

IndusInd Bank

October 17, 2022

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

Madam / Dear Sir,

IndusInd Bank launches #BankOnHappiness festive campaign, to provide bouquet of special offers for its customers

- *Offers in store on - travel, dining and lifestyle among others*

To commemorate the festive season, IndusInd Bank recently launched its offers campaign, **#BankOnHappiness**. The campaign brings to the Bank's customers, a gamut of offers on a wide variety of brands. This basket of benefits comprising of discounts and cashbacks can be availed through usage of the Bank's credit and debit cards. The campaign theme has also been extended to loan products and other business segments of the Bank.

The theme – #BankOnHappiness, brings to life the customer centric approach of the Bank and its perpetual endeavour to engage with its customers. The Festive offers are available across online, offline, national, regional and at hyperlocal merchants covering the widest range of categories including electronics and gadgets, lifestyle, grocery, bill payments, travel, and dining category. The list of marquee brands giving attractive offers include Amazon, Reliance Digital, Vijay Sales, Swiggy, MakeMyTrip, Yatra, Goibibo and BigBasket among others.

Under this proposition of #BankOnHappiness, campaign will not only be limited to the festival season, the Bank plans to keep engaging with its customers throughout the year and therefore enhance its customer engagement quotient.

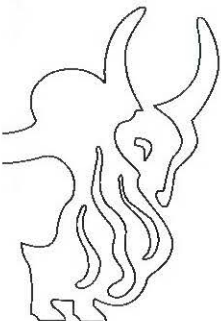
In this connection, our Bank will issue a Press Release today. A copy of the same is enclosed for your kind perusal and record. A copy shall also be uploaded on the Bank's website at www.indusind.com.

Yours faithfully,
For IndusInd Bank Limited

Anand Kumar Das
Deputy Company Secretary

Solitaire Corporate Park Office: IndusInd Bank Limited, Building No. 7, Solitaire Corporate Park, Andheri-Ghatkopar Link Road, Chakala, Andheri (E) Mumbai 400 093, India Tel: (0022) 02026341

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



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Speaking on the launch, Mr. Soumitra Sen, Head – Consumer Banking and Marketing, IndusInd Bank, said, "For us, at IndusInd Bank, the focus on customer centricity has been an integral part of our DNA, and we have constantly leveraged this approach to make banking convenient for our customers. The launch of #BankOnHappiness marketing campaign for all our customers this festive season includes a plethora of offers, discounts and cashback on purchases and spending across leading brands and e-commerce platforms across a wide range of Bank's debit and credit cards. With the festive period having dawned upon us, we are confident that such exciting propositions will add to the customers' celebration, and propel their purchase decisions."

IndusInd Bank shall be extensively promoting the campaign internally, digitally and in the field through a series of communication created for the offers which will include customer e-mailers, employee e-mailers, short videos, digital banners, social media assets, branch collaterals, activation activities etc.

Discounts, offers and cashbacks on IndusInd Bank debit and credit cards across leading merchants are as follows:

Brand	Offer	Offer Link
Big Basket	Get 10% instant discount on a minimum purchase of Rs. 2000 with max discount of Rs.500 with IndusInd Bank Credit Cards	https://www.indusmoments.com/offers/BB0108
Amazon (Utilities)	Recharges, Mobile Prepaid and DTH - Get 10% Instant Discount on minimum transaction of Rs. 199 with max discount of Rs. 50 Bill Payment – Electricity, Water Bill, Mobile postpaid, Landline, LPG/Gas – Get flat Rs. 50 off on minimum transactions of Rs. 500	https://www.indusmoments.com/offers/AMZ0208
MakeMyTrip	Domestic flight - Flat 15% Instant Discount up to Rs. 5000 for Hotels and up to Rs. 1500 on Domestic Flight booking; No min ATV Domestic Hotel - Flat 15% Instant Discount up to Rs. 5,000; No min ATV (Offer applicable on every Saturday)	https://www.indusmoments.com/offers/MTCB
Golbibo	Domestic Flights: Flat 12% Instant Discount up to Rs. 2,000; no min ATV Domestic Hotels : Flat 15% Instant Discount upto Rs. 5,000 on all hotels; no min ATV Upto 20% Instant Discount upto Rs. 5,000 on few hotels; no min ATV International Hotels: Flat 15% Instant Discount upto Rs. 20,000 on select hotels Flat 10% Instant Discount upto Rs. 20,000 for the rest; no min ATV International Flights: Flat 8% Instant Discount upto Rs. 5,000 on minimum transaction of Rs. 10,000 (Offer applicable on every Sunday)	https://www.indusmoments.com/offers/GolbiboCB
Swiggy	Get 20% discount upto Rs.110 on orders above Rs.399 (Offer applicable on Friday, Saturday, Sunday)	https://www.indusmoments.com/offers/SWCB
Reliance Digital	Get 10% discount with IndusInd Bank CC, CC EMI, DC & DC EMI Non EMI: Upto Rs. 1,500 discount off on minimum transaction of Rs. 10,000 EMI: Upto Rs. 2,500 off on minimum transaction of Rs. 10,000	

Vijay Sales	Get 10% discount with IndusInd Bank CC, CC EMI, DC & DC EMI Non EMI: 5% off up to 1500 on minimum amount of Rs. 15000 with IndusInd Bank CC & DC EMI: 5% off up to 2000 on minimum amount of Rs. 15000 with IndusInd Bank CC & DC	https://www.indusmoments.com/offers/VSCB
Yatra	Domestic flight - Flat 16% instant discount up to Rs. 2,000 on min booking value of Rs. 4,000 International flight - Flat 12% up to Rs 10,000 on min booking value of Rs 20,000 Domestic Hotel - Flat 25% up to Rs 3,000 on min booking value of Rs. 4,000 Holidays - Flat 10% up to Rs 10,000 on min booking value of Rs. 20,000 (Offer applicable on every Tuesday & Thursday)	https://www.indusmoments.com/offers/YATR

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, 2022, IndusInd Bank has Branches / Banking Outlet and ATMs spread across 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.

RATINGS

Domestic Ratings:

- 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
- IND A1+ for Short Term Debt Instruments by India Ratings and Research

International Ratings:

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

Visit us at <https://www.indusind.com/>

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

For more information, please contact

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