

February 14, 2017

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Senior General Manager
Listing Compliance & Legal Regulatory
BSE Limited
Corporate Relations Department
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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,
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Mumbai - 400 051
NSE Symbol: YESBANK


Dear Sirs,

PRESS RELEASE: YES BANK Ramps up its Debit Card Product Suite

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 B. Shettigar
Company Secretary

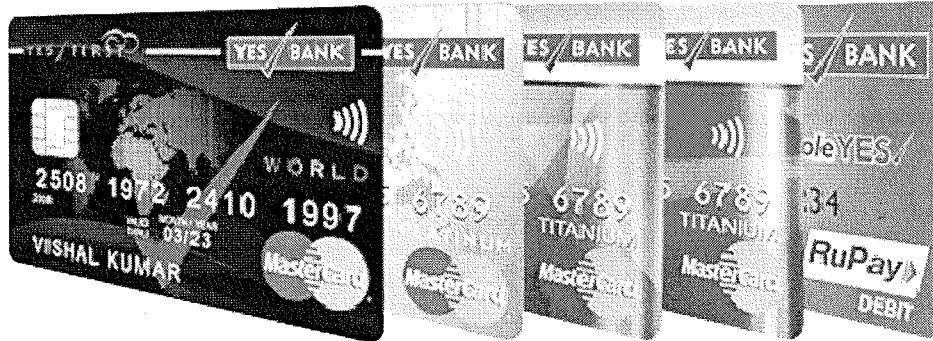


Encl: As above

YES BANK RAMPS UP ITS DEBIT CARD PRODUCT SUITE

Significant overhaul to boost the Digitized Banking Product Portfolio and enable Contactless Payments

- ✓ Comprehensive range of NFC enabled cards for contactless payments
- ✓ Best-in-class Rewards and Benefits Program



Mumbai, February 14, 2017: YES BANK, India's fifth largest private sector bank, has ramped up its existing portfolio of Debit Cards with the launch of new Debit Card variants. The highlight of this ramp up is the introduction of NFC (Near Field Communication) technology across card variants to enable Contactless Payments. The Bank has also strengthened its focus on RuPay Cards, and has introduced two cards on this platform offering superior features and benefits.

Segmented across its flagship customer segments YES Prosperity and YES FIRST, these Cards have been carefully customized and designed around the specific needs of debit card customers. The bank will issue these cards to all new customers, and also focus on offering these to its existing Debit Card customers. With these Debit cards offering unique benefits, customers can now choose a Debit Card tailored as per their requirement.

YES BANK Debit Cards now bring in unique benefits like:

- Reward Points on all spends
- NFC enabled Cards for contactless payments
- Quick and secure management of the Card spend features with YES InControl powered by MasterCard, which allows users to set customized limits on their Debit Cards across locations, and categories.
- Discounts on BookMyShow
- Enhanced daily withdrawal limits
- High insurance cover
- Airport Lounge access
- Range of offers across Dining, Travel, Shopping and more

The list of features and benefits also include Fuel Surcharge waiver, a dedicated reward redemption portal amongst others.

Speaking about the launch, **Mr. Pralay Modal, Senior Group President- Retail and Business Banking, YES BANK Ltd** said, "The ramp up of the YES BANK Debit Cards portfolio is a significant step towards us offering our customers, the power to choose a Debit Card that best suits their requirements. These cards have been designed to offer truly superior features and benefits to our valued customers. This launch will augment our efforts towards encouraging our customers to conveniently move to a less cash economy."

The YES Prosperity Debit Card range comprises of YES Prosperity Titanium, Titanium Plus, Platinum and Rupay Platinum Debit Cards, whereas the YES FIRST range includes the YES FIRST WORLD Debit Card.

YES BANK remains committed to supporting the Government's vision of a 'less-cash' economy and has introduced a comprehensive suite of Digital Banking products offering customers the convenience of seamless payments across multiple touch points.

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".

For further information, please contact:

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