

Press Release

FOR IMMEDIATE RELEASE

ICICI Bank wins Best Retail Bank in India, Best Micro Finance Business and Best Retail Banking Branch Innovation awards for 2014

- **ICICI Bank's strategies, aimed at balancing growth, profitability and risk management have strengthened its platform for growth, attaining retail loan increase of 25% compared to the industry average of 18%.**
- **The bank managed to achieve industry leading growth in deposits, loans and customer served in the microfinance business.**
- **It rolled out electronic branches and "Branch on Wheels" to provide unparalleled access and reach out to unbanked population.**

Sydney, April 3rd 2014—ICICI Bank won the Best Retail Bank in India, **Best Micro Finance Business and Best Retail Banking Branch Innovation awards** for 2014. The bank received the awards at The Asian Banker's International Excellence in Retail Financial Services 2014 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Shangri-La Hotel, Sydney, Australia on April 3rd 2014.

ICICI Bank enhanced its product suite through an internet banking platform customised to the requirements of different customer segments. It pioneered social media-linked products in 2013, with products like Facebook banking and iWish, a flexible online deposit account. ICICI Bank also added 348 branches and 1,475 ATMs to its network to reach and provide greater convenience to a larger customer base

In 2013, ICICI Bank's full year net interest margin exceeded 3.0% for the first time. Its strong deposit franchise is reflected in its current and savings account ratio of about 42%, despite the low growth in demand deposits. Growth in retail loans was achieved through good credit quality and lower-than-industry delinquency ratio levels across all products. A decreasing cost-to-income ratio also ensured the bank's ability to generate profits.

The Bank disbursed about \$107.50 million through Micro Finance Institutions (MFI) and about \$57.50 million directly to borrowers organised as Self Help Groups. Savings products are offered to about 150,000 MFI customers through the business correspondent channel.

By introducing the 24x7 electronic branches, the bank opened the possibility of doing bulk transactions, which were initially done only at the branch, at a time convenient to the customer. In one the month of January 2014 alone, the bank saw 1.9 million transactions in these electronic branches, over 25% of which were non cash ATM transaction.

The bank introduced "Branch on Wheels", a first of its kind initiative to provide services to rural areas hitherto devoid of banking facilities. It enables underserved markets to receive comprehensive banking services at scheduled times while avoiding the cost of setting up physical branches. These branches have been able to generate a footfall of 25-30 per day and opened sizable number of new accounts considering the average population of 1200 in these villages.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises their 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 three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

About The Asian Banker

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, 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

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