

# IndusInