Press Release
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ICICI Bank wins Best Retail Bank in India award for 2015

- **ICICI Bank reinforces its strength in digital banking with a slew of mobile banking initiatives**

- **Deployed sales CRM application for outbound sales force to use on the go**

- **Increased focus on financial crime prevention and risk mitigation**

Singapore, March 19th 2015—ICICI Bank won Best Retail Bank in India award for 2015. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2015 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 Capella, Singapore on March 19th 2015.

ICICI Bank reinforces its strength in digital banking with a slew of mobile banking initiatives

ICICI Bank leveraged its technology platform to stamp its leadership in the retail banking market. It launched various mobile banking initiatives, including its fully electronic Touch Banking branches across 33 cities. It also launched a mobile branch service, to reach clients in rural locations. It strengthened its presence in social media through Pockets on Facebook, a unique solution which allows the customers to carry out banking transactions on Facebook and launched Tab Banking, which enables the customers to open accounts or apply for loans anytime, anywhere.

Deployed sales CRM application for outbound sales force to use on the go

The bank also deployed its sales CRM application in 2014. The application is integrated with the bank's multiple systems for seamless processing of applications forms sourced for multiple business lines. Sales CRM can be used by outbound employees, contractual staff as well as channel partners. It can streamline work in areas like end-to-end lead management integrated with processing systems on lead conversion, calendar management, annual and monthly target assignments, monthly sales planning, and performance management and review management of sales force.

Increased focus on financial crime prevention and risk mitigation

With the increasing incidence of bank fraud, another focus of ICICI Bank was financial crime prevention and investigation. It has created and conducted workshops for employees on latest trends in online fraud, credit/ debit card fraud, counterfeiting and skimming. It also organised training workshops for police officials in various states to create awareness on online fraud, including phishing, Trojan attacks and cyber-crime intelligence.

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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