

August 4, 2014

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

Dear Sir,

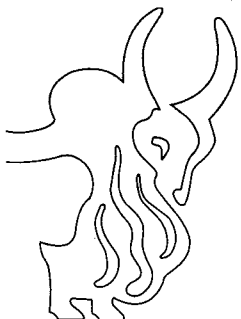
IndusInd Bank and Jet Airways announce strategic partnership with the launch of the new Jet Airways IndusInd Bank Credit Cards

We wish to notify that IndusInd Bank and Jet Airways have announced a strategic partnership with the launch of the new Jet Airways IndusInd Bank Credit Cards.

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.


Haresh K. Gajwani
Company Secretary



IndusInd Bank Limited, 701-801 Solitaire Corporate Park, 167, Guru Hargovindji Marg, Andheri (E),
Mumbai - 400 093. Maharashtra, India Tel: (022) 66412200 Fax: (022) 66412224

Registered Office: 2401 Gen. Thimmayya Road, Pune 411 001, India
Tel.: (020) 2634 3201 Fax: (020) 2634 3241 Visit us at www.indusind.com
CIN: L65191PN1994PLC076333

IndusInd Bank and Jet Airways announce strategic partnership with the launch of the new Jet Airways IndusInd Bank Credit Cards

Mumbai August 4, 2014: Jet Airways, India's premier international airline, and IndusInd Bank today announced a strategic partnership to launch a suite of Jet Airways IndusInd Bank Credit Cards.

This co-brand programme will be managed by Jet Privilege Private Limited on behalf of Jet Airways. This is the first major partnership launch by them after being established as a separate company.

The new products provide an exclusive range of credit cards, offering rewards in the form of JPMiles on all spend and other benefits.

The partnership will bring consumers a choice of two powerful credit cards - "Jet Airways IndusInd Bank Odyssey Credit Card" and "Jet Airways IndusInd Bank Voyage Credit Card" offering unique rewards in the form of JPMiles on all spends along with an array of exclusive lifestyle benefits. Both of these cards will be available on the American Express and VISA networks, giving consumers an option to apply for either a standalone American Express or Visa credit card or apply for both cards.

The Jet Airways Odyssey American Express® Card from IndusInd Bank will offer an earn rate of 8 JPMiles for every Rs. 100 spent on weekends, offering a strong earning proposition to consumers.

On the Jet Airways IndusInd Bank Odyssey Visa Credit Card the customer can earn at a rate of 4 JPMiles for every Rs. 100 spent on weekends.

Benefits of Jet Airways Odyssey American Express® Card from IndusInd Bank

- Earn rate of 8 JPMiles for every Rs 100 spent on weekends

Benefits of Jet Airways IndusInd Bank Odyssey Visa Credit Card

- Earn rate of 4 JPMiles for every Rs. 100 spent on weekends

Joining benefit

- Earn up to 15,000 JPMiles on either card
- One complimentary economy class ticket with

Benefits of Jet Airways Voyage American Express® Credit Card from IndusInd Bank

- Earn rate of 6 JPMiles for every Rs. 100 spent on weekends

Benefits of Jet Airways IndusInd Bank Voyage VISA Credit Card

- Earn rate of 3 JPMiles for Rs 100 spent on weekend transactions

Joining Benefit

- Earn up to 7,500 JPMiles on either card
- One complimentary economy class ticket with the

As a joining benefit, customers can also earn up to 15,000 JPMiles on either card, as well as enjoy one complimentary economy class ticket with the base fare waived. Customers will also be able to avail double JPMiles on booking tickets from Jet Airways website.

The Jet Airways Voyage American Express® Card from IndusInd Bank offers an earn rate of 6 JPMiles for every Rs. 100 spent on weekends. The JPMiles earn rate on Jet Airways IndusInd Bank Voyage Visa Credit Card offers an earn rate of 3 JPMiles for Rs 100 spent on weekend

transactions. As a joining benefit, customers can also earn up to 7,500 JPMiles as well as enjoy one complimentary economy class ticket with the base fare waived. Customers will also be able to avail double JPMiles on booking tickets from Jet Airways website.

Sumant Kathpalia, Head – Consumer Banking, IndusInd Bank said, “We are delighted to partner with Jet Airways for the launch of the Jet Airways IndusInd Bank Credit Card. It has always been our endeavour to provide the best products and services to our customers; and this is yet another step, by providing an exciting product to consumers in the travel space.”

