

December 5, 2016

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Senior General Manager  
Listing Compliance & Legal Regulatory  
**BSE Limited**  
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**BSE Scrip Code: 532648**

Mr. Avinash Kharkar  
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**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**

Dear Sirs,

**Re: Press Release on YES BANK partners with Ola to set up Mobile ATMs in 10 cities**

Please find enclosed the Press Release being issued on the captioned subject which is self explanatory.

Kindly take note of the above.

Thanking you,  
For **YES BANK LIMITED**

  
  
**Shivanand R. Shettigar**  
Company Secretary



*Encl: As above*

PRESS RELEASE

## YES BANK partners with Ola to set up Mobile ATMs in 10 cities

**Mumbai, December 5, 2016:** YES BANK, India's fifth largest private sector Bank, has partnered with Ola, India's most popular mobile app for transportation, to set up Mobile ATMs and enable convenient cash withdrawals for citizens by swiping their Debit Cards (from any bank).

The service will be made available in over 30 locations across 10 cities, including Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Chandigarh, Ahmedabad, Hyderabad and Jaipur. Customers can swipe their Debit Cards to withdraw an amount of up to Rs 2000 per card. This is enabled using PoS Machines available in Ola cabs stationed near YES BANK branches across various locations in these cities.

This partnership is being done with an aim to ease the process of Cash Withdrawals for citizens across the country and provide seamless service to the customers with additional mobile infrastructure powered by Ola.

Speaking about the partnership, **Rajat Mehta, Senior President & Country Head, Brand & Retail Marketing, YES BANK**, said, "Since inception, YES BANK has focused on providing a superior banking experience to its customers. We are happy to partner with Ola to bring cash to the customer within easy reach and provide seamless withdrawal facility using YES BANK PoS machines".

**Raghuvesh Sarup, CMO & Head of Categories, Ola**, added, "This is an important time for banking and mobility to come together and help people. Ola's fleet and technology strengths complement YES BANK's service, and enable convenient cash withdrawals for people. Ola is also accepting various modes of cashless payments on its app."



*Caption : Ola Cabs equipped with YES BANK PoS machines enabled for Cash Withdrawal*

YES BANK remains fully committed to help realize the Government's initiative to propel digital payments in India and move towards a 'less-cash' economy. Earlier, YES BANK had announced waiver of MDR

charges (Merchant Discount Rate) for all Debit Card transactions across RuPay, MasterCard and Visa platforms at all its Merchant locations, including online transactions up to 30<sup>th</sup> December '16. MDR is the fee charged to the merchant by the Bank for providing card acceptance services. The waiver of MDR will facilitate greater acceptance of Debit Cards by the Merchants thereby resulting in greater use of cards by customers as their preferred payment method.

**Ola is among the leaders in India using digital technology to enable convenience for consumers.** With the recent launch of the postpaid service called 'Ola Credit' - a global first in the Industry - riders are allowed to take rides on credit and pay for them later. Ola Credit was introduced at a time when cash conservation was key to citizens. **Ola Money is already amongst the top three digital wallets in India, facilitating one-touch payments and checkouts across a range of use cases like Travel, Food, Entertainment, E-commerce, Bill payments and easy fund transfers to friends and family - all in a secure and hassle-free environment.**

#### **About YES BANK**

*YES BANK, India's fifth largest private sector Bank with a pan India presence across all 29 states and 7 Union Territories of India, headquartered in the Lower Parel Innovation District (LPID) of Mumbai, is the outcome of the professional & entrepreneurial commitment of its Founder Rana Kapoor and its Top Management team, to establish a high quality, customer centric, service driven, private Indian Bank catering to the future businesses of India.*

*YES BANK has adopted international best practices, the highest standards of service quality and operational excellence, and offers comprehensive banking and financial solutions to all its valued customers.*

*YES BANK has a knowledge driven approach to banking, and offers a superior customer experience for its retail, corporate and emerging corporate banking clients. YES BANK is steadily evolving as the Professionals' Bank of India with the long term mission of "Building the Finest Quality Bank of the World in India by 2020".*

#### **About Ola:**

*Founded in Jan 2011 by IIT Bombay alumni Bhavish Aggarwal and Ankit Bhati, Ola (formerly Olacabs), is India's most popular mobile app for personal transportation. Ola integrates city transportation for customers and driver partners onto a mobile technology platform ensuring convenient, transparent and quick service fulfillment. Ola is committed to its mission of building mobility for a billion people. Using the Ola mobile app, users across 102 cities can book from over 4,50,000 vehicles across cabs, auto-rickshaws and taxis. Ola has also introduced a range of shared mobility services on its platform like Ola Shuttle and Ola Share for commute and ride-sharing respectively. The app is available on Windows, Android and iOS platforms. Please visit [www.olacabs.com](http://www.olacabs.com) and <https://www.olacabs.com/media> for more information.*

**For further information, please contact:**

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