

October 10, 2019

**National Stock Exchange of India Limited**  
Exchange Plaza, Plot no. C/1, G Block  
Bandra - Kurla Complex, Bandra (E)  
Mumbai - 400 051  
**NSE Symbol: YESBANK**

**BSE Limited**  
Corporate Relations Department  
P.J. Towers, Dalal Street  
Mumbai - 400 001  
**BSE Scrip Code: 532648**

Dear Sir(s),

**Sub.: Press Release - YES BANK announces appointment of Key leaders to augment Operational Excellence and Brand Building for the Bank**

Please find enclosed herewith a press release on the captioned subject.

Kindly take the same on record.

Thanking you,  
For **YES BANK LIMITED**

  
**Shivanand R. Shettigar**  
Group Company Secretary



Encl: As above

PRESS RELEASE

**YES BANK announces appointment of Key leaders to augment Operational Excellence and Brand Building for the Bank**

- Appoints new **Chief Operating Officer (COO)** to lead Bank wide Operations & Service Delivery
- Appoints new **Chief Marketing Officer (CMO)** to lead overall Marketing and Communication efforts for the Bank

**Mumbai, October 10, 2019:** YES BANK, India's fourth largest private sector Bank announces the appointment of **Anita Pai** as **Chief Operating Officer** and **Jasneet Bachal** as **Chief Marketing Officer of the Bank**.

**Anita Pai** has over 29 years of rich experience in the Banking and Financial Services sector across Retail and Corporate Operations, ATM and Branch Banking service, Customer service and Service Quality. In this critical leadership role, Anita will be responsible for Operations & Service Delivery (OSD) and Information Technology functions of the Bank. She will be responsible for establishing a nimble operations set up, backed with best in class technology platforms to deliver superior customer experience. She will also focus on augmenting systems, controls and processes to ensure a superior operational delivery proposition to all customer segments and would be responsible for operations across the Bank. She will report to the MD & CEO, YES BANK.

Anita joins from ICICI Bank wherein she was designated as Senior General Manager and Head of ATM Business, Branch banking Service and Phone Banking. She has close to 20 years of experience across various functions at the ICICI Group. She has also been associated with ICICI Prudential Life Insurance Company Limited and HDFC Limited.

**Jasneet Bachal** is a seasoned marketing professional with over 20 years of rich experience in strategic marketing and developing solutions for different market segments across banking and media industries. Jasneet Bachal will be responsible for the overall Marketing function and will drive the brand, retail, corporate marketing and corporate communication strategy of the Bank. Jasneet will play a pivotal role in further strengthening the 'YES BANK' brand, built successfully over the last 15 years and will be instrumental in leading marketing efforts in the transformational growth phase of the Bank. She will report to the MD & CEO, YES BANK.

In her last role, Jasneet was the Head of Marketing, Products and e-Insurance at Kotak Life Insurance and was responsible for brand management, customer experience and engagement, product development and management, sales support, online business, corporate communication & CSR. Prior to that, she was with Kotak Mahindra Bank and has been associated with Kotak for over 11 years.



**About YES BANK**

*YES BANK, India's fourth largest private sector bank is a high quality, customer centric and service driven Bank. Since inception in 2004, YES BANK has grown into a 'Full Service Commercial Bank' providing a complete range of products, services and technology driven digital offerings, catering to corporate, MSME & retail customers. YES BANK operates its Investment banking, Merchant banking & Brokerage businesses through YES SECURITIES and its Mutual Fund business through YES Asset Management (India) Limited, both wholly owned subsidiaries of the Bank. Headquartered in Mumbai, it has a pan-India presence across all 28 states and 9 Union Territories in India including an IBU at GIFT City, and a Representative Office in Abu Dhabi.*

*For more information, please visit the Bank's website at <http://www.yesbank.in/>*

For further information, please contact:

**YES BANK**

Swati Singh

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