

**Press Release
For Immediate Release**

March 5, 2014

ICICI Bank & UPSRTC launch Combo Prepaid Card

A complete travelling and shopping solution on one card

Lucknow: ICICI Bank, India's largest private sector bank, today announced the launch of a combo prepaid card in association with the Uttar Pradesh State Road Transport Corporation (UPSRTC).

The card was launched by Hon'ble Transport Minister, Uttar Pradesh, Shri Durga Prasad Yadav and Mr. Utpal Isser, Zonal Head (Uttar Pradesh & Uttarakhand), ICICI Bank Ltd.

The ICICI Bank Combo Prepaid card, co-branded by UPSRTC, comes with the dual benefits of a travel card as well as a shopping card on a single card.

This first-of-its-kind pre-paid card offers users the convenience of not having to pay cash for buying tickets for every trip undertaken on a UPSRTC bus or buying paper passes for monthly or quarterly season tickets. In addition to this, customers can use this same card to shop online as well as at stores.

Key benefits of the ICICI Bank Combo Prepaid Card:

- Ease of travel on UPSRTC buses
- Wider acceptability at all VISA® Point of Sale (POS) retail shops, malls and websites for cash-less shopping
- No requirement of minimum balance on the shopping card, shop till balance is zero
- No need to open a bank account to avail shopping card benefits
- Free SMS alerts on every transaction done through shopping card
- 24x7 customer care assistance for shopping card
- Secure and safe shopping transactions

On this occasion Mr. Rajiv Sabharwal, Executive Director, ICICI Bank, said, "At ICICI Bank, we strongly believe in the 'Khayal Aapka' philosophy of keeping the needs of the customer as the focus of all our initiatives. As part of our constant endeavor to bring new, innovative offerings to our customers, we are delighted to partner with UPSRTC to introduce this first-of-its-kind card in the country, in Uttar Pradesh. This card will give commuters of UPSRTC greater convenience and ease of travel. We are confident that this initiative will go a long way in setting new benchmarks for efficiency and help in increasing electronic payments in the country."

The ICICI Bank Combo Pre-paid card will be exclusively available at UPSRTC bus depots in Uttar Pradesh.

ICICI Bank has over 3,600 branches and over 11,100 ATMs spread across the country. The Bank services its large customer base through a multi-channel delivery network of branches, ATMs, call center and internet banking (www.icicibank.com).

About ICICI Bank Ltd: ICICI Bank Limited (NYSE:IBN) is India's largest private sector bank and the second largest bank in India, with consolidated total assets of US \$ 124 billion as on March 31, 2013. 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 global presence currently spans across 19 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.

For Press Queries:

Sujit Ganguli

Senior General Manager & Head - Corporate Communications and Brand Group

ICICI Bank Ltd.

Mumbai – 51

Email – ganguli.sujit@icicibank.com