

**Press Release
For Immediate Release**

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ICICI Bank launches 'Call2Remit' for NRI users of Money2India.com

Mumbai: ICICI Bank Limited, India's largest private sector bank, announced the launch of 'Call2Remit', a new service for Money2India.com(M2I) users to initiate money transfer/remittance requests by simply calling the 24X7 customer care centre of M2I. This makes it the first bank in India to launch such a service.

This service has been designed with the objective of creating another alternative for users to place their money transfer requests in a convenient and hassle free manner. Users now have an array of channels like website, mobile application and Call2Remit to choose from, every time they want to initiate a money transfer transaction.

Mr. Vijay Chandok, President, ICICI Bank Limited, said: "We at ICICI Bank constantly strive towards finding new solutions which add to the convenience of our users. Our experience of servicing over a million M2I users, has helped us gain insights into remittance behaviour of users. We have observed that users at times want to place a money transfer request urgently but fail to do so in time since they do not have access to the internet. With 'Call2Remit', users no longer have to wait and worry about these issues. They can simply call the 24X7 customer care centre and place a request after having authenticated themselves successfully. With this new service, we continue to live up to our commitment to provide a gamut of benefits like competitive exchange rates, tracking facility and exclusive offers while ensuring secure and hassle free money transfers."

M2I users will have to enable the facility by selecting 'Request over phone' after logging into M2I at <https://m2inet.icicibank.co.in/m2iNet/m2iNetLoginForm.jsp>. Once that is done, users can simply call the 24X7 Customer Care Centre, every time they need to place a request to send money back home. Requests would be accepted subject to successful authentication. Users can transfer money to the beneficiary accounts provided there has been a successful money transfer transaction to that account prior to this through M2I.

Money2India (www.money2India.com) is a popular online money transfer tracking service offered to Non-Resident Indians ("NRIs"). With an ever-expanding base since its launch, it is the preferred mode of online money transfers to India, facilitating seamless money transfers with round the clock customer service availability. Money2India uses cutting edge technology to offer different money transfer solutions and a tracking facility across popular platforms giving the user flexibility and assurance. To use this service, a user needs to complete a simple one-time online registration by accessing www.money2India.com and can thereafter, start sending money from any bank in 9 countries to any beneficiary account with over 100 banks in India

About ICICI Bank Ltd: ICICI Bank Limited (NYSE:IBN) is India's largest private sector bank with consolidated total assets of US \$ 124.5 billion at June 30, 2014. 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 18 countries, including India.

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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