

**Press Release
For Immediate Release**

September 30, 2020

ICICI Bank launches special festive bonanza

- **Thousands of offers available on various brands and e-commerce platforms**
- **It covers banking services too**

Mumbai: ICICI Bank today announced the launch of a festive bonanza that presents thousands of offers-- discounts and cashbacks-- on basic as well as luxury items from the stable of leading brands and e-commerce platforms. Called 'Festive Bonanza', it also offers attractive benefits to retail and business customers on various banking products and services. Some of the offers will be available from as early as October 1, 2020 and others at different dates of this festive season.

The customers can avail various offers on categories such as electronics & gadgets, apparels & jewellery, health & wellness, grocery & food ordering, automobile & furniture, entertainment & e-learning. The list of marquee brands offering attractive discounts include Amazon, Flipkart, Bigbasket, Grofers, Zomato, Swiggy, Pepperfry and Tribhovandas Bhimji Zaveri (TBZ). Customers can avail these offers using ICICI Bank's debit and credit cards, net banking and mobile banking application, iMobile. They can also enjoy offers on a long list of banking services and products such as loans, debit and credit cards, savings and current accounts, NRI accounts, money transfer, consumer finance and investments, among others.

Speaking on the launch, **Mr. Anup Bagchi, Executive Director, ICICI Bank** said, "With the onset of the festive season, we have put together a wide range of offers for our customers to make their celebrations more special this year. We have tied up with an array of leading e-commerce players as well as popular brands across various categories to bring forth attractive offers. These offers are applicable on using ICICI Bank's debit / credit cards, net banking, mobile banking and digital wallet Pockets to make payments. Further, we have also introduced festive benefits across a range of banking solutions-- home, balance transfer, top up on home loan, auto, two-wheelers, personal education loan— no-cost-EMI for financing electronics & gadgets, savings & current accounts and NRI accounts among others. With this, we believe that our customers will get the best-in-class offers to celebrate their festivities, even while they are indoors or maintaining safe distancing."

Key benefits of 'Festive Bonanza' on loan products are:

- **Home loans and balance transfer of home loans from other banks:** Attractive interest rate (repo rate linked) starting from 6.90% and processing fee starting from ₹3,000.
- **Auto loans:** Flexible schemes to help customers own car with tailor made EMIs. EMIs starting at ₹1,554 per ₹1 lakh for a tenure of 84 months. Women customers get flat processing fee of ₹1,999.
- **Two-wheeler loans:** EMI as low as ₹36 per ₹1,000 for tenure of 36 months. Special processing fee of ₹999.

- **Instant personal loans:** Attractive interest rate starting from 10.50% and flat processing fee of ₹3,999.
- **Consumer finance loans:** No cost EMI available on leading brands of home appliance and digital products. Quick and completely digital process with minimal documentation.

The festive offers are available for retail consumers as well as business customers with discounts on processing fee on loans, reduced EMIs, gift vouchers and more benefits. The Bank has tied up with leading brands to present these offers to its customers. Users of ICICI Bank debit/credit card, net banking and digital wallet Pockets can avail attractive discounts across categories as under:

Offers on leading brands & e-commerce platforms: 10% discount on online shopping with major e-commerce players like Amazon, Flipkart, Paytm and Tata Cliq

Electronics & gadgets: Up to 20% cashback across leading electronics brands like Samsung, LG, Panasonic, Sony, Voltas, Toshiba, Godrej and many more. Also avail up to ₹5,000 cashback on select Samsung mobile phones. Customers can also avail attractive discounts at Croma, Vijay Sales, Pai International and Poorvika.

Apparel & jewellery: Additional 10% discounts on leading apparel brands like Myntra, Ajo, Flipkart, Paytm Mall, Central, Fab India, Vmart among others. Also avail Up to ₹5,000 cashback on minimum purchase of ₹50,000 from Tribhovandas Bhimji Zaveri (TBZ)

Grocery: Avail exciting discounts on grocery purchase with Amazon, Big Basket, Paytm Mall, Grofers and Milk Basket.

Health, fitness and grooming: Avail upto 50% additional discounts on Shilpa Shetty's Simple Soulful App. Also avail attractive discounts on Goqii, Mindhouse, Practo, 1mg and others

Online food ordering: Up to 20% discount on leading food delivery apps like Zomato, Swiggy and Domino's

For news and updates, visit www.icicibank.com and follow us on Twitter at www.twitter.com/ICICIBank

For media queries, write to: corporate.communications@icicibank.com

About ICICI Bank: ICICI Bank Ltd (BSE: ICICIBANK, NSE: ICICIBANK and NYSE:IBN) is a leading private sector bank in India. The Bank's consolidated total assets stood at ₹14,43,576 crore at June 30, 2020. ICICI Bank's subsidiaries include India's leading private sector insurance, asset management and securities brokerage companies, and among the country's largest private equity firms. It is present across 15 countries, including India.



ICICI Bank Limited
ICICI Bank Towers
Bandra-Kurla Complex
Bandra (E) Mumbai-400051.

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