

January 11, 2017

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NSE Symbol: YESBANK


Dear Sirs,

PRESS RELEASE: YES BANK 1st organization in India to introduce 'Gamification Round' for hiring at premium B-Schools

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

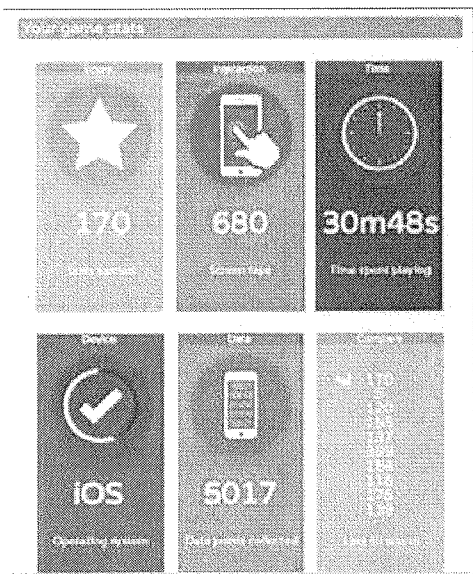
YES BANK 1st organization in India to introduce 'Gamification Round' for hiring at premium B-Schools

Mumbai, January 11, 2017: YES BANK, India's fifth largest private sector bank, has become the first India organization to introduce a game based evaluation round in addition to group discussions and interview during the hiring process at premium B-schools across India.

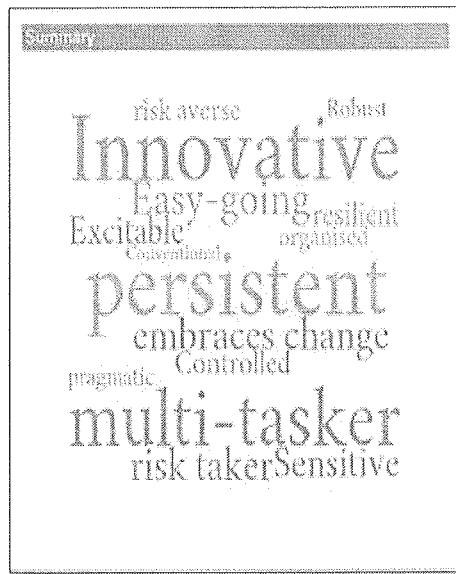
YES BANK's flagship campus initiative called YES Professional Entrepreneurship Program (YPEP) in its 11 year is visiting India's top B-Schools including IIMs, ISB, XLRI, NITIE, SPJIMR and IITs to get onboard the best minds of the country. With the objective of deploying a digitally advanced assessment tool for engaging with the millennial target group of B-School students, YES BANK has partnered with AbleVentures (HR consulting and assessment firm based in Mumbai) and Arctic Shores (UK Based firm specialised in Game Based assessments) to develop a game based app on Android and iOS to assess the core competencies of the applicants.

This highly interactive gamification app helps evaluate the following competencies of candidates that are specially customized in line with the Bank's core ethics:

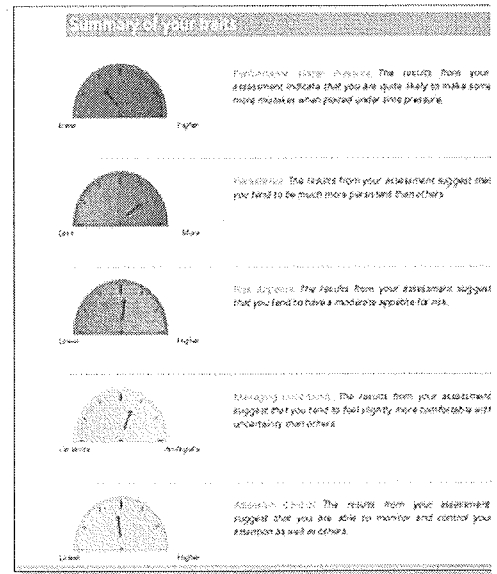
- ✓ Customer Focus
- ✓ Influence & Impact
- ✓ Quality Focus
- ✓ Professional Entrepreneurship
- ✓ Drive for Results
- ✓ YES Personality



App User Interface



User Feedback Report Sample





Tested initially on previous year's Y-PEP hires, this Gen-Next Game-Based Assessment measures exactly how people behave by taking into consideration every single decision the player makes during the game. Over **3,000 data-points** are captured in a **25-minute session** which is **150 times more** than a traditional assessment. Candidates also receive an instant feedback that is easy to interpret and gives them an opportunity to learn something new about themselves. Additionally, the user friendly app interface, creative concept and ease of taking the test were some of the most favoured features reported by the test takers.

Speaking about this game based app **Mr. Deodutta Kurane**, Group President, Human Capital Management at YES BANK said, "We are happy to launch this one-of-its kind Gamification based assessment tool for evaluating candidates during campus hiring. Having experimented with several assessment models and methods over the years, we are confident that this carefully crafted tool, with its higher level of accuracy, will enable YES BANK to acquire the right talent with 21st century competencies and skills to achieve the Bank's Vision 2020. Apart from a delightful interview & assessment experience with YES BANK, the highlight of the tool is that it also offers the candidates a real time customized feedback report".

This year YES BANK has hired more than **80 B-School students** as a part of Y-PEP program from XLRI, ISB, IIML, IIMS, IIMI, IIM Ranchi, IIM Rohtak, MDI, IIFT, NMIMS, NITIE, SCMHRD, SIBM, SPJIMR, IIM U, NIBM and IIM Nagpur. In the coming weeks YES BANK will be visiting IIMA, IIMB, IIMC and JBIMS for campus recruitment targeting 100+ total recruits.

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".

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