

August 24, 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 celebrates the unwavering spirit of para-athletes with its new brand campaign – ‘phirse #Jeetkahalla’

In the year 2016, IndusInd Bank unveiled “#JeetkaHalla” - a campaign to honour its para-athletes under the Para Champions Programme, and brought to light their contribution to the country by creating a nationwide movement of support.

Retaining the essence of ‘Jeetkahalla’, IndusInd Bank, in collaboration with GoSports Foundation, has today launched a brand new campaign to commemorate the achievements of its supported para-athletes across various sport disciplines. Christened ‘**phirse #Jeetkahalla**’, the new campaign speaks about the rigour of the preparation undertaken by our para-athletes, as they gear up to compete with the best in the world at an international arena.

As part of the campaign, the Bank has also unveiled a heartwarming and inspiring ‘**Anthem**’ that showcases the grit and determination of these athletes. Conceived & Ideated by Ankur Suman, Partner & Executive Creative Director, RK SWAMY BBDO, Produced by Films Rajendraa, and Directed by Yogesh Agrawal, the anthem aims to inspire every Indian to cheer and support our para champions in their quest to bring laurels for the country.

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 celebrates the unwavering spirit of para-athletes with its new brand campaign – ‘*phirse #Jeetkahalla*’

Mumbai, 24 August, 2021: In the year 2016, [IndusInd Bank](#) unveiled “[#JeetkaHalla](#)” - a [campaign](#) to honour its [para-athletes](#) under the Para Champions Programme, and brought to light their contribution to the country by creating a nationwide movement of support.

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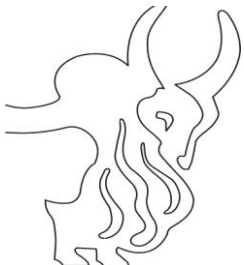
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Speaking about the new campaign, **Mr. Soumitra Sen, Head – Consumer Bank, IndusInd Bank** said, “Given the stupendous success of the [#Jeetkahalla](#) campaign in 2016, we were keen on nurturing it in a way that it becomes a testament to the Bank’s belief in the power of Para-sports. In keeping with this thought, we are proud to unveil this new campaign which retains the spirit of ‘Jeetkahalla’, while also goes a step further, in reflecting the sheer determination, strength and resilience of our para-athletes, as they gear up to represent the country at an International platform. The campaign underscores our constant commitment to the para- athletes and throws light on how we, in our own way, are trying to make a difference to the wonderful community that we are a part of, while also focusing on our core mission of being a partner in every walk of life”.

In a bid to give this initiative a wider reach, the Bank has embarked on a comprehensive **digital media** campaign that will create the right impact, and help in mobilizing the momentum of seeking encouragement for these heroes.

About the Para Champions Programme:

Launched in the financial year 2015-2016 in partnership with the GoSports Foundation, with an objective to support para-athletes across various sports disciplines. The programme currently supports **43 para-athletes** across 7 disciplines from 14 states across the country by helping them fulfil their nutrition, fitness & conditioning, medical support as well



IndusInd Bank

as domestic & international training requirements. The programme also takes care of expenses incurred towards coaching, competition fee, sports science, daily living expenses, equipment & gear, apparel, mentorship, among others. This programme is a stunning example of what diversity and inclusion through sports should look like. The narrative of para-sports has moved forward ever since the Rio Paralympics, and now entering its sixth term, the programme is also in alignment with several objectives of the SDGs to ensure sustainability and larger impact. Under this programme, the para-athletes have won a total of **615** medals until June 2021.

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 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

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For more details on this release, please contact:

Anu Raj
IndusInd Bank Ltd.
mktg@indusind.com,

Unnati Joshi
Adfactors PR
Unnati.joshi@adfactorspr.com
+91-9619467642

