

December 16, 2016

Mr. Khushro A. Bulsara-  
Senior General Manager  
Listing Compliance & Legal Regulatory  
**BSE Limited**  
Corporate Relations Department  
P.J. Towers, Dalal Street  
Mumbai - 400 001  
**BSE Scrip Code: 532648**

Mr. Avinash Kharkar  
AVP - Listing Compliance  
**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 CII - YES BANK Knowledge Report "Tourism Industry in Maharashtra:  
Focus Vidarbha"**

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*

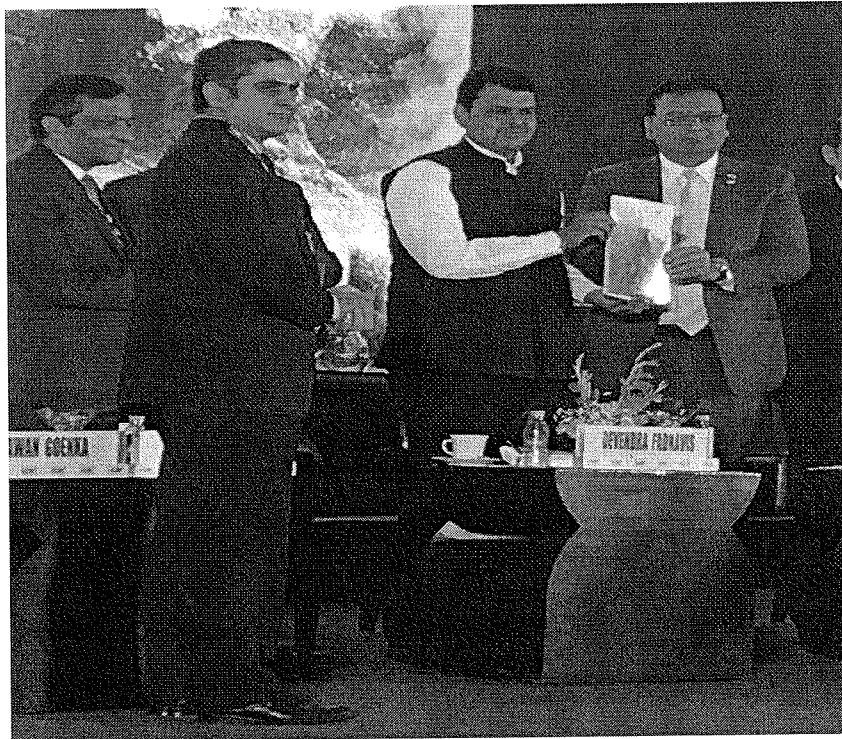
Press Release

**Hon'ble Chief Minister of Maharashtra, Shri Devendra Fadnavis releases CII - YES BANK Knowledge Report "Tourism Industry in Maharashtra: Focus Vidarbha"**

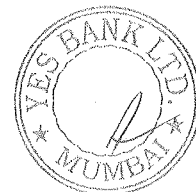
- *The knowledge report was launched at Vidarbha Investor Summit and Expo 2016, organized by the Confederation of Indian Industry (CII) in Nagpur on 15-16 December, 2016*

December 16, 2016, Mumbai: Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra, today launched a CII - YES BANK Knowledge Report titled "Tourism Industry in Maharashtra: Focus Vidarbha" co-authored by YES BANK and CII at the Vidarbha Investor Conference & Expo 2016. Shri Subhash Desai, Hon'ble Industries Minister of Maharashtra, Shri Apurva Chandra, Principal Secretary - Industries, Govt. of Maharashtra and Shri Sudhir Mehta, Chairman - CII Western Region were also present at the launch.

Vidarbha Investment Summit 2016 is an initiative of CII that aims to showcase the potential of the Vidarbha region as an investment hub. The Summit's key objective is to provide a platform for meaningful, business related & result oriented discussions among prospective investors, local entrepreneurs & Government Authorities.



*Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra releasing the CII - YES BANK Knowledge Report on Tourism In Maharashtra: Focus Vidarbha, along with Mr. Nikhil Sahni, Group President, Government Banking and National Head, Branch Banking - YES BANK and Mr. Sudhir Mehta, Chairman, CII Western Region and MD of Pinnacle Industries at Nagpur on Thursday, 15<sup>th</sup> December 2016*





YES Bank, India's fifth largest Private sector Bank, partnered with CII to prepare and release a publication "Tourism Potential In Maharashtra: Focus Vidarbha", showcasing the tourism potential of the State with special focus on the Vidarbha region, highlighting its potential in wildlife tourism, religious tourism linked to Buddhism and several small, unexplored hill stations.

YES Bank believes that this event will help focus attention on entire Vidarbha region which could be showcased as an attractive investment destination. The event will also help highlight the huge potential for tourism in the region thanks to abundant natural & cultural resources which in turn should help attract significant investment in this sector.

#### 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".

To learn more, visit YES BANK's [website](#) and follow them on [LinkedIn](#) and [Twitter](#)

For further information, please contact:

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