

January 24, 2017

Mr. Khushro A. Bulsara-
Senior General Manager
Listing Compliance & Legal Regulatory
BSE Limited
Corporate Relations Department
P.J. Towers, Dalal Street
Mumbai - 400 001
BSE Scrip Code: 532648

Mr. Avinash Kharkar
AVP - Listing Compliance
National Stock Exchange of India Limited
Exchange Plaza,
Plot no. C/1, G Block,
Bandra - Kurla Complex, Bandra (E)
Mumbai - 400 051
NSE Symbol: YESBANK

Dear Sirs,

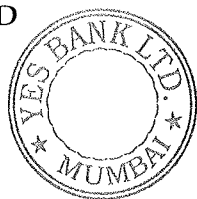
PRESS RELEASE: YES BANK and APNRT enter into strategic partnership

Please find enclosed the Press Release being issued on the captioned subject which is self explanatory.

Kindly take note of the above.

Thanking you,
For **YES BANK LIMITED**


Shivanand R. Sheffigar
Company Secretary



Encl: As above

Press Release

YES BANK and APNRT enter into strategic partnership

YES BANK will offer comprehensive financial solutions to Telugu NRIs through Andhra Pradesh Non-Resident Telugu (APNRT) Society through its Global Indian Banking (GIB) program

Mumbai, January 24, 2017: YES BANK, India's fifth largest private sector bank, has entered into a strategic partnership with Andhra Pradesh Non-Resident Telugu (APNRT) Society, a government of Andhra Pradesh initiative to unite the Telugu Diaspora worldwide and provide them the right platform to engage with their motherland in ways and means which are symbiotic in nature.

Under its **Global Indian Banking (GIB)** programme, YES BANK will offer **comprehensive financial solutions** to Telugu-speaking NRIs across the world, ranging from savings account, international debit card, state-of-the-art digital banking solutions, remittance, foreign currency fixed deposits, mediclaim insurance, insurance and a plethora of other products, along with a dedicated relationship manager to take care of all banking needs of the NRIs as well as their family members in India.

APNRT is dedicated exclusively to cater to the needs of the non-resident Telugu diaspora, formed under the leadership of the Honourable Chief Minister of Andhra Pradesh, Shri N Chandra Babu Naidu and Honourable IT/NRI minister, Shri Palle Raghunatha Reddy. APNRT functions as a one stop conduit for all the Non Resident Telugu (NRTs) to become a seamless extension of Telugu community.

Speaking on the partnership, **Pralay Mondal, Head, Retail & Business Banking, YES BANK** said, "As a knowledge driven Bank, YES BANK understands the specific needs of NRIs and we are proud to partner with APNRT to provide comprehensive banking solutions to NRI Telugus, which will play a key role in our aspiration to become the 'Savings Bank of India'. Andhra Pradesh is an important geography for our NRI business and YES BANK remains committed to offering the best banking experience to NRTs."

Dr Ravi Vemuru , Advisor to Andhra Pradesh State Government for NRT Affairs & Investments, added, "APNRT society is proud to announce our association with YES BANK for offering Global Indian Banking services to our members. Through this association, APNRT will be able to provide much needed valuable services to our Diaspora like Superior Interest Rate on Savings Account, favorable exchange rates for forex conversions, accident death insurance through International Platinum debit card and Medical Insurance facilities to NRI's family members in India amongst others."

YES BANK has leveraged its human capital, technology, speed and financial knowledge to be the Banker of First Choice for NRI customers by delivering high quality, customized, state-of-the-art products & services.



About YES BANK:

YES BANK, India's fifth largest private sector Bank with a pan India presence across all 29 states and 7 Union Territories of India, headquartered in the Lower Parel Innovation District (LPID) of Mumbai, is the outcome of the professional & entrepreneurial commitment of its Founder Rana Kapoor and its top management team, to establish a high quality, customer centric, service driven, private Indian Bank catering to the future businesses of India. YES BANK has adopted international best practices, the highest standards of service quality and operational excellence, and offers comprehensive banking and financial solutions to all its valued customers. YES BANK has a knowledge driven approach to banking, and offers a superior customer experience for its retail, corporate and emerging corporate banking clients. YES BANK is steadily evolving as the Professionals' Bank of India with the long term mission of "Building the Finest Bank of the World in India by 2020"

For further information, please contact:

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