



December 18, 2016

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Mumbai - 400 051
NSE Symbol: YESBANK

Dear Sirs,

Re: Press Release on YES BANK partners with Ola to provide Cash-on-Demand at Customer's Doorstep

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 provide Cash-on-Demand at Customer's Doorstep

~ Book an Ola and get cash delivered at your location ~

Mumbai, December 18, 2016: YES BANK, India's fifth largest private sector Bank, has partnered with **Ola**, India's most popular mobile app for transportation, to provide **Cash-on-Demand at Customer's Doorstep**. Customers will be able to use the Ola app to book a cab and opt for 'Cash at their Doorsteps' which will be enabled using PoS Machines powered by YES BANK. The service will be available across 10 cities including **Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Chandigarh, Ahmedabad, Hyderabad and Jaipur**. Users in these cities can request an on-demand cash withdrawal, right at their doorstep, by **clicking on a special "YES BANK" icon that would be visible on the Ola App on 20th December from 11 a.m. to 3 p.m.** Users would be able to request for a cash withdrawal, just like they would request a cab. They will be able to check the availability around them in real-time and track their Ola cab, once the request is placed.

Customers can swipe their Debit Cards to withdraw an amount of up to Rs 2000 per card. This is enabled using PoS Machines powered by YES BANK available in Ola cabs which will drive down to the customer depending on his/her request; placed through the Ola app. Customers do not need to book an Ola ride to avail cash withdrawal services.

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, *"We are glad to be able to take our partnership with Ola to the next level and offer true convenience of Cash-on-Demand to customers at their doorsteps. YES BANK is committed to offering a superior banking experience to its customers by leveraging technology and partnerships, and this one-of-a-kind innovation provides easy withdrawals to customers by leveraging Ola's strengths."*

Raghuvesh Sarup, CMO & Head of Categories, Ola, said, *"This is an important time for banking and mobility to come together at the doorstep. Our large fleet puts us in a unique position and by enabling on-demand cash withdrawals for citizens, we are helping them save the effort of going all the way to a bank. We are proud to help the citizens get access to new currency notes while also supporting the government's endeavour to eradicate black money and fake currency." He further added, "While Ola is constantly working towards strengthening the transportation ecosystem in the city through its smart and sustainable mobility solutions; activities like these help us offer a wholesome experience to our customers. We are looking forward to an overwhelming participation from our customers."*

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 30th 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.



Caption : Ola Cabs equipped with YES BANK PoS machines will deliver cash to Customer's Doorstep

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 and <https://www.olacabs.com/media> for more information.

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