

# IndusInd Bank

January 24, 2020

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

**The Deputy General Manager  
Corporate Relationship Dept.  
BSE Ltd.**  
1<sup>st</sup> 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.  
1<sup>st</sup> 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,

**Sub: IndusInd Bank introduces 'PIONEER' Banking – its Wealth Management platform**

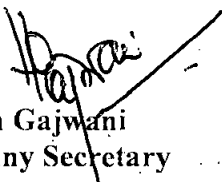
IndusInd Bank announced the launch of 'PIONEER' Banking, its wealth management platform, which caters to the high net worth segment of customers. Based on state-of-the-art research based capabilities of the Bank, this new service merges bespoke wealth management solutions with a wide array of personal & commercial banking products, curated to suit the requirements of the discerning few.

The benefits and privileges entitled by IndusInd Bank's PIONEER customers are specified in the enclosed Press Release.

A copy of the same is enclosed for your kind perusal and record.

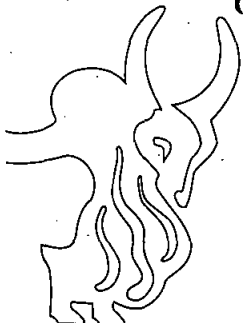
Thanking you,

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](http://www.indusind.com)  
CIN: L65191PN1994PLC076333



Press release

## IndusInd Bank introduces 'PIONEER' Banking – its Wealth Management platform

- Customised wealth management solutions for HNIs backed by extensive research
- Enables grouping of up to 10 family members and business accounts in order to extend the benefits at no additional cost
- Offers Zero cross-currency mark-up on usage of the PIONEER world Debit Card internationally

**Mumbai, January 24, 2020:** IndusInd Bank announced the launch of 'PIONEER' Banking, its wealth management platform, which caters to the high net worth segment of customers. Based on state-of-the-art research based capabilities of the Bank, this new service merges bespoke wealth management solutions with a wide array of personal & commercial banking products, curated to suit the requirements of the discerning few.

Speaking about the launch, **Mr. Romesh Sobti, Managing Director & CEO, IndusInd Bank** said, "The Bank has served client needs for wealth management as a key priority over the years. The introduction of the 'PIONEER' wealth management platform is a step further in that direction. Through this offering, we are bringing together superior privileges and lifestyle benefits, along with a wide array of curated banking products that suit the requirements of our valued customers. Built on the principles of trust, transparency, simplicity & service, the PIONEER programme has been crafted for the pioneers of today, and aims to restore the lost art of Wealth Management."

**Mr. Sumant Kathpalia, Head – Consumer Banking, IndusInd Bank** said, "At IndusInd Bank, our aim has always been to offer convenience while delivering a superior banking experience to all our customers. The launch of the PIONEER wealth management platform is a true testament of this effort. Flanked by the best-in-class rewards coupled with a sharp focus on convenience, we strongly believe, that this new proposition will cater to the distinct and advanced wealth needs of our HNI client segment. With its wide geographical presence across the country, IndusInd Bank is well poised to take the PIONEER platform that extra mile, which will add significant value to our customer's banking journey."

**Mr. Samir Dewan, Head – Affluent Banking and Client Experience, IndusInd Bank** said, "At IndusInd Bank, it is our constant endeavour to introduce new experiences for our valued customers. It starts from getting the team to re-imagine banking as well as how customers can manage their finances in the most convenient and seamless manner. Given their work and lifestyle choices are not confined to a single market or region, customers often seek wealth solutions that match their requirements. The launch of IndusInd Bank's PIONEER Banking



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platform aims to address this very requirement, while also offering innovative services that provide customers with greater control on their wealth related decisions.”

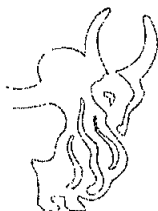
**IndusInd Bank's PIONEER customers are entitled to the following benefits and privileges :**

- **No Charges on Non-Maintenance of Minimum Balance** - With no charges on non-maintenance of minimum balance, customers can enjoy the benefits of their PIONEER accounts without any worries.
- **Benefits that Extend to all family and business Accounts** – Customers can link up to 10 family members & Business Accounts and extend the same benefits to all of them.
- **Complimentary access to PIONEER ‘Lobbies’** – Customers will get a complimentary access to our exclusive PIONEER ‘Lobbies’ that have been explicitly designed to enable them conduct personal as well as bank related meetings - all amid an ambience of quiet comfort.
- **Free Doorstep Banking** - Customers can reap the benefits of our doorstep banking service (up to Rs. 4 Lakh per day) at no additional cost. It can be availed, seamlessly, through the Bank's Mobile Banking App.
- **No Transaction Charges** – Customers can also undertake transactions through the NEFT/RTGS platforms, free of cost. Furthermore, the Bank also ensures that there is no additional charge levied on requests pertaining to cheque books, demand drafts, passbooks, statements, alerts, or TDS certificates.
- **Complimentary PIONEER World Debit Card** – Customers are entitled to a complimentary contactless debit card that offers best-in-class privileges including zero mark-up on cross-currency conversion rates, enhanced spend and withdrawal limits at ATMs within India and abroad, among many others.
- **Holistic Wealth Management Services** – Customers can avail services of dedicated wealth managers as well as a team of investment specialists who will cater to their financial requirements.
- **Lifestyle benefits** – Customers are entitled to a host of lifestyle benefits that include a complimentary membership to EazyDiner Prime, Taj Epicure (select clients), BookMyShow vouchers, invites to curated events and workshops, discounts at Marquee restaurants, premiere hotels, travel packages, pharmacies, spas, salons and more.

To know more about the ‘PIONEER’ Banking wealth management platform, please visit <https://bank.indusind.com/pioneer/home.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 December 31, 2019, IndusInd Bank has 1851 branches/ banking outlets and 2721 ATMs spread across 746 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



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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.

## 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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