

February 20, 2017

**The Asst. Vice President  
Listing Department  
National Stock Exchange of India Ltd.**  
Exchange Plaza, 5<sup>th</sup> Floor  
Plot No.C/1, G Block  
Bandra-Kurla Complex  
Bandra (East),  
Mumbai – 400 051

**The Deputy General Manager  
Corporate Relationship Dept.  
BSE Ltd.**  
1<sup>st</sup> Floor, New Trading Ring  
Rotunda Building, P. J. Towers  
Dalal Street, Fort  
Mumbai – 400 001

**NSE Symbol: INDUSINDBK**

**BSE Scrip Code: 532187**

Dear Sir,

**Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

We enclose herewith the Presentation on 'Digital Strategy in Action' being made in Mumbai today, February 20, 2017, at the Citi Digital India Corporate Day.

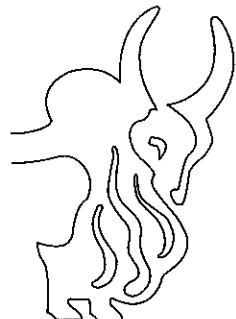
In compliance with the Regulation 46, the Presentation is also being hosted on the Bank's website at [www.indusind.com](http://www.indusind.com).

Kindly take the same on record and oblige.

Thanking you,

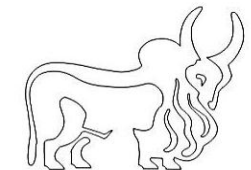
Yours faithfully,  
**For IndusInd Bank Limited**

  
**Haresh Gajwani  
Company Secretary**



# Digital Strategy in Action

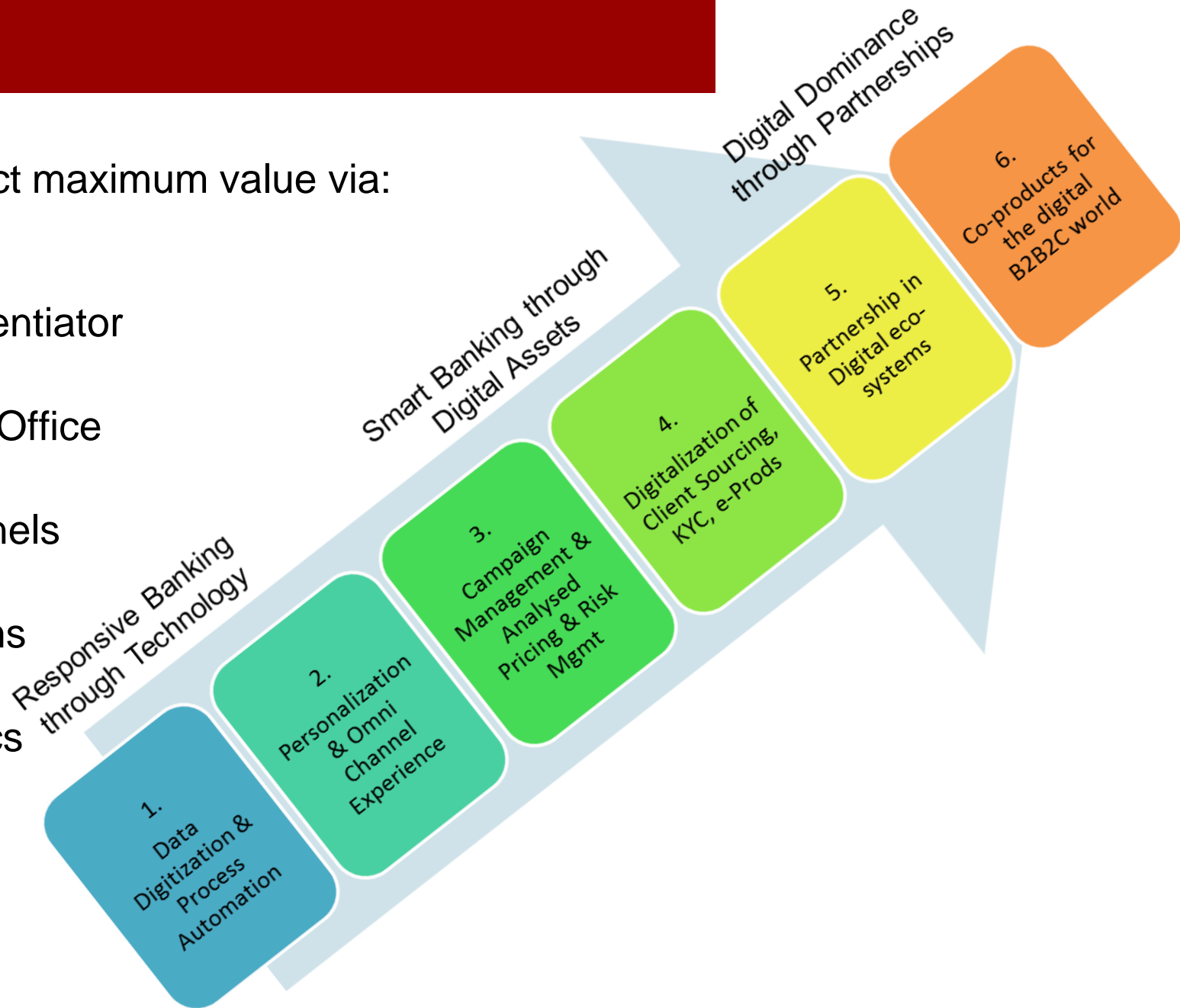
Citi Digital India Corporate Day  
20<sup>th</sup> Feb 2017



