

IndusInd Bank

June 17, 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 'IndusEasyCredit', a comprehensive digital lending platform


- *Empowers customers to meet their financial requirements from the comfort of their homes*
- *Customers can avail personal loans, credit cards instantly on a single platform in a fully digital manner*

IndusInd Bank today announced the launch of '**IndusEasyCredit**', a comprehensive digital lending platform that enables customers to meet their financial requirements from the comfort of their homes. With this, both existing as well as **non-IndusInd Bank customers** can instantly avail personal loans or credit cards on a single platform in a completely paperless and digital manner.

A first of its kind proposition, 'IndusEasyCredit' offers a fully digital end to end process that leverages the power of India's public digital infrastructure - '**Indiastack**' to offer personal loans and credit cards in a paperless, presence less and cashless manner. The stack leverages more than 35 interfaces to digitally verify KYC and employment information as well as analyse bank statements. It then leverages advanced analytics and machine learning based models to assess eligibility in real time. Post this, the customer can conduct Video KYC and get the loan disbursed into his or her account after executing the agreement digitally; without having to visit a branch or do any lengthy documentation. The stack will also be leveraged by various partners of the Bank.

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) 6641 2887

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 about the new proposition, **Ms. Charu Mathur, Chief Digital Officer & Head-Business Strategy, IndusInd Bank** said, "Over the past few months, we have been constantly working towards creating a comprehensive solution that enables customers with easy access to credit from the comfort and safety of their homes. 'IndusEasyCredit' is a testament to that effort which provides customers with the flexibility to avail a personal loan or a credit card on a single platform, in a completely seamless, paperless, and digital manner. Backed by IndusInd Bank's strong technological prowess, we believe, that this proposition will offer customers a differentiated banking experience."

Existing as well as non-IndusInd Bank customers can avail an instant **personal loan** by following the below mentioned steps:

- Complete e-KYC and provide basic details to check eligibility (**only applicable for non-IndusInd Bank customers**)
- Select the amount from pre-approved loan offer as required. Accept the auto populated interest rate, processing fee and EMI amount
- Complete Video KYC (**only applicable for non-IndusInd Bank customers**)
- Authenticate the request for enabling instant money credit into their account, after digitally signing the agreement
- The money gets transferred to the customer's account instantly on completion of this procedure

In order to avail **credit card**, customers can simply follow the below steps:

- Complete e-KYC and provide basic details to check eligibility (**only applicable for non-IndusInd Bank customers**)
- Customers will get the pre-approved offer
- They can then select the desired IndusInd Bank Credit Card product
- Complete Video KYC (**only applicable for non-IndusInd customers**)
- On completion of Video KYC, the said card is dispatched to customer



Currently, customers can only apply for the 'IndusEasyCredit' facility through the Bank's website. It will also be made available shortly on IndusMobile, the Bank's mobile banking application.

To know more about this facility, click on the following link: <https://induseasycredit.indusind.com/customer/ecp/home>

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 March 31, 2021, IndusInd Bank has 2,015 Branches/ Banking Outlet and 2,872 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.

Domestic Ratings:

- CRISIL AA + for Infrastructure Bonds programme
- CRISIL AA for Additional Tier I Bonds programme
- CRISIL A1+ for certificate of deposit programme / short term FD programme
- IND AA+ for Senior bonds programme by India Ratings and Research
- IND AA for Additional Tier I Bonds programme by India Ratings and Research
- IND A1+ for Short Term Debt Instruments by India Ratings and Research

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

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