

June 24, 2013

The Asst. Vice President  
Listing Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, Bandra Kurla Complex  
Bandra (East)  
Mumbai - 400 051

Fax: 26598237/26598238

Dear Sir,

**IndusInd Bank launches Indulge - The first Credit card in India with 22 K gold inlay.**

We notify that our Bank has launched, IndusInd Bank Indulge credit card, a marquee credit card designed for the distinguished individual who wields influence and power in the social hierarchy.

In this connection, our Bank shall issue a Press Release today. A copy of the same is enclosed for your kind perusal and record.

Yours faithfully,  
For IndusInd Bank Ltd.

  
x Haresh K. Gajwani  
Company Secretary

(1/3)

# *IndusInd Bank*

Press Release

## IndusInd Bank launches Indulge – The first credit card in India with 22 K gold inlay

Mumbai: June 24, 2013: IndusInd Bank today launched IndusInd Bank Indulge credit card, a marquee credit card designed for the distinguished individual who wields influence and power in the social hierarchy.

IndusInd Bank Indulge credit card comes with 'no-preset-spending-limit' that will give the cardholder additional spending flexibility over and above his credit limit depending on his past spends and payment history.

With a bouquet of world class offerings like access to personalized chef services, chartered planes, yachts and super cars along with art advisory services, IndusInd Bank Indulge credit card will partner the cardholders in pushing the limits of their imagination. The IndusInd Bank Indulge credit card is designed to provide heightened lifestyle experiences with benefits like complimentary priority pass and airport lounge access, offers on theatre and events, complimentary tee-offs at handpicked golf courses across the world and much more.

IndusInd Bank Indulge credit card is the first credit card in the Indian sub-continent that comes inlaid with pure 22K Gold on the card plastic. The underlying philosophy for a card with a gold inlay goes deep into the Indian psyche. The design was made possible through a technical breakthrough which enabled the layering of a gold leaf within the plastic layers that make a credit card. The IndusInd Bank Indulge Credit Card is available on the Infinite platform from VISA. The VISA Infinite platform brings with it host of lifestyle benefits for the select few. Cardholders can experience privileges like never before for example, exclusive airport privileges, offers with premium Luxury hotels across the world.

Given the exclusivity that the IndusInd Bank Indulge credit card offers, it will be available to a select audience and will be accessible only by invite.

Romesh Sobti, MD & CEO, IndusInd Bank said, "We are delighted to launch an innovative product like the IndusInd Bank Indulge credit card. At IndusInd Bank, we believe in driving our business through technology and customer centric innovations. It has always been our endeavor to provide marquee products to our customers and the IndusInd Bank Indulge Credit Card is yet another step in that direction."

Sumant Kathpalia, Head - Consumer Banking, IndusInd Bank said, "The IndusInd Bank Indulge card is another innovation from IndusInd Bank, and we are excited to launch this premium offering for our select and discerning customers. The IndusInd Bank Indulge credit card will provide customers with a world of limitless possibilities to match their refined lifestyle needs. We have always believed in creating cutting-edge products. With a 22K gold inlay on the card plastic and many lifestyle benefits that are industry firsts, the IndusInd Bank Indulge credit card will redefine the way the customer sees and uses his credit card at the upper end of the spectrum."

# IndusInd Bank

Uttam Nayak, Group Country Manager, India and South Asia, Visa said, "The IndusInd Bank Indulge credit card demonstrates the focus of the bank in understanding the unique needs of their high-net worth customers with the Visa Infinite card. Visa is proud to partner with IndusInd Bank to offer these tailored solutions and create exclusively structured offerings which will meet the specific requirements of the customers, aimed at generating equivalent value along with added convenience.

## About Visa

Visa, a global payments technology company, connects consumers, businesses, banks and governments across the globe. One of the world's most advanced processing networks; Visa is capable of handling more than 24,000 transactions per second, with reliability, convenience and security, including fraud protection for consumers and guaranteed payment for merchants. Visa provides its customers' access to electronic payments. Today, from the world's major cities to remote areas without banks, people are increasingly relying on digital currency along with mobile technology to use their money any time, make purchases online, transfer funds across borders and access basic financial services.

## About IndusInd Bank

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on March 31, 2013, IndusInd Bank had 500 branches, and 882 ATMs spread across 358 geographical locations of the country. The Bank also has representative offices in London and Dubai.

The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and major commodity exchanges in the country, including MCX, NCDEX, and NMCE. IndusInd Bank on April 1, 2013 was included in the NIFTY 50 benchmark index. IndusInd Bank also offers DP facilities for stock and commodity segments.

## RATINGS:

ICRA AA- for Lower Tier II subordinate debt program by ICRA and ICRA AA- for Upper Tier II bond program by ICRA. CRISIL A1+ for certificate of deposit program by CRISIL. CARE AA for Lower Tier II subordinate debt program by CARE. Ind AA- for Upper Tier II bond program by India Ratings and Research and Ind A1+ for Short Term Debt Instruments by India Ratings and Research.

Visit us at [www.Indusind.com](http://www.Indusind.com)

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3/3