# Our Digital Strategy

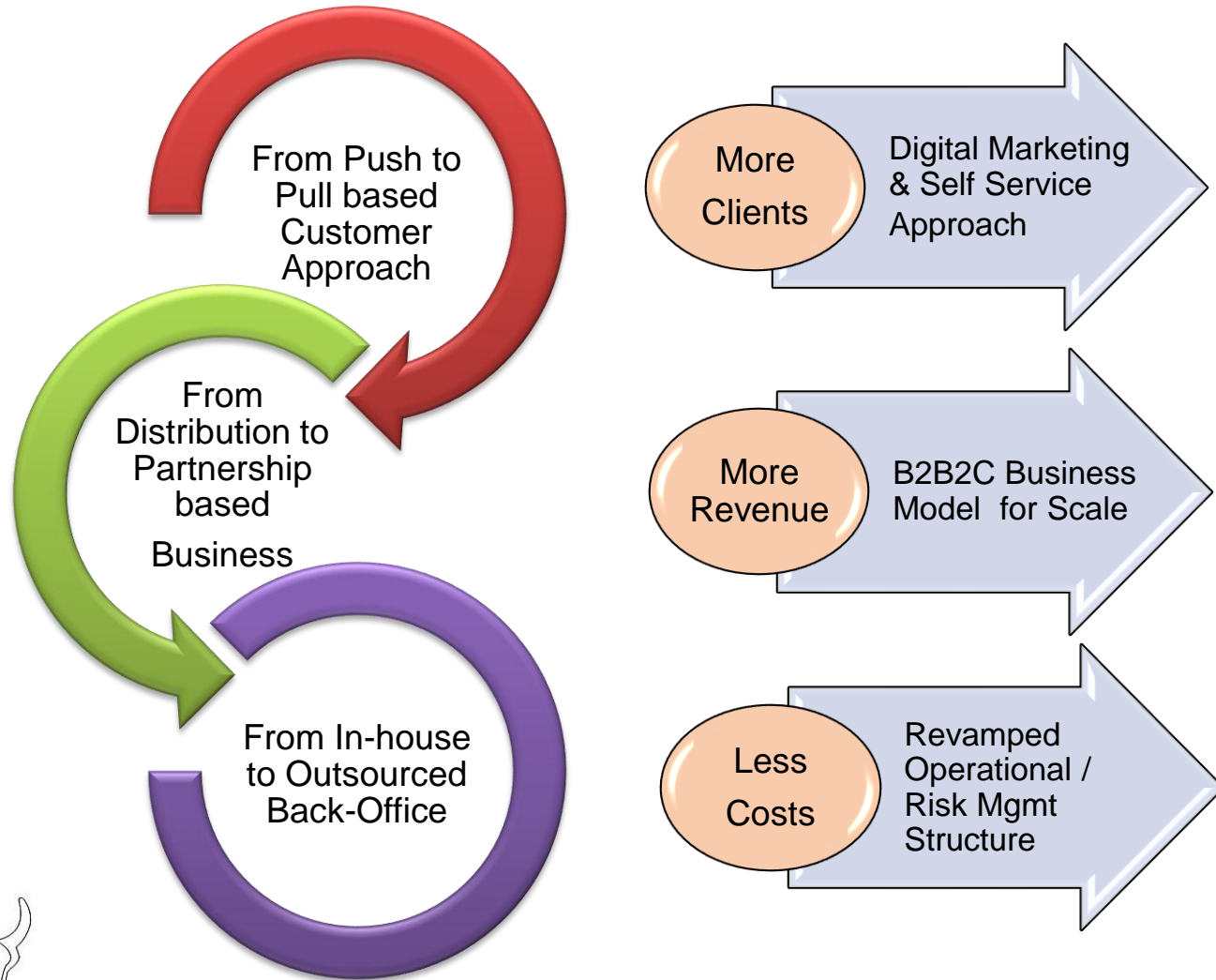
■ An integrated Digital Strategy to extract maximum value via:

