

Press Release

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The Asian Banker Technology Implementation Awards 2011

YES Bank wins two categories in the Technology Implementation Awards 2011

- ***YES Bank wins the Best Multi-channel Capability Project Award for increasing their distribution and optimising their mobile banking services***
- ***YES Bank wins a second award. Best Financial Supply Chain Project for streamlining a client's business processes into a single work flow, automating remittances and allowing for faster and more accurate reconciliation.***
- ***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 – YES Bank has won the Best Multi-Channel Capability Project with its partner Obopay India, and the Best Financial Supply Chain Project Award with its partner Cordys Asia 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.

YES Bank wins the Best Multi-channel Capability Project Award for increasing their distribution and optimising their mobile banking services

YES Bank together with its vendor partner Obopay India have won the Best Multi-Channel Capability Project Award for providing their customers with enhanced mobile banking services. As a majority of the country is unbanked, YES Bank sought to leverage on the ease and ubiquity of mobile phones in India, a country with one of the highest mobile phone penetration rate.

With the launch of their Mobile Money Services, mobile phones can now be used by SMEs to act as POS terminals to receive payments from individuals and other businesses. The MMS features eliminates the need for investment in expensive credit card POS terminals, bringing an immediate cost advantage due to lower cash handling costs.

"Through their mobile banking service, YES Bank bypasses the need for SMEs to invest in expensive POS terminals for immediate payment needs," says Chris Kapfer, Head of Asian Banker Research.

The mobile phones are also used as ATMs with the capability to receive remittance money from other mobile phones or other channels such as online banking. YES Bank is one of the pioneers in transforming the mobile phone as a digital wallet that allows for the receipt and disbursement of digital money.

“YES Bank is showing the way on how to increase your distribution network with existing infrastructure. It is providing banking services to technologies that are already used by a majority of one’s consumer base and not asking them to shift to another,” Kapfer says.

YES Bank wins a second award. Best Financial Supply Chain Project for streamlining a client’s business processes into a single work flow, automating remittances and allowing for faster and more accurate reconciliation.

YES Bank has also won the Best Financial Supply Chain Project Award together with its partner Cordys Asia. The project involved moving the payments and receivables system of a corporate client into a shared services model where remittances including salaries, reimbursements, vendor and regulatory payments, and both physical and electronic receivables were automated.

The purpose was to bring the entire value chain of the client's business flow into a single work flow. The solution provides customised reports for collections of the customer, allowing for reconciliation at the granular model.

"YES Bank has shown the ability to meet the primary objective which was to have a highly secured and completely automated integration between the various stakeholders within the supply chain. Their model is designed to make the on-boarding process of similar and future clients easier," 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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The Asian Banker Technology Implementation Awards 2011

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-