

IndusInd Bank

IndusInd Bank signs up with Farhan Akhtar to endorse the brand

To launch mega advertising campaign on 'Video Branch' service

Mumbai, October 21, 2014: IndusInd Bank has signed up with famous bollywood personality, Farhan Akhtar to endorse the brand. The association with the multi-talented actor kicks off with a new advertising campaign designed to communicate the bank's latest innovative proposition 'Video Branch'. The bank has inked the deal with Farhan Akhtar as part of a well-structured brand strategy which intends to position the bank as a 'high street' brand.

The Bank will be adopting a 360 degree integrated marketing approach to propagate the service message. TV, Out-of-Home, Radio, Digital and Cinema are an integral part of this multimedia Ad campaign. The new advertisement has been directed by Gajraj Rao, a noted ad film maker. R K Swamy BBDO, New Delhi is the creative agency for the campaign and Lodestar UM, New Delhi is the media agency of the Bank. While TV takes the main lead, there will be strong presence of campaign on digital channel including social media through interesting virals, video content and user generated posts. The advertisement will be on air for duration of 6-8 weeks. Estimated media spend for the campaign is around Rs. 15 crore. The advertising campaign aims at establishing the brand and its superior customer centric service in a fresh, insightful and lively manner. The advertisement will go live on October 24, 2014 on TV media.

The launch of IndusInd Bank 'Video Branch' is in line with the bank's ingrained theme of Responsive Innovation. Video Branch allows IndusInd Bank customers to perform banking transactions via a video call without visiting the branch. The service is a purely video-based channel connecting customers on mobiles and desktops to staff representatives for face-to-face communications. Currently Video Branch is available for Android (2.3 and higher) and Apple mobile devices (iOS 6, 7 and higher) in the respective App Stores.

Commenting on the proposed campaign, **Sumant Kathpalia, Head - Consumer Banking, IndusInd Bank** said, *"Video Branch is yet another extension of IndusInd bank's theme of 'Responsive Innovation' and a further reinforcement of our commitment to offer best-of-class services and convenience to our customers. This service is an outcome of extensive consumer research and a clear need-gap that was identified over a period of time. Digitisation is the future of banking and we are hopeful that the new service will be immensely useful to our customers."*

Commenting on the upcoming advertisement campaign, **Mohit Ganju, Head, Marketing & Communications, IndusInd Bank** said, *"The latest advertisement campaign incorporates strong consumer insights and we have used interesting - a bit humorous situations to deliver the service message. Our association with Farhan as a brand endorser is set to strengthen the bank's communication towards its core philosophy of Responsive Innovation, reinforcing the bank's brand statement 'You desire, We Deliver'. Farhan personifies sincerity, new-age thinking and dynamism and is a great fit to the brand. We look forward to synergizing with him in the bank's journey to establish itself as a high street brand."*

Commenting on the association **Farhan Akhtar** said *"I am happy to be associated with a young and fast growing brand which has responsive innovation as an integrated theme. I have seen the earlier brand campaigns by the bank and I am sure my association with the Brand will complement the Brand growth and take it to new heights."*

In the recent past, IndusInd Bank has launched a host of innovative services like My Account My Number, Choice Money ATMs, Check-on-Cheque, Cash-on-Mobile, Direct Connect, Quick Redeem



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Service and 365 Days Banking. All these unique services have been widely publicized and have been well appreciated by the customers.

IndusInd Bank in its brand journey over past few years has featured many popular bollywood actors including Sharman Joshi, Jimmy Shergill, Neetu Singh Kapoor, Ranvir Shorey and Omi Vaidya in previous advertisement campaigns of the bank. All the advertisement campaigns have been developed using interesting and strong consumer insights and executed with lively, humorous & relatable situations with a clear cut objective of breaking the clutter and creating impactful communication.

Brand awards – recent accolades:

IndusInd Bank has been ranked 19th most valuable brand in India in the BrandZ Top 50 survey powered by the WPP and Millward Brown. IndusInd Bank is also ranked 39th in The Economic Times and Interbrand Best Indian Brands Study – 2014.

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 September 30, 2014, IndusInd Bank has 685 branches, and 1277 ATMs spread across 464 geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi. 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 is ranked 19th amongst the Top 50 Most Valuable Indian Brands 2014 as per the BrandZ Top 50 rankings powered by the WPP and Millward Brown.

Ratings:

ICRA has upgraded the Bank's Lower Tier II Bonds rating from ICRA AA to ICRA AA+ and Upper Tier II Bonds rating from ICRA AA- to ICRA AA with Stable outlook.

CARE has also upgraded IndusInd Bank's Lower Tier II Bonds rating from CARE AA to CARE AA+.

CRISIL has rated CRISIL A1+ for certificate of deposit program

IND A1+ for Short Term Debt Instruments by India Ratings and Research

IND AA for Lower Tier II subordinate debt program by India Ratings and Research

IND AA - for Upper Tier II bond program by India Ratings and Research

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For more details on this release, please contact:

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

Sumit Singh Jamwal /Namita Sharma
Adfactors PR Pvt. Ltd.
Sumit.jamwal@adfactorspr.com/
Namita.sharma@adfactorspr.com
9920199303/ 9820950663

