

Press Release

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ICICI Bank awarded The Best Retail Bank in India for 2018

- **ICICI Bank has shown leadership in transforming customer experience and responding timely to changing market conditions**
- **The bank has launched market firsts in India in line with its digital strategy**
- **The bank focused on improving its retail financial portfolio and strengthening its retail banking franchise**

Kuala Lumpur, Malaysia, March 22nd 2018— **ICICI Bank** was awarded **The Best Retail Bank in India for 2018** at The Asian Banker's International Excellence in Retail Financial Services 2018 Awards ceremony, held in conjunction with The Asian Banker Digital Finance Convention at the Westin Kuala Lumpur in Malaysia.

ICICI Bank has shown leadership in transforming customer experience and responding timely to changing market conditions

The bank proved to be at the service of its customers especially during an important transitional period in India. It claims to be the first bank to extend working hours, open additional cash counters and multi-channel touchpoints, and provide updated guidelines to ensure customer convenience during the period of demonetisation. It also led the market with the introduction of Unified Payments Interface (UPI) in its mobile app.

The bank has launched market firsts in India in line with its digital strategy

ICICI Bank has also given strong focus on integrating technology in its back-end and front-end operations. It optimised work flow processes and introduced software robotics with over 500 software robots performing over 1.0 million banking transactions daily. This has increased productivity and sped up the response time to customers by almost 60%. By end of 2017, the bank has also transformed 600 villages in India into 'ICICI Digital Villages'-digitalising financial transactions and activities while ensuring sustainable livelihood.

The bank focused on improving its retail financial portfolio and strengthening its retail banking franchise

ICICI Bank has demonstrated a strong retail banking franchise as seen in the double-digit growths in its retail business, across lending, deposit-taking and fee-based services. In line with the expanding retail loan book, the bank has implemented Response-based Interactive and Strategic Engagement Platform (RISE), which has a series of tools to bring down defaults including a focused model developed on basis of the application score and behavioural score of the customer, as well as Multi-Channel Campaign Management to assist the customer with gentle reminders to repay, prior to due dates.

About 200 senior executives from award-winning retail financial services institutions from about 25 countries across the Asia Pacific, the Middle East and Africa attended The Asian Banker Digital Finance Convention, which recognises financial institutions' efforts in bringing superior products and services to their customers. 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 evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services, and forums.

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