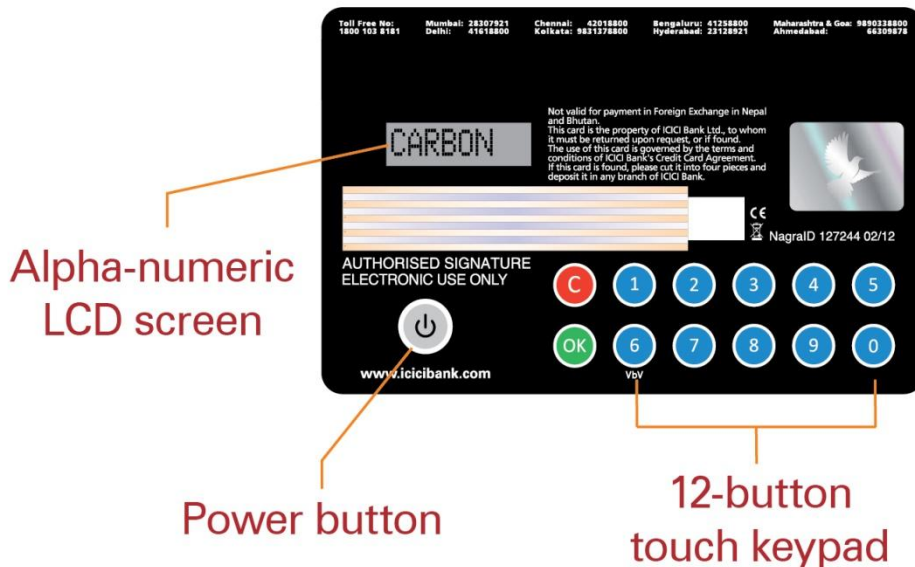


**Press Release
For Immediate Release**

September 12, 2013

ICICI Bank launches ICICI Bank Carbon in partnership with Visa

- Asia's first Credit Card with Visa CodeSure
- Users can generate secure One-Time-Passcodes (OTP) for online transactions instantly on the card itself



Mumbai: ICICI Bank Limited, India's largest private sector bank, today announced the launch of its next generation Credit Card – **ICICI Bank Carbon**.

Developed in partnership with Visa, ICICI Bank Carbon is Asia's first credit card powered by Visa CodeSure, which along with EMV chip technology, makes the card one of the safest for any usage, especially for online shopping.

ICICI Bank Carbon brings unparalleled safety for online transactions through cutting edge technology, enabling card members to instantly generate a highly secure dynamic passcode

on the card. The card plastic incorporates an alpha-numeric LCD screen, a 12-button touch keypad and an in-built battery to generate dynamic one time passcodes.

In order to use this card, the card member initially needs to generate a CodeSure PIN on the ICICI Bank website prior to using the card. This is a one-time activity. Using this CodeSure PIN, the card member can instantly generate a one-time-passcode (OTP) on the card plastic itself. The display panel on the back of the card then shows this OTP which can be used to authenticate online transactions. This means that the card is secure, even if somebody has fraudulently accessed the card number, as no online transactions can be carried out without the CodeSure PIN and OTP. Also, even if the customer loses the physical card, it cannot be used for online transaction without the CodeSure PIN which is exclusive to the customer.

Speaking on the occasion, **Rajiv Sabharwal, Executive Director, ICICI Bank** said, "We have always leveraged technology to make banking both convenient and secure for our customers. Our continuing adoption of innovative technology is part of our commitment to strengthen our relationship with our customers. The ICICI Bank Carbon, powered by Visa CodeSure, is another step in this direction. We are happy to launch this card in association with Visa, for the first time in Asia and I am sure that this will be as popular in India as it is in some of the European countries. This card will be one of the safest available for online and standard use and also comes with an EMV chip for added security against counterfeiting."

Announcing this launch, **Uttam Nayak, Group Country Manager, India and South Asia, Visa**, said, "This is a crucial step towards further securing electronic/card-not-present transactions. Visa and ICICI Bank have partnered in the past to ensure safety in the online payments space. With the growing appetite of banks and customers for innovative technology in payments, and Visa's commitment to developing new technologies, Visa CodeSure offers the next level of security and convenience by offering a dynamic passcode through an integrated screen on the card."

The ICICI Bank Carbon offers a wide list of attractive benefits to the card members. The list includes:

- Rewards on all purchases powered by PAYBACK, which is India's first and largest multi partner loyalty programme. Card members can earn two PAYBACK points per Rs.100 spent
- Complimentary movie tickets with 'buy one get one free' movie ticket program on www.bookmyshow.com
- Access to Culinary Treats programme, offering a minimum 15% savings at 800+ restaurants across India from ICICI Bank
- Complete waiver of 2.5% fuel surcharge at HPCL fuel stations
- Enhanced security through embedded microchip to prevent counterfeiting and skimming



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The ICICI Bank Carbon is available on the Visa Infinite platform. The card offers the following exciting benefits from Visa Infinite:

- Visa Blockbuster weekends - Buy one get one free offer on movie tickets at www.bookmyshow.com on weekends
- Complimentary access at select airport lounges in India

The ICICI Bank Carbon will be offered to select ICICI Bank Credit Card members only. It is available at an inaugural one-time fee of Rs. 1,000 plus applicable service tax. Applicants may contact the ICICI Bank 24-hour Customer Care for details.

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 \$ 124 billion at March 31, 2013. 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. For more information, please visit www.icicibank.com.

Except for the historical information contained herein, statements in this release, which contain words or phrases such as 'will', 'would', etc., and similar expressions or variations of such expressions may constitute 'forward looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to obtain statutory and regulatory approvals and to successfully implement our strategy, future levels of non-performing loans, our growth and expansion in business, the adequacy of our allowance for credit losses, technological implementation and changes, the actual growth in demand for banking products and services, investment income, cash flow projections, our exposure to market risks as well as other risks detailed in the reports filed by us with the United States Securities and Exchange Commission. ICICI Bank undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof. All reference to interest rates, penalties and other terms and conditions for any products and services described herein are correct as of the date of the release of this document and are subject to change without notice. The information in this document reflects prevailing conditions and our views as of this date, all of which is expressed without any responsibility on our part and is subject to change. In preparing this document, we have relied upon and assumed, without independent verification, the accuracy and completeness of all information available from public sources. ICICI Bank and the "I man" logo are the trademarks and property of ICICI Bank. Any reference to the time of delivery or other service levels is only indicative and should not be construed to refer to any commitment by us. The information contained in this document is directed to and for the use of the addressee only and is for the purpose of general circulation only.

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