



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

**Press Release
For Immediate Release**

June 5, 2014

ICICI Bank launches 'Creative Masters'

- **Select entries will be sold and proceeds will be donated to social causes**

Mumbai: ICICI Bank Ltd, the country's largest private sector bank, has launched 'Creative Masters', a unique online drawing competition where participants can draw a depiction of a social cause such as education for less privileged children, save a girl child or support the elderly. Spanning over nearly two months, the programme aims to connect with lakhs of people, felicitate artists who will be handpicked by an eminent jury and support social causes through donation of proceeds from sale of select entries.

In an attempt to drive maximum contributions towards social causes, ICICI Bank invites participation from anyone above four years of age to take part in 'Creative Masters' by submitting their drawing online at www.creativemasters.co.in. Participants can also choose to sit and draw at any ICICI Bank branch on 'Creative Saturdays', planned on June 7 and June 14, 2014 and upload their entries on the spot.

Speaking on the initiative, Rajiv Sabharwal, Executive Director, ICICI Bank said: "It gives me immense pleasure to be part of the 'Creative Masters' programme which offers the participants the opportunity to support a social cause through their own expression of art. With over 75,000 registrations within the first few weeks of the launch, we believe this initiative has touched a chord with a large number of people."

The jury comprises Piyush Pandey, Executive Chairman & Creative Director, Ogilvy & Mather India and South Asia and Prof G. G. Waghmare, Dean of Sir J.J Institute of Applied Arts, among others.

Select entries will be offered for sale and proceeds will be donated to support social causes through 'Give India', a not-for-profit organisation that aims to provide resources to credible non-governmental organisations across India.

The Bank services its large customer base through a multi-channel delivery network of 3753 branches, 11315 ATMs, call center, internet banking (www.icicibank.com), mobile banking and social media banking. (at March 31,2014).

About ICICI Bank Ltd: 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 \$ 124.76 billion at March 31, 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 19 countries, including India.



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For Press Queries:

Kausik Datta

Deputy General Manager & Head - Corporate Communications

ICICI Bank Limited

Bandra Kurla Complex,

Mumbai – 400051

Email: datta.kausik@icicibank.com