

**Press Release
For Immediate Release**

February 25, 2014

ICICI Foundation signs MoU for its ICICI Academy for Skills with Café Coffee Day

- ICICI Academy for Skills will provide skill training in customer service
- Café Coffee Day will employ these skilled candidates from the Academy

Mumbai: ICICI Academy for Skills (ICICI Academy) today announced the commencement of a partnership with Café Coffee Day (CCD) to offer training in customer service to the youth and offer employment to these individuals on completion of the course. This is in line with the Academy's existing initiatives to build sustainable livelihoods for the youth in India.

ICICI Foundation for Inclusive Growth (ICICI Foundation) signed the MoU with Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL) in Mumbai on behalf of ICICI Academy and Café Coffee Day respectively. CCD is India's premier Café chain and a division of ABCTCL.

ICICI Academy and CCD are introducing a course on Customer Service which will be taught at the Pune, Patna and Guwahati centres of the Academy. CCD will assist the Academy in the design of the course curriculum, setting up of the labs and in the development of professional trainers. Additionally, they will also employ the students passing out from the Academy.

ICICI Foundation launched the Academy in line with its plan to promote inclusive growth and create sustainable livelihood for the youth. After launching its maiden centre in Jaipur, ICICI Foundation has set up centres in Chennai, Hyderabad, Bangalore, Pune, Coimbatore and Narsobawadi, with launches in Patna and Guwahati scheduled in March 2014. ICICI Academy is looking to train more than 5,000 youth at these nine training centres across the country in the first year of operation.

CCD has worked with several NGOs with an aim to bridge the gap between urban and rural youth by training the economically underprivileged and making sure they find employment. However, this is the first time that they will be working on this kind of initiative with a corporate.

About ICICI Foundation For Inclusive Growth: It was founded by the ICICI Group in early 2008, with a view to carry forward and build upon ICICI Group's legacy of promoting inclusive growth.

ICICI Foundation seeks to promote inclusive growth in India by contributing to the key enablers required for widespread participation in economic opportunities in the country. Through focused initiatives in the identified areas including primary healthcare, elementary education, skill development and sustainable livelihoods and financial inclusion, ICICI Foundation is working towards building capabilities and developing innovative models that can be replicated and scaled up in future. ICICI Academy for Skills operates under the aegis of ICICI Foundation.

About Café Coffee Day: Café Coffee Day is a part of India's largest coffee conglomerate, Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL), the first to roll out the 'coffee bar' concept in India with its first café in Bangalore.

Café Coffee Day serves the coffee it grows on the 13,000 acres of its own estates plus another 7,000 acres of managed estates, the group also sources coffee from 11,000 small growers, making its holder the largest individual coffee plantation owner in Asia, this in addition to being India's only vertically integrated coffee company. Café Coffee Day's menu ranges from signature hot and cold coffees to several exotic international coffees, food, desserts and pastries. In addition, exciting merchandise such as coffee powders, cookies, mugs, coffee filters, etc. are available at the cafés.

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For Press Queries:

Sujit Ganguli
Sr General Manager- Head Corporate
Communications and Brand
ICICI Bank Ltd.
Mumbai
email: ganguli.sujit@icicibank.com

Chinmay Sengupta
Chief Operating Officer
ICICI Foundation For Inclusive Growth
Mumbai
email: chinmay.sengupta@icicifoundation.org
