

June 24, 2024

**National Stock Exchange of India Ltd. (Symbol: INDUSINDBK)
BSE Ltd. (Scrip Code: 532187)**

Madam / Dear Sir,

Subject: Press Release

Reference: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the Listing Regulations)

Please find enclosed copy of press release titled 'IndusInd Bank provides one-of-its kind experience to cricket fans through the Anthem Buddies programme at the ongoing ICC Men's T20 World Cup 2024'.

In this connection, our Bank will issue a Press Release today. A copy shall also be uploaded on the Bank's website at www.indusind.com.

Thanking you,

Yours faithfully,
For IndusInd Bank Limited

**Anand Kumar Das
Company Secretary**



Press Release

IndusInd Bank provides one-of-its kind experience to cricket fans through the Anthem Buddies programme at the ongoing ICC Men's T20 World Cup 2024

- *IndusInd Bank provided an opportunity for all cricket enthusiasts to participate in the Anthem Buddies programme*
- *Participation was basis a social media contest that was announced before the tournament inviting all parents to nominate their children for the Anthem Buddies program*

Mumbai, June 24, 2024: IndusInd Bank as a part of its association with ICC for the second year in a row, leveraged the premium Anthem Buddies programme at the ongoing ICC Men's T20 World Cup 2024 in USA and West Indies. Through this program, the Bank had provided an opportunity to all cricket enthusiasts to access a once in a lifetime opportunity for their children to accompany the teams walking out onto the field for the national anthems.

In order to expand the ambit of opportunity to a larger audience for the Anthem Buddies program, IndusInd Bank had rolled out a contest on its digital platforms, wherein the parents had to submit the response for participation. From the entries received through the social media contest, select entries were chosen by the jury basis the uniqueness of the Cricket slogans that were filled by the parents submitting the entries.

IndusInd Bank had collaborated with ICC for the Anthem Buddies program even for the ICC Men's Cricket World Cup 2023 wherein they had received an overwhelming response and created memorable moments for 1440 children and their respective parents over 48 matches across 10 Indian cities fostering a sense of shared enthusiasm for the sport.

Mr. Soumitra Sen, Head – Consumer Banking and Marketing, IndusInd Bank, said: "At IndusInd Bank, we believe in the power of sports to unite communities and inspire the next generation. After the overwhelming success of the Anthem Buddies Programme during the ICC Men's Cricket World Cup 2023, we were pleased to be able to anchor this again. Through the ICC Men's T20 World Cup 2024 Anthem Buddies programme, we aim to create lasting memories for parents and their children, offering them a unique opportunity to stand alongside their cricketing heroes and create an unforgettable experience."

ICC Chief Commercial Officer, Anurag Dahiya, said: "ICC events provide numerous opportunities for brands to engage with their audiences and the ICC Men's T20 World Cup Anthem Buddies Programme is a standout brand activation initiative. Walking out alongside the world's best cricketers is a once-in-a-lifetime opportunity. We saw its tremendous success in India in 2023, and it is as impactful right now in the West Indies and USA."



IndusInd Bank

Some of the parents of the kids who were part of IndusInd Bank's Anthem Buddies program, were exhilarated to share their experience as follows:

Mr Ganesh Narayanan, customer of IndusInd Bank and parent of Pranav Ganesh, shares his experience for his son being part of Anthem Buddies program, "Immense gratitude to the Bank for this unforgettable experience for giving my son an opportunity to walk, meet and hold hands with his cricket heroes. Goosebumps till date."

Mr Alpesh Patel, customer of IndusInd Bank and parent of Tej Patel, shares experience of his son being part of Anthem Buddies program, "We are grateful for the opportunity provided by the IndusInd Bank Anthem Buddies Program. Our son was thrilled to pair up with a player from the Indian cricket team and stand on the field for the national anthem for the India vs. USA match. This program is a wonderful initiative that creates lifelong memories and fosters a strong sense of national pride. Thank you, IndusInd Bank and the organizers, for this unforgettable experience!"

Mr. Suresh Pasumarty, customer of IndusInd Bank, cricket fan and parent of Pranav Tejas Pasumarty, shares his experience of his son being part of Anthem Buddies program, "We are thankful to IndusInd Bank for providing this once in a lifetime opportunity to our kids to meet the cricketers and walk with them for the National Anthem ceremony. This will be a moment that will always be cherished by the kid."

About IndusInd Bank:

IndusInd Bank Limited commenced its operations in 1994 catering to the needs of consumer and corporate customers. Since its inception, the Bank has redefined the banking experience for its customers including various government entities, PSUs, retail and large corporations. As on March 31, 2024, IndusInd Bank has a customer base of approx.39 million, with 2984 Branches/Banking Outlets and 2956 ATMs spread across geographical locations of the country and covering 157000 villages. The Bank has representative offices in London, Dubai and Abu Dhabi. The Bank believes in driving its business through technology that supports multi-channel delivery capabilities. It enjoys clearing bank status for both major stock exchanges BSE and NSE and settlement bank status for NCDEX. It is also an empanelled banker for MCX.

RATINGS

Domestic Ratings:

- CARE A1+ for Certificate of Deposits
- CRISIL AA + for Infrastructure Bonds program/Tier 2 Bonds
- CRISIL AA for Additional Tier 1 Bonds program
- CRISIL A1+ for certificate of deposit program / short term FD programme
- IND AA+ for Senior bonds program/Tier 2 Bonds by India Ratings and Research
- IND AA for Additional Tier 1 Bonds program by India Ratings and Research

International Rating:

- Ba1 for Senior Unsecured MTN programme by Moody's Investors Service



IndusInd Bank

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