

## Press Release

### **ICICI Bank awarded Best Mobile Initiative, Application or Programme at The Asian Banker International Excellence in Retail Financial Services Awards 2019**

- **ICICI Bank's iMobile offers an integrated and seamless experience with a wide variety of services**
- **The application leverages on software robotics and voice assistant services to improve customer experience**
- **The application allows customers to receive short term digital credit by utilizing Big Data**

**Dubai, March 21<sup>st</sup>, 2019** — **ICICI Bank** was awarded **Best Mobile Initiative, Application or Programme** at **The Asian Banker International Excellence in Retail Financial Awards 2019**. The awards ceremony was held in conjunction with The Excellence in Retail Financial Services Convention 2019 at Conrad Dubai, U.A.E on March 21<sup>st</sup>, 2019.



*In the picture: John Holder, Chief Technologist, Realities Centre; Richard Hartung, Member of the International Advisory Council; Girish Sehgal, Head of Wealth Management and Vikash Sharma, General Manager and Regional Head – Middle East & Africa, ICICI Bank*

## **ICICI Bank's iMobile offers an integrated and seamless experience with a wide variety of services**

iMobile has enabled ICICI Bank to achieve about 60% of its digital sales through mobile, and a 5% increase in average monthly financial transactions since the application's relaunch. iMobile offers a variety of digital personal loans and a host of other services, such as consolidated statement of transactions, graphical representation of spending patterns, suggestions for future transactions, and the ability to track deliverables and service requests. The application also displays transactions across all savings accounts and credit cards held with the bank in one place.

## **The application leverages on software robotics and voice assistant services to improve customer experience**

Using software robotics, the application provides an automated personal finance and investment advisory platform which helps customers plan their future investments seamlessly, resulting in significant increases in customers investing through iMobile. The application also leverages on voice assistant services on mobile devices to allow customers the ease of transferring funds to registered payees via voice-based commands, while also supporting biometric and face recognition for authentication of transactions.

## **The application allows customers to receive short term digital credit by utilizing Big Data**

With the launch of its "PayLater" instant digital credit line, the bank's customers are able to undertake small ticket purchases instantly and completely digitally. The bank utilises a Big Data-based algorithm for undertaking credit assessment of customers, and allows them to repay their dues by setting up an auto debit facility or simply initiating a transfer through their internet banking account.

The International Excellence in Retail Financial Services programme is one of the most rigorous, prestigious and transparent awards programme for consumer financial services in the world. Covering all of the Asia Pacific, the Middle East and West Africa, the programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions. The programme evaluates more than 300 banks and non-bank retail financial services players in more than 42 countries, via a rigorous audit-based approach. Detailed evaluation criteria for each category may be found at <http://awards.asianbankerforums.com/retailfinancial/criteria-country>

## **About The Asian Banker International**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila, 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. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

TAB International Pte Ltd  
10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315  
Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

You may visit the Excellence in Retail Financial Services Awards gallery at  
[https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album\\_id=10157080239284804](https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album_id=10157080239284804)

For further information on the collaterals for winning banks, please contact:

Mr. Alfred Labicassi  
The Asian Banker  
Email: [alabicassi@theasianbanker.com](mailto:alabicassi@theasianbanker.com)