1. Agility & Innovation as Service Differentiator
2. Operating Efficiency in Front & Back Office
3. Evolution to Online and Digital Channels
4. Partnering with the Digital Ecosystems
5. Improved Decision Making & Analytics
6. Transformation to Online Offerings



# Key Organisational Objectives of Digitalisation

*Our Businesses and Back Office are transitioning to a more efficient way of doing business*



To Become:

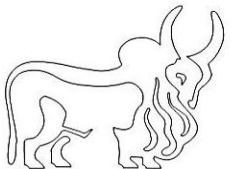
Leading provider of online propositions via best in class technology and processes, that help

Find, Serve and Engage customers, that will boost Revenues and reduce Costs

**Key Metrics:**

% Digital Transactions  
Reduction in Client On-boarding TATs  
Increase in X-sell Penetration  
Reduction in Expenses/Frauds

**IndusInd Bank**



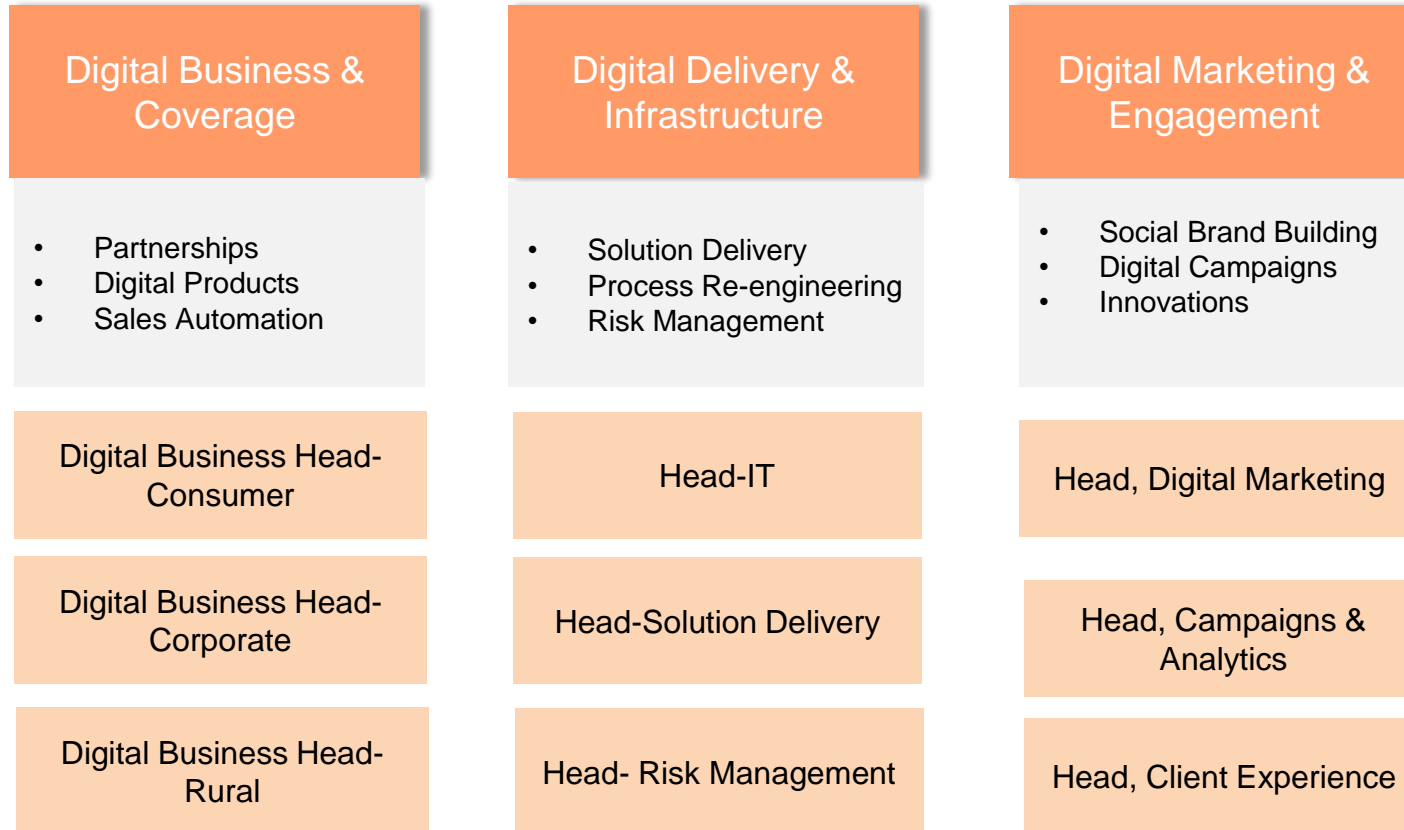
# Enabling the Digital Strategy: Organization Structure & Resourcing

