

**Press Release
For Immediate Release**

September 24, 2014

ICICI Bank launches 'Smart Star' account, a minor operated savings account

Mumbai: ICICI Bank, the country's largest private sector bank announces the launch of Smart Star, a savings account that can be opened and operated by minors above 10 years of age, all by themselves.

Speaking on the initiative, Mr. Rajiv Sabharwal, Executive Director, ICICI Bank, said, "We are pleased to offer the 'Smart Star' account, which is specially designed keeping in mind the requirements of minors today. The unique proposition allows minors to operate their accounts independently. This will help to inculcate a habit of saving and responsibility of spending wisely."

The account, which will be opened in the name of the minor, will offer a personalized cheque book and a debit card with a picture of his/her choice. Minors will be able to undertake various banking transactions including issuing cheques, paying bills, recharge mobile phones, open fixed deposits and recurring deposits among others. They will also have access to banking channels such as ATM, mobile and internet banking.

This initiative underscores the Bank's ongoing strategy of reaching out to the youth through an array of specialised services like 'Pockets by ICICI Bank' - the world's most comprehensive banking application on Facebook - Mobile Banking, Expression Debit Card among others.

To apply for this account, one needs to visit his nearest ICICI Bank branch. More information on the facility can be availed on <http://www.icicibank.com/Personal-Banking/account-deposit/young-stars/index.page?#toptitle>

The Bank services its large customer base through a multi-channel delivery network of 3763 branches, the largest among private sector banks in the country; 11447 ATMs, call center, internet banking (www.icicibank.com), mobile banking and Facebook banking.

For news and updates about ICICI Bank, visit www.icicibank.com and follow us on www.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\$ 124.5 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.



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