

October 20, 2021

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

Chief Regulatory Officer
India International Exchange
GIFT City Gandhinagar - GJ 382355
Scrip Code: 1100027

Madam / Dear Sir,


IndusInd Bank launches EMI on debit cards to commemorate the festive season

- **Offers flexible repayment tenures ranging from 3 to 24 months**

With the country gradually opening up, citizens have welcomed the festive season with open arms. In a bid to add to the festive fervour, IndusInd Bank today, announced the launch of EMI (Equated Monthly Instalments) facility on **Debit Cards** to enable its customers to convert their high value transactions into easy instalments. A debit card holder of the Bank can walk into any participating store, and avail this facility by simply swiping/tapping their card at a merchant PoS terminal.

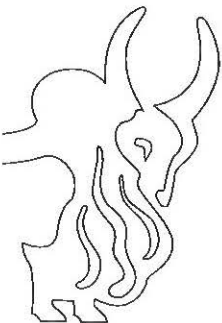
In this connection, our Bank will issue a Press Release today. A copy of the same is enclosed for your kind perusal and record. A copy shall also be uploaded on the Bank's website at www.indusind.com.

Yours faithfully,
For IndusInd Bank Limited


Haresh Gajwani
Company Secretary

Solitaire Corporate Park Office : IndusInd Bank Limited, Building No.7, Solitaire Corporation Park, Andheri- Ghatkoper Link Road, Chakala, Andheri (E), Mumbai - 400 093, India Tel: (0022) 66412887

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 launches EMI on debit cards to commemorate the festive season

- Offers flexible repayment tenures ranging from 3 to 24 months

Mumbai, October 20, 2021: With the country gradually opening up, citizens have welcomed the festive season with open arms. In a bid to add to the festive fervour, IndusInd Bank today, announced the launch of **EMI** (Equated Monthly Instalments) facility on **Debit Cards** to enable its customers to convert their high value transactions into easy instalments. A debit card holder of the Bank can walk into any participating store, and avail this facility by simply swiping/tapping their card at a merchant PoS terminal.

Speaking about the proposition, **Ms. Charu Mathur, Chief Digital Officer & Head-Business Strategy, IndusInd Bank**, said, “IndusInd Bank has always been at the forefront at driving customer convenience by introducing products that bring unparalleled value to their banking experience. We are delighted to launch an EMI facility for our debit card holders that will enable them to purchase products of their choice from a wide array of categories, and also give them the flexibility of making payments in easy instalments over a period of time. With the festive period having dawned upon us, we are confident that such exciting propositions will add to the customer’s celebration, and propel their purchase decisions.

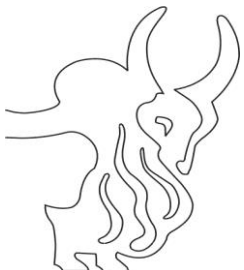
To begin with, IndusInd Bank has partnered with **over 60,000** offline merchant outlets, including large format retailers, hypermarkets, multi-brand and stand-alone stores to facilitate purchases across categories like Consumer Durables, Electronics, Apparels, Automobiles, Home Décor, Hospitals and more. The Bank will soon be partnering with leading e-commerce platforms to enable online purchases as well.

Debit card holders of the Bank can avail this facility of buying products and then choose an EMI option with tenures from 3, 6, 9, 12, 18 and 24 months. Customers can even check their eligibility through SMS by typing **MYOFR** and sending it to **5676757**.

To know more about the Debit Card EMI facility, please visit: <https://www.indusind.com/in/en/personal/cards/emi-on-debit-card.html>

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 June 30, 2021, IndusInd Bank has Branches 2,015/ Banking Outlet and 2,870 ATMs spread across 760 geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi. The Bank believes in



IndusInd Bank

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 was included in the NIFTY 50 benchmark index on April 1, 2013.

RATING

Domestic Rating:

- CRISIL AA + for Infra Bonds program
- CRISIL AA for Additional Tier I Bonds program
- CRISIL A1+ for certificate of deposit program / short term FD programme
- 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

Visit us at www.indusind.com

Twitter- [@MyIndusIndBank](https://twitter.com/MyIndusIndBank)

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

For more details on this release, please contact:

Anu Raj
IndusInd Bank Ltd.
mktg@indusind.com

Unnati Joshi
Adfactors PR Pvt. Ltd.
Unnati.joshi@adfactorspr.com