A Digital Steering Team has been setup to drive the Strategic Agenda across Business and Support functions and co-own the Digital KPIs

Creating Skills specific Organizational Depth is pertinent for success

Steering Committee Team

Paul Abraham, Head Digitization



## Hiring the Right Skills Sets

Critical Digital Skills sets have been identified  
Hiring the right skilled resources

## Retaining the Right Skills

Critical Resources in the hierarchy will be retained with appropriate interventions

## Training for the Right Skills

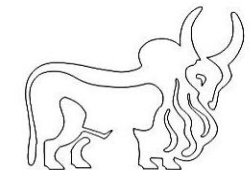
Existing resources are being trained for the skillsets suitable for excelling in the Digital world

## Creating optimum sized Projects team

New and Existing resources to be deployed to create the right bandwidth for Digital Projects

Teams for Online Sales, Product , Channel Mgmt, Campaigns, Project Delivery & IT

# Doing Business in the Digital World



# Industry Insights Shaping our Digital Plan of Action

## Industry Trends

## Insight

## Our Approach

Different Players, but with handicaps

Banks can play pivotal role in creating stakeholder values

Strategic Partnership with:  
Fintechs | Payment Banks | Biz Corres.

Banks Getting Dis-intermediated on Customer Touch points

Play to your strengths on front-ending Client Experience

Portal Approach on Personal Finance Management Services, 2WHLR Financing

Untested Alternate Lending models in Open Market

Significant deltas on enhancing throughput on existing Asset biz.

Small loans on Consumer Finance / MFI / Payments & Deposits Biz.

New, Digital Payment frameworks but with reducing margins

Good float based economics on tapping full supply chain

Focus on Government Mandates & Supply Chain solutions for Corporates

Driving Digital Transactions / mobile wallets becoming an end in itself

X-channel and 'Partner wallet' approach to achieve the end objective

Biometric & Mobile based interactions across channels.. with differentiation

Digitally Enabling Business through:

**A**nalytics

**P**artnerships

**I**nnovations

**IndusInd Bank**

# Digital Innovations & Marketing: for Brand Building & Client Responsiveness

Digital led Innovation & Marketing has been the cornerstone of our Brand Strategy over 3 Planning Cycles

Channel Innovation



Service Innovation



Product Innovation



Client Experience



SPIKES ASIA 2016



- best Product Innovation and Leveraging Digital
- Fingerprint Banking Campaign

CMO ASIA, SINGAPORE, 2016

SOCIAL MEDIA & DIGITAL MARKETING EXCELLENCE AWARD



How IndusInd Bank's #JeetkaHalla is building awareness for Indian para-athletes

IndusInd Bank in association with GoSports Foundation has launched "JeetkaHalla", a campaign to support the Para-athletes with its sole aim of highlighting their achievements



