

IndusInd Bank

February 12, 2020

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

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

NSE Symbol: INDUSINDBK

BSE Scrip Code: 532187

Chief Regulatory Officer
India International Exchange.
1st Floor, Unit No. 101,
The Signature Building No.13B,
Road 1C, Zone 1, GIFT SEZ,
GIFT CITY, Gandhinagar - GJ 382355

Scrip Code: 1100027

Madam / Dear Sir,


IndusInd Bank records the 'highest' growth in brand value amongst top global banks

We would like to inform that IndusInd Bank has topped the list of '**highest increase in brand value**' among global banks, according to 'The Banker's Top 500 Banking Brands 2020' report. As per the Report, which benchmarks the strength, risk and potential of a brand relative to its competitors, the brand value of IndusInd Bank has increased by **122%** over the past 12 months, making it the highest placed for growth in brand value, across the globe.

In this connection, our Bank will issue a Press Release today. A copy of the same is enclosed for your kind perusal and record.

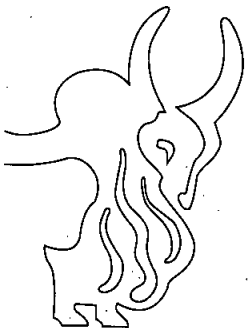
Thanking You,

Yours faithfully,
For IndusInd Bank Limited


**Haresh Gajwani
Company Secretary**

IndusInd Bank Limited, Building No. 7, Solitaire Corporate Park, Andheri-Ghatkopar Link Road,
Chakala, Andheri E, Mumbai - 400 093, India. Tel: (0022) 66412200

Registered Office: 2401 Gen. Thimmayya Road, Pune 411 001, India
Tel.: (020) 2634 3201 Fax: (020) 2634 3241 Visit us at www.indusind.com
CIN: L65191PN1994PLC076333



IndusInd Bank

IndusInd Bank records the 'highest' growth in brand value amongst top global banks

Mumbai, February 12, 2020: IndusInd Bank has **topped** the list of 'highest increase in brand value' among global banks, according to 'The Banker's Top 500 Banking Brands 2020' report. As per the report, which benchmarks the strength, risk and potential of a brand relative to its competitors, the brand value of IndusInd Bank has increased by **122%** over the past 12 months, making it the highest placed for growth in brand value, across the globe.

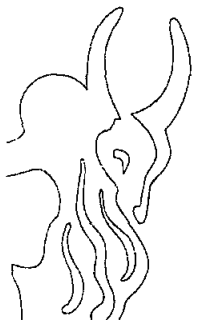
IndusInd Bank, which started operations in 1994, has pioneered initiatives that have redefined the banking landscape. The Bank has constantly leveraged on the latest technology to deliver innovative banking solutions through multiple touch points. This has enabled the Bank to establish a strong "universal" banking model and consolidate its position as one of India's leading financial services brand.

Speaking about the achievement, **Mr. Anil Ramachandran, EVP & Head, Marketing and Retail Unsecured Assets, IndusInd Bank** said, "We are pleased to see our sustained efforts being rewarded. Our brand is defined by our commitment to the customer, and on ensuring that we provide the customer with an enhanced banking experience, at every touch point. At the heart of this is our constant focus on leveraging innovation, towards driving customer convenience. The Banker's report is of special significance to us as it is a global recognition of the brand value that IndusInd Bank has built over the years. It reaffirms the commitment we have towards our customers and all stakeholders."

Source: <https://www.thebanker.com/>

About The Banker's Top 500 Banking Brands Ranking:

The Banker is the world's most premiere financial affairs publication owned by The Financial Times Ltd. The publication's research and rankings have been the industry's standard measure of performance for more than 50 years. Its unique database is a service from the Financial Times, providing comprehensive financial data and insight for **over 5000** of the world's leading banks, across 190 countries. For more information on the Top 500 Banking Brands 2020 list, please visit <https://www.thebanker.com/Banker-Data/Top-500-Banking-Brands-2020>



IndusInd Bank

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, 2019, IndusInd Bank has 1753 branches/ banking outlet and 2662 ATMs spread across 742 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 01, 2013 was included in the NIFTY 50 benchmark index.

Ratings:

Domestic Ratings

- CRISIL AA + for Infra Bonds program
- CRISIL AA for Additional Tier I Bonds program
- CRISIL A1+ for certificate of deposit program
- IND AA+ for Senior bonds program by India Ratings and Research
- IND AA for Additional Tier I Bonds program by India Ratings and Research
- IND A1+ for Short Term Debt Instruments by India Ratings and Research

International Ratings

- Baa3 as Issuer, Bank Deposits and Senior Unsecured MTN ratings by Moody's Investors Service
- P3 as Short Term Issuer Rating by Moody's Investors Service

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Facebook - <https://www.facebook.com/OfficialIndusIndBankPage/>

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