

**Press Release
For Immediate Release**

December 12, 2014

ICICI Bank launches ICICI Bank Coral American Express® Credit Card

- **India's only credit card with an innovative transparent design**
- **Introductory "Extended Credit Period" offer**

Mumbai: ICICI Bank, India's largest private sector bank, today announced the launch of India's only credit card with a unique transparent design and a distinctive look. The 'ICICI Bank Coral American Express Credit Card' is the latest addition to the Bank's exclusive 'Gemstone Collection' of credit cards.

Speaking at the launch, Mr. Rajiv Sabharwal, Executive Director, ICICI Bank said, "At ICICI Bank, it is our constant endeavour to deliver innovative, powerful and distinctive value propositions to our discerning customers. We are delighted to launch the 'ICICI Bank Coral American Express Credit Card', the only card in the country with a youthful, transparent design. Aimed at providing significant lifestyle benefits, this card re-affirms our commitment to bring forth innovative services to our customers. We are also introducing a host of exciting privileges including an introductory extended credit period offer and bonus reward points on online transactions. We believe this card will be yet another compelling addition to our Gemstone collection of credit cards."

Ms. Siew Choo Ng, Senior Vice President, Head of Global Network Partnerships, Asia, American Express International, Inc. said, "We are delighted to have further strengthened our long and cherished relationship with ICICI Bank with the launch of the new ICICI Bank Coral American Express Credit Card. Designed to appeal to value seeking customers, the Card reinforces our consistent endeavor to provide differentiated products and services to our customers. The Card offers a wide array of exclusive privileges and features including additional PAYBACK points on online spend and an innovative transparent design. At American Express, we always strive to work closely with our partners to develop the most relevant and compelling products for our valued card members."

Mr. Sanjay Rishi, President, South Asia, American Express, said, "This launch marks a further strengthening of the relationship between ICICI Bank and American Express. We already partner with ICICI Bank on customer loyalty programs, insurance services, retail banking services as well as initiatives to expand card accepting merchants. The launch of the ICICI Bank Coral American Express Card combines the strengths and capabilities of both organizations to offer an exciting new payment choice to customers."

The ICICI Bank Coral American Express® Credit Card offers a wide range of attractive benefits to its card members:

- **Extended Credit Period;** a unique proposition offering card members ability to carry over the retail purchase balances in first two billing statements by simply paying the minimum amount due. No interest shall be charged in such cases and the total amount due shall be payable as per the third billing statement. TnC apply, for complete details please visit www.icicibank.com.

- 4 PAYBACK points per Rs.100 spent on dining, groceries and at supermarkets, 3 PAYBACK points per Rs.100 of online spends and 2 PAYBACK points per Rs.100 on other spends
- Complimentary movie tickets with 'buy one get one free' offer on www.bookmyshow.com
- Complimentary visits to Altitude lounges at Mumbai and Delhi airports
- Minimum 15% discount on dining bills at leading restaurants across India with the ICICI Bank 'Culinary Treats' programme
- No fuel surcharge on fuel transactions at HPCL fuel stations

To know more about the ICICI Bank Coral American Express Credit Card, visit www.icicibank.com. To apply for the card, one can apply online on www.icicibank.com or send a SMS with text "CORAL A" to 5676766.

The Bank has recently announced a slew of innovative services in its cards' suite, including the country's first EMI facility on debit cards and the impending launch of contactless credit and debit cards.

The Bank services its large customer base through a multi-channel delivery network of 3815 branches – the largest branch network among private sector banks in the country, 11,739 ATMs, call center, internet banking (www.icicibank.com), mobile banking and social media banking. (as at September 30, 2014)

This card is issued by ICICI Bank pursuant to a license from American Express. American Express is a trademark of American Express.

For news and updates, visit www.icicibank.com and follow us on [twitter@ICICIBank](https://twitter.com/ICICIBank).

About ICICI Bank Ltd: ICICI Bank Limited (NYSE:IBN) is India's largest private sector bank with consolidated total assets of US \$ 124.76 billion at March 31, 2014. Its subsidiaries include India's leading private sector insurance companies and among its largest securities brokerage firms, mutual funds and private equity firms. The Bank's presence spans 18 countries, including India.

About American Express: American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success. Present in India since 1921, American Express provides high quality payment and travel services to individuals and businesses in India. American Express products available in India include merchant services, prepaid cards, credit cards, corporate cards, loyalty services and travel. Learn more at <https://www.americanexpress.com/india/> and connect with us on <https://www.facebook.com/AmericanExpressIndia>



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

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 nonperforming 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.

For Media Queries:

Kausik Datta
DGM & Head - Corporate Communications
ICICI Bank Ltd.
Mumbai – 51
Email – datta.kausik@icicibank.com