Anil Ramachandran, Head-Retail Unsecured Assets- Credit Cards & Personal Loans, IndusInd Bank said, “We at IndusInd Bank are excited to launch the Jet Airways IndusInd Bank Credit Card in association with American Express and VISA. Our partnership with Jet Airways will further enhance customer experience and will make air travel more rewarding. The product comes after much thought and research to ensure it symbolizes a product of the highest quality and great customer value”.

Gaurang Shetty, Senior Vice President – Commercial, Jet Airways, said, “The new Jet Airways IndusInd Bank Credit Card is yet another step by Jet Airways towards creating a world class consumer experience by offering a product that appeals to the needs of the discerning frequent flyer. Through this partnership with IndusInd Bank, Jet Airways is committed to significantly enhancing the travel options available to all its members. The co-branded card, is thus, an important milestone in partnership with IndusInd Bank and highlights the quality of collaboration between the two partners.

Manish Dureja, Managing Director – Jet Privilege Private Ltd. said, “The co-branded credit card with IndusInd Bank is another unique financial product aimed at rewarding JPMiles for every transaction that the cardholder makes on the card, and thus bringing the award of free air travel within easy reach of the cardholder. The new Jet Airways IndusInd Bank Credit Cards brings together IndusInd Bank’s expertise in creating unique financial products and JetPrivilege’s strength in creating multiple travel and rewards options for the for the JetPrivilege members.”

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 June 30, 2014, IndusInd Bank has 638 branches, and 1238 ATMs spread across 439 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.

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 A1+ Short Term rating by India Ratings and Research. IND AA for Lower Tier II subordinate debt program by India Ratings and Research and IND AA - for Upper Tier II bond program by India Ratings and Research. Visit us at www.indusind.com

About Jet Airways

Jet Airways currently operates a fleet of 112 aircraft, which include 10 Boeing 777-300 ER aircraft, 8 Airbus A330-200 aircraft, 4 Airbus A330-300 aircraft, 72 next generations Boeing 737-700/800/900/900 ER aircraft and 15 ATR 72-500 and 3 ATR72-600. With an average fleet age of 5.30 years, the airline has one of the youngest fleet of aircraft in the world. Flights to 74 destinations span the length and breadth of India and beyond, including Abu Dhabi, Bahrain, Bangkok, Brussels, Colombo, Dammam, Dhaka, Doha, Dubai, Hong Kong, Jeddah, Kathmandu, Kuwait, London (Heathrow), Muscat, New York (Newark), Paris, Riyadh, Sharjah, Singapore and Toronto.

About JetKonnnect

JetKonnnect is a dedicated product designed to meet the needs of the low fare segment. JetKonnnect will also offer guests a Premiere service on nearly all domestic routes. With its mixed fleet of Boeings and ATR aircraft with nearly 265 daily flights connecting 52 destinations across India, JetKonnnect provides more flexibility and choice to its guests. JetKonnnect's convenient schedules, reliable service and low fares, promise to bring greater value and a seamless flying experience to our customers. Jet Airways and JetKonnnect together operate nearly 541 daily flights, both domestic and international.

About JetPrivilege Private Ltd

Jet Privilege Private Limited is a specialized loyalty and rewards management company - a JV between Jet Airways and Etihad Airways to develop, manage, operate and market the JetPrivilege – an internationally acclaimed, award winning loyalty and rewards programme. JetPrivilege the proud recipient of the prestigious Freddie Awards in 2012 and 2013 will continue to be a Frequent Flyer and rewards programme with Jet Airways as its key anchor partner - offering exclusive privileges to members when they travel on Jet Airways, Etihad Airways and its tie-ups with other international airlines. The programme offers unique benefit of accelerating JPMiles accumulation through use of co-branded credit and debit cards, book & stay across domestic and international hotel partners, and various other partnerships with other leading consumer and retail brands across industries like retail, telecom, lifestyle, dining, entertainment to name a few.

For more details on this release, contact:

Mohit Ganju
IndusInd Bank Ltd.
mohit.ganju@indusind.com
0124-4749517

Namita Sharma/ Sumit Singh Jamwal
Adfactors PR Pvt. Ltd.
+91 22 67574318