

September 26, 2023

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

Madam / Dear Sir,

IndusInd Bank announces multi-year global partnership with International Cricket Council to provide premium experience to customers, employees and cricket fans

IndusInd Bank is delighted to announce its multi-year association with the International Cricket Council (ICC) as a Global Partner for the highly awaited ICC Men's Cricket World Cup 2023 and future ICC Men's events.

As a Global Partner for ICC Men's Cricket World Cup 2023, IndusInd Bank will access an array of exciting activities and promotions for its customers, employees and for cricket fans. The premium opportunity will be through ownership of the flagship Anthem Kids programme, in which selected customers of IndusInd Bank and employees will have a chance for their children to participate in the teams walk out onto the field before the start of play for the national anthems. Other elements of the experience include on-field access, engaging brand activations and the chance to witness some of the best cricketing action.

As a part of this association, IndusInd Bank will have an access to a suite of branding and content assets to build deeper connection with its customers, employees and stakeholders. The partnership exemplifies the Bank's commitment to the pursuit of excellence, fostering sports, promoting inclusivity and teamwork whilst enhancing the lives of people, through its dedicated sports programme 'IndusInd ForSports'.

The ICC Men's Cricket World Cup 2023, which is set to be the biggest Cricket World Cup ever, starts on 5 October with the tournament final at the world's largest cricket stadium in Ahmedabad on 19 November.

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



Press Release

IndusInd Bank announces multi-year global partnership with International Cricket Council to provide premium experience to customers, employees and cricket fans

- *The deal will start at the ICC Men's Cricket World Cup 2023 in India*
- *Partnership aimed at driving exciting activities for IndusInd Bank's customers, employees and cricket fans*

Mumbai, 26 September 2023: IndusInd Bank is delighted to announce its multi-year association with the International Cricket Council (ICC) as a Global Partner for the highly awaited ICC Men's Cricket World Cup 2023 and future ICC Men's events.

As a Global Partner for ICC Men's Cricket World Cup 2023, IndusInd Bank will access an array of exciting activities and promotions for its customers, employees and for cricket fans. The premium opportunity will be through ownership of the flagship Anthem Companion programme, in which selected customers of IndusInd Bank and employees will have a chance for their children to participate in the teams walk out onto the field before the start of play for the national anthems. Other elements of the experience include on-field access, engaging brand activations and the chance to witness some of the best cricketing action.

As a part of this association, IndusInd Bank will have an access to a suite of branding and content assets to build deeper connection with its customers, employees and stakeholders. The partnership exemplifies the Bank's commitment to the pursuit of excellence, fostering sports, promoting inclusivity and teamwork whilst enhancing the lives of people, through its dedicated sports programme 'IndusInd ForSports'.

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Speaking about the association, Mr. Sumant Kathpalia, Managing Director & CEO, IndusInd Bank, said, "We believe in the transformative power of sports and ICC World Cups are one of the most popular sporting events in the world, with millions of fans tuning in to watch the best cricket teams battle it out. We are extremely proud to be associated with the ICC and believe that this collaboration will further strengthen our brand visibility and enhance our customer engagements, both domestically and internationally. We look forward to create exceptional moments that our customers and employees as well as cricket fans will cherish in the time to come."

ICC Chief Commercial Officer, Anurag Dahiya, said: "We are delighted to welcome IndusInd Bank into the ICC family as a Global Partner for the Men's Cricket World Cup 2023 and future ICC Men's events. We believe that cricket's vision of more players, more fans and more nations enjoying the





IndusInd Bank

sport is well-aligned to IndusInd Bank's reach and unwavering commitment to excellence. IndusInd Bank will add great value to the event experience, both through the delivery of the Anthem Companion programme and the co-creation of unique experiences and opportunities for its customers, employees as well as cricket fans.”

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 and large corporations. As on June 30, 2023, IndusInd Bank has a customer base of approx. 35 million, with 2606 Branches/Banking Outlets and 2875 ATMs spread across geographical locations of the country and covering 1,38,000 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 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

International Ratings:

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

About ICC:

The ICC is the global governing body for cricket. Representing 108 members, the ICC governs and administrates the game and is responsible for the staging of major international tournaments including the ICC World Test Championship Final, ICC Men's and Women's Cricket World Cups, T20 World Cups as well as all associated qualifying events.

The ICC presides over the ICC Code of Conduct which sets the professional standards of discipline for international cricket, playing conditions, bowling reviews and other ICC regulations. The Laws of the game remain under the auspices of the MCC.

The ICC also appoints the umpires and referees that officiate at all sanctioned Test matches, One Day Internationals and T20 Internationals. Through the Integrity Unit it coordinates action against corruption and match fixing.





IndusInd Bank

The ICC Development department works with Associate Members to improve the quality of international cricket, build better cricket systems, get more people playing cricket and grow the game.

For more information, please contact:

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