# Digital Analytics: for Higher Biz Productivities & Operational Efficiency

Digital Middle-ware in place to enable intelligent Sourcing, Pricing, Servicing & Risk Model

SALES: Improve Sales Force Productivity through Mobile / Tab based lead and Sales Mgmt



USAGE: Drive migration to the Right Digital Channel and drive Mobile Transactions/ Downloads



FRAUD: Enhance our risk capability for managing fraud real time and build a robust Anti-money laundering system



360^ Digital Analytics & Client View

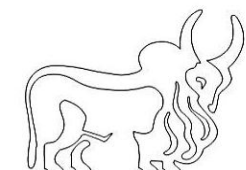


CREDIT: Determining the Right Credit Priced Risk and Cognitive Data Mining to prevent Risk



ENGAGEMENT: Identify Micro-Segments and provide customer specific offers based on social data

PRODUCTS: Analysed Pricing for better customer Profitability



**IndusInd Bank**

# Digital Partnerships: for newer Biz Avenues around Core Business Segments

Integrated Digital Propositions & Payments Solutions for participating in the API Economy

## SME / Institutional

## Retail / HNI

## FI / Rural

### Payment Solutions



- BBPS, Transit Mandates
- Sponsor Bank Services
- Merchant Acquiring



- UPI + BBPS + QR + Virtual Card
- ATM/Branches -> Payment Services



- AEPS based DBT & payments
- Mobile based remittances



### Digital Propositions

- 'Merchant in a Box'
- Loans Against Card Receivables
- Prepaid solns for B2B2C

- Personal Finance Mgmt
- Cobranded Wallets
- Digital Lending



- Agent Wallets
- Aadhaar based Deposits
- Micro lending/insurance



### B2B2C Partnerships

IndusInd Bank ties up with online payment solution firm PayU India

By Riju Mehta, ET Bureau | Updated: Jan 12, 2016, 05:54 PM IST

READ MORE ON » Sumant Kathpalia | Shailaz Nag | PayU India | IndusInd Bank

## Paytm and IndusInd Bank partners to offer loans for booking of two wheelers

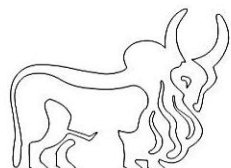
BT Online New Delhi Last Updated: September 21, 2016 | 13:41 IST

## NPCI, CSC eGOv launch Aadhaar enabled payment system

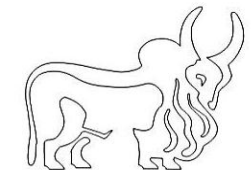
Press Trust of India | New Delhi  
January 9, 2016 Last Updated at 22:32 IST

Paisabazaar.com expands business operations, extends savings  
Moneycontrol.com - 06-May-2016

This announcement comes on the heels of Paisabazaar.com venturing ... with Yes Bank, Kotak Mahindra Bank and IndusInd Bank; for offering ...



# Technology to Enable the Business Agenda



# IT Architecture: 9 Foundational Transformations for the future Enterprise

## 1. Automation

“Think Automation first for each task/process to achieve operational excellence within IT function”

## 2. Cloud

“IT to offer “cloud as-a-service “ to cater to digital and traditional workloads, making Bimodal IT a reality... with an end state achievement of self-provisioning of IT services for business users ”

## 3. Capacity

“To achieve optimal resource (Application, Server, Network & People) capacity to support the business growth and maintain user experience”

## 4. Convergence

“Transform traditional enterprise infrastructure from hard-wired to software-defined, and proprietary to open, which in combination will simplify, automate and optimise our infrastructure footprint to serve our businesses better”

## 5. Database

“Enhance IT operation by achieving high application availability, data security and automating the monitoring process, while reducing cost of databases”

## 6. Service Mgmt & Processes

Imbibe ‘Excellence in Service’ as part of our culture to ensure delivery and improvement of IT services. Define and implement processes for repeatability and quality

## 7. Security

“Focus on Cyber Security to keep the ramparts secured while continuing to drive the digital business”

## 8 – Middleware

“Integrating applications and infrastructure in a cohesive manner to deliver end user services across diverse platforms”

## 9 – Analytics & Cognitive

“Adopt analytics based metrics framework to improve performance, effectiveness, efficiency, and internal controls within IT function. Drive organisational decision making through data”



