

**Press Release  
For Immediate Release**

**December 22, 2014**

## **ICICI Bank India launches 'Pockets by ICICI Bank' for Non Resident Indian(NRI) customers**

**London, UK:** ICICI Bank (NYSE:IBN), India's largest private sector bank, announced the launch of 'Pockets by ICICI Bank', an innovative desktop application that enables its NRI customers across the globe to access their bank accounts on Facebook. 'Pockets by ICICI Bank', offers the Bank's NRI customers the convenience of banking while they are on the social media site. It also underscores the importance that the Bank attaches to the social media.

**Mr. Rajiv Sabharwal, Executive Director, ICICI Bank said,** "ICICI Bank has been using technological innovation to enhance the overall banking experience of all its customers. We serve over 1.5 million NRI customers across more than 150 countries and process over 5 million NRI transactions annually. With NRIs being away from the country, digital media becomes a very powerful connect to India. Facebook is a prominent player in this digital and social media space. We believe the provision of being able to access banking services on Facebook using the desktop application 'Pockets by ICICI Bank' is the perfect solution for an NRI who spends a lot of time on an array of digital/social media channels to stay connected."

Customers can carry out important tasks through this app which include viewing account summary, E-statement as well as a mini statement of ICICI Bank India NRE/ NRO savings bank account. The app also enables an NRI customer to order a cheque book, stop a cheque payment and track service requests.

A customer can access the application by logging in with his Facebook user ID and searching for 'Pockets by ICICI Bank'. He/she will have to register for the app to activate and start using it.

This app has been developed with robust security features that ensure a safe social banking experience.

- Security: The app uses 128 bit encryption which keeps customer information safe.
- Secure browsing: It runs on https making transactions secure.

**About ICICI Bank Ltd:** ICICI Bank Limited (NYSE:IBN) is India's largest private sector bank 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 18 countries, including India.

**About ICICI Bank NRI Services, India:** 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

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