

Press Release

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ICICI Bank of India receives Employee Engagement Initiative of the Year award for 2016

- **ICICI Bank has a unique and unprecedented approach to hiring and professional development of employees**
- **An interactive learning portal has enhanced the experience of employees by creating a threat-free environment**
- **The portal design is in accordance with organisational needs and serves as an important source for ICICI Bank to monitor employees' learning process**

Hong Kong, March 16th 2016 —**ICICI Bank** (India) received the **Employee Engagement Initiative of the Year** award for 2016 at The Asian Banker's International Excellence in Retail Financial Services 2016 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 March 16th 2016 at the W Hotel, Hong Kong.

ICICI Bank has a unique and unprecedented approach to hiring and professional development of employees

ICICI Bank has adopted a unique path for hiring bright, young employees from tier III and IV cities of India, where people are not fluent in the English language. ICICI Bank runs numerous academic initiatives under its Digitized Probationary Officers Program to narrow the knowledge gap among skilled manpower in various roles. These initiatives have extended beyond the general employee skill-building inputs to product knowledge, processes, systems, regulations, and compliance frameworks. The program is the first ever industry-academia partnership by any private sector bank in India aimed at exploring and training talent in the country.

An interactive learning portal has enhanced the experience of employees by creating a threat-free environment

To enrich the learning process for employees, a learning portal has been set up that can be accessed on multiple devices—from web browsers, to mobile phones, to tablets. Discussion boards have facilitated student participation at any time of day or night. A webinar section provides a complete schedule of sessions designed for the students. Young, tech-savvy learners can further make use of gamified quizzes to acquire innovative skills and to experiment with new things in an environment that is not intimidating. Digitisation of the program has reduced the classroom training time, hence ensuring more time for the application of acquired skills.

The portal design is in accordance with organisational needs and serves as an important source for ICICI Bank to monitor employees' learning process

ICICI Bank has made its academia partnerships relevant by conducting periodic reviews of the course designs so that individual competencies can be matched with job competencies. By leveraging exhaustive online MIS, ICICI Bank has been able to appreciate and look after its employees' learning needs through effective mentoring and monitoring. Discussion of case studies in the classrooms, self-paced online modules, and face-to-face learning processes have enabled the bank to capture the best talent pool in the industry.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia, and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' 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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