# IT Architecture: 9 Foundational Transformations for the future Enterprise

Automate everything that can be automated

- Workflows
- Service Management
- Configuration and management

Provide for capacity as per incoming demand so as to always provide a service within SLA

- Private cloud
- Public Cloud

Measure Everything and manage in real time

- Architect to always have capacity within acceptable cost

Software defines the use and the experience

- Manage network, compute and store the software way

Explore the Databases of the future

- Reduce reliance on a few proprietary choices
- Optimise cost

Manage the process way and automate the processes

- Manage each day as a perishable resource

Evolve defense as the threat evolves

- Partner with the new soldiers
- Automate: let machine handle the machine

Data exchange / integration simplified

- API economy
- ESB busses

Data driven and a Cognitive Enterprise

- Customer conversations
- Employee conversations
- Insights



# The Machinery to Power up



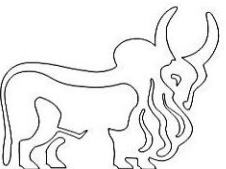
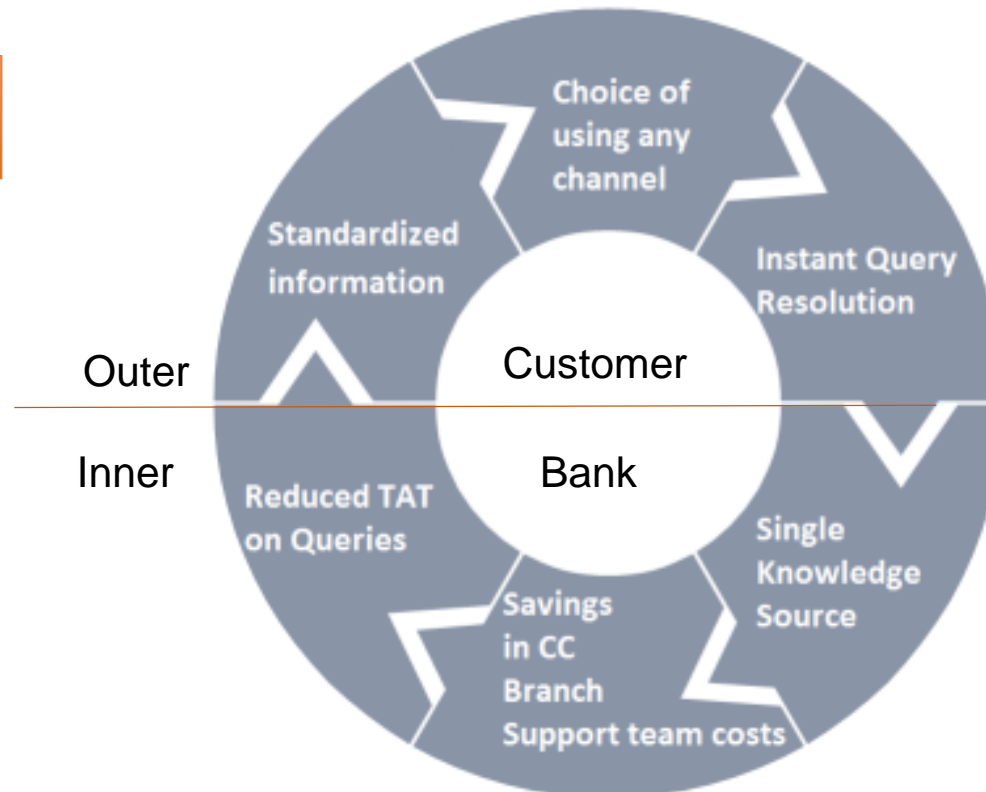
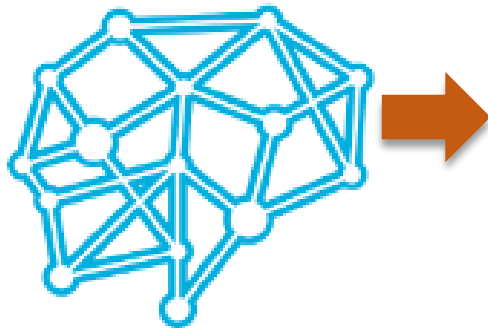
# NLP is the answer to creating a consistent and good customer experience across all channels

**NLP (Natural Language Processing) in banking** is the digital equivalent of chatting to someone at a branch/ Call center ,as a casual conversation ,and getting the desired information or doing a transaction.

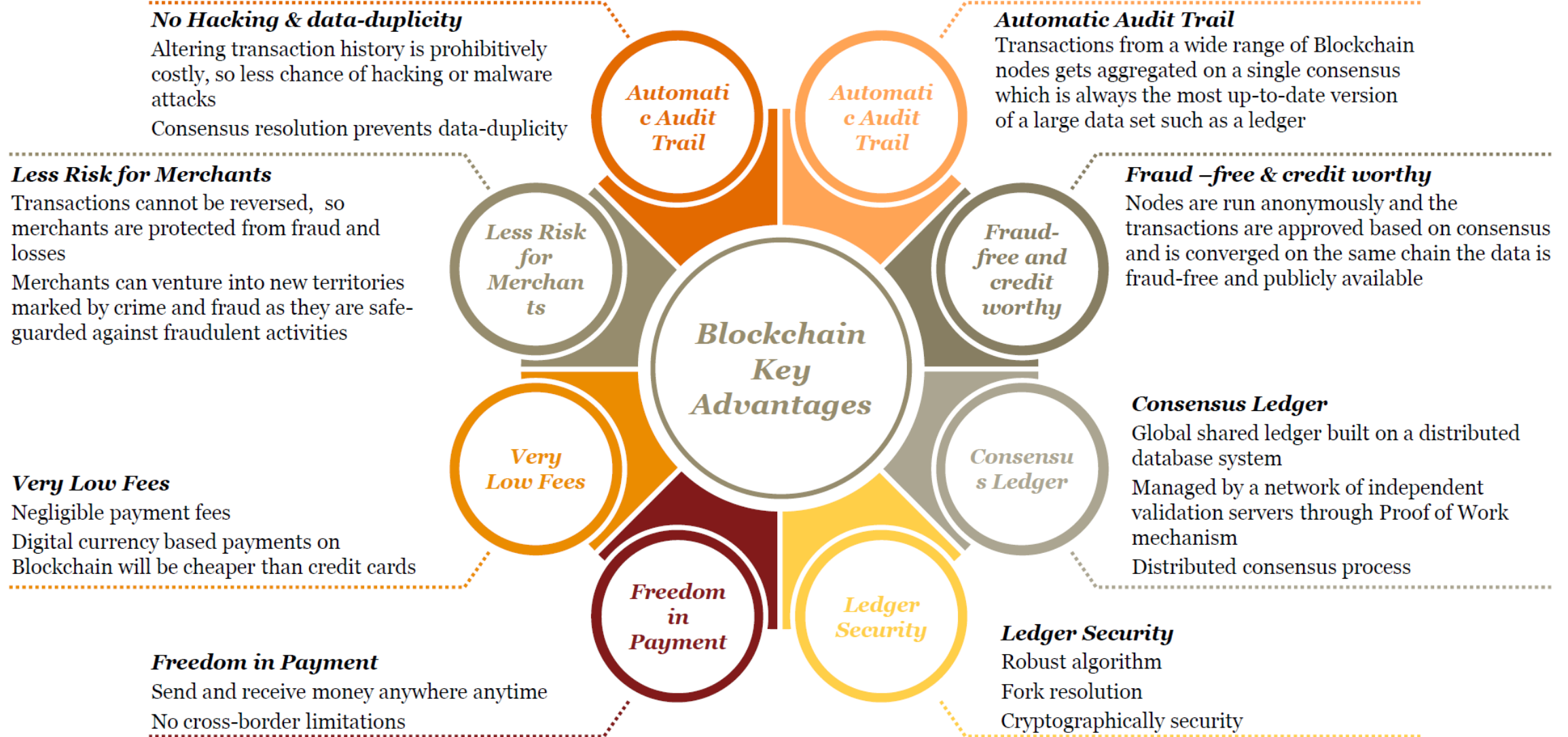
**Artificial Intelligence/Machine Learning** starts to learn from the conversations to confidently respond to queries basis context and experience

**Think of it as a Digital Brain that we set up**

What does this Digital Brain mean?



# Blockchain offers faster transaction at a much reduced operation cost / higher security



Evaluate different technologies: Being done

Participate in groups converging on common processes

Run POCs and then mature