

**Press Release
For Immediate Release**

September 23, 2014

ICICI Bank launches 'NRI Advantage'

Mumbai: ICICI Bank, India's largest private sector bank, today announced the launch of 'NRI Advantage', a new product benefit for its NRI customers. It is available to NRI Premia, NRI Pro and NRI savings account holders.

NRI Advantage has been designed with the objective of catering to the various non-financial needs of the NRI customers pertaining to India. It entitles customers to handpicked, exclusive discounts/special offers. These exclusive offers on various products/services are centered around the important needs of NRIs, hence ensuring their relevance.

Mr. Rajiv Sabharwal, Executive Director, ICICI Bank, said, "At ICICI Bank, we constantly innovate to create opportunities to serve our customers better. We serve 1.5 million NRI customers across more than 150 countries and process over five million NRI transactions annually. This servicing experience has helped us gain invaluable insights into the lifestyle of NRIs and we have employed this understanding, to choose the various offers under 'NRI Advantage'. With this unique product benefit, we are confident that we will be providing our customers with a better value in the market creating a marked differentiation."

NRI Advantage delivers a suite of benefits customized to cater to the prime needs of an NRI related to India with the following associations:

- **Healthcare Needs:** Special offers on preventive health check- up at select locations of Apollo Hospitals, a healthcare organization based in India;
- **Dental Care Needs:** Discounted offers on dental treatments through Apollo White Dental, a dental chain based in India;
- **Gifting family & friends:** Discounted offers on sweets and assorted gifts through Ghasitaram Gifts, an online gifting portal that delivers in India as well as overseas;
- **Assistance for service needs in India:** Discounted offers on services through YourManInIndia (A TTK Service), an online service that provides support for tasks based in India on the behalf of NRIs; and
- **India based shopping needs:** Discounted offers on apparel by Indian designers through Pernia's Pop Up Shop, an online shopping portal that delivers in India as well as overseas.

We envision that NRI Advantage will continuously evolve to cover the entire spectrum of the NRI customer's requirements related to India. ICICI Bank NRI customers can avail these offers right away by simply visiting <http://icicibank.com/nri-banking/nri-advantage-interim.page?> and following the required steps.

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 19 countries, including India.

About ICICI Bank NRI Services: ICICI Bank is one of the most preferred banks for NRIs in the world. It reaches out to NRIs in over 150 countries. Serving more than 1.5 million NRIs over the last decade, it continues to be the trusted choice of Indians abroad.

The bank with its rich experience and expertise deploys technology to deliver the best in banking experience to its NRI customers. The bank offers solutions to NRI customers with a focus on:

- Comprehensive product suite addressing specific financial needs of the NRI
- Round the clock availability through various channels to ensure convenience for the NRI
- Usage of cutting edge technology to deliver efficiency & ease

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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