

November 06, 2023

**The Asst. Vice President
Listing Department
National Stock Exchange of India Ltd.
Mumbai – 400 051
NSE Symbol: INDUSINDBK**

**The Deputy General Manager
Corporate Relationship Dept.
BSE Ltd.
Mumbai – 400 001
BSE Scrip Code: 532187**

Madam / Dear Sir,

**IndusInd Bank scales up the Cricket World Cup experience by bringing cricket fans to
#CheerForGreatness**

As the ICC Men's Cricket World Cup 2023 breaks records, IndusInd Bank takes center stage with its ground-breaking campaign, #CheerForGreatness. This initiative represents a significant stride in enhancing the cricketing experience for fans nationwide, further reflecting India's continued pursuit of greatness in various domains.

IndusInd Bank, a Global Partner of the ICC, believes in the power of sports, which transcends boundaries, permeates cultures, and fosters lasting emotional connections among fans.

A key highlight of the campaign, the 'Anthem Companion Programme', epitomizes the campaign's ethos of unity and respect for the respective participating country's national anthem across the globe, creating a memorable experience for the children of employees, customers and stakeholders who participated in the Anthem Companion programme. The campaign's diverse branding initiatives within the stadium and engaging social media contests for exclusive match tickets further solidify IndusInd Bank's enduring legacy in the hearts and minds of cricket aficionados.

In this connection, our Bank will issue a Press Release today. A copy of the same is enclosed for your kind perusal and record. A copy shall also be uploaded on the Bank's website at www.indusind.com.

Yours faithfully,
For IndusInd Bank Limited

**Anand Kumar Das
Company Secretary**

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CIN: L65191PN1994PLC076333



IndusInd Bank scales up the Cricket World Cup experience by bringing cricket fans to #CheerForGreatness

Mumbai, November 06, 2023: As the ICC Men's Cricket World Cup 2023 breaks records, IndusInd Bank takes center stage with its ground-breaking campaign, #CheerForGreatness. This initiative represents a significant stride in enhancing the cricketing experience for fans nationwide, further reflecting India's continued pursuit of greatness in various domains.

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Mr. Soumitra Sen, Head – Consumer Banking and Marketing, IndusInd Bank, said, "We are thrilled to be at the forefront of the ICC Men's Cricket World Cup 2023, not only with the integrated branding that comes along with the ICC association, but also on many other elements that add to the superlative fan experience. #CheerForGreatness' campaign is one of many such initiatives that resonate with our unwavering dedication to sports and our belief in the capability of sports to bring out the best in every sportsperson and fostering lasting emotional connections. Celebrating India's journey to global sporting eminence, the #CheerForGreatness' campaign symbolizes our commitment to promoting the spirit of sports."

With the ICC partnership, IndusInd Bank leverages seamless integration across various marketing channels, including social media, internal communication, hoardings, television, in-stadium branding, and experiential branding, creates a holistic and immersive experience for every cricket enthusiast, amplifying IndusInd Bank's brand visibility and emotional connection with its customers and communities.

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 September 30, 2023, IndusInd Bank has a customer base of approx. 37 million, with 2631 Branches/Banking Outlets and 2903 ATMs spread across geographical locations of the country and covering 1,43,000 villages. The Bank has representative offices in London, Dubai and Abu Dhabi.



IndusInd Bank

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 empaneled banker for MCX.

RATINGS

Domestic Ratings:

- 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 program
- 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
- CARE A1+ for Certificate of Deposits

International Ratings:

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

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