

Press Release

Embargoed for 8 April 2011

The Asian Banker Technology Implementation Awards 2011

ICICI Bank wins the two awards – Best Banking Security Systems and Best CRM Project for 2011

- *ICICI Bank wins the Best Banking Security Systems Award for successfully implementing a project that centralises its end-to-end security technologies and has a pro-active approach to handle complex threats.*
- *ICICI Bank also wins the Best CRM Project for providing relationship managers with a better view of the client and pro-actively contacting customers using their preferred channels.*
- *Over 50 financial institutions from 15 countries across the Asia Pacific, Gulf region and Central Asia were evaluated as part of the Technology Implementation Awards Programme 2011*

Hong Kong, 8 April 2011 – ICICI Bank has won the Best Banking Security Systems with its partner Nevis Networks and the Best CRM Project with its partner CDC CRM Solutions in the fifth Asian Banker Technology Implementation Awards Programme held at The Hong Kong Jockey Club on the evening of April 7th 2011. The awards programme was held in conjunction with the prestigious Asian Banker Summit 2011, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind. A stringent three-month long evaluation process, based on a balanced and transparent scorecard, determined the winners. A full list of winners is provided at the end of this press release.

ICICI Bank wins the Best Banking Security Systems Award for successfully implementing a project that centralises its end-to-end security technologies and has a pro-active approach to handle complex threats.

Given that ICICI Bank has a large heterogeneous network with various point devices and multi-vendor equipment, the bank had to deploy a system that addresses the security concerns. The security of any system is important as vulnerabilities might be exploited by malicious persons resulting not only financial loss but long-term reputational damage as well.

ICICI Bank deployed a solution that centralises the end-to-end security technologies across the various entry points and data points in the bank's network. ICICI Bank and its vendor partner Nevis Networks created and implemented the solution across the bank's 2,500 branches.

The persistent security across the entire bank has yielded the following results: faster bank transactions, better network uptime for online or branch transactions, no loss of customer information and increased customer confidence on the entire system.

"ICICI Bank's robust security system was able to identify the possible threats within its network and pro-actively provide solutions for them. It was also able to unify the security technologies in one framework resulting in greater efficiency and better integration," says Chris Kapfer, Head of Asian Banker Research. The project is also notable for its ability to integrate with the back-end functions of the bank and not merely focus on front-end transaction touch points.

ICICI Bank also wins the Best CRM Project for providing relationship managers with a better view of the client and pro-actively contacting customers using their preferred channels.

ICICI Bank also wins a second award, Best CRM Project, with its partner CDC CRM Solutions for implementing an architecture that allows for access by multiple users in the bank's network. The CRM is also integrated with the bank's SMS gateway, the telephony systems and the bank's email server for a multi-channel approach to CRM communication.

The solution leverages on the existing customer base and provides the relationship managers with a 360 degree view of the customer. The system makes suggestions on possible additional revenue areas and disseminates the information to interested parties and other business lines that may be better equipped to service them.

"ICICI Bank's CRM capabilities are greatly enhanced by this solution as they can pro-actively reach out to its customers based on their behavioural and transactional patterns," Kapfer says.

Over 50 financial institutions from 15 countries across the Asia Pacific, Gulf region and Central Asia were evaluated as part of the Technology Implementation Awards Programme 2011

The award evaluation process used a comprehensive methodology to evaluate the strength of individual technology implementations. It involved extensive research and tapped the combined experience of a team of experienced researchers and the expertise of an international panel of renowned industry practitioners. The members of the advisory panel are Alex Escucha, Steven Miller, Brett King and Enoch Ch'ng.

"The Technology Implementation Awards programme was instituted in 2006 to discover path breaking IT projects that were executed within an acceptable timeframe, and had measurable impact on an institution's efficiency and profitability," Kapfer says.

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its

incisive and independent commentaries on developments in the industry. The company's website is www.theasianbanker.com.

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Best Core Banking Implementation for Small-sized Banks

Saigon Hanoi Bank and Polaris

**Best Core Banking Implementation for Medium-sized Banks
and**

Overall Best Core Banking Implementation Award

Cathay United Bank and TCS

Best Middleware Implementation

Union Bank of India and TCS

Best Data and Analytics Project

IDBI Bank and Oracle

Best CRM Project

ICICI Bank and CDC CRM Solutions

Best Risk & Analytics Project

Shanghai Pudong Development Bank and FICO

Best Banking Product Application

SAMBA Financial Group and Polaris

Best Banking Security System

ICICI Bank and Nevis Networks

Best Retail Payments Implementation

Maybank and MYeBills Consulting

Best Corporate Payments Implementation

HDFC Bank and Oracle

Best Payments Application

SAMBA Financial Group

Best ATM Installation and Management Solution

Westpac New Zealand and NCR

Best Branch Automation & Networking

Bank of the Philippine Islands and Wincor Nixdorf

Best Call Centre Project

Kotak Mahindra Bank and Cisco

Best e-banking Project

Standard Chartered Bank (Thailand) and Advance mPay

Best Multi-Channel Capability Project

YES Bank and Obopay India

Best Financial Supply Chain Project

YES Bank and Cordys Asia

Best HR Systems Implementation Project

Standard Chartered Bank (China) and LongTop

Special Award for Shared Enterprise Storage Infrastructure Optimisation

BNP Paribas and EMC

Best Trading Front-office System

RBS

Best Trading Middle-office System

Colonial First State (Commonwealth Bank of Australia) and Smartstream

Best Trading Back-office System

Standard Chartered Bank (Singapore) and TCS

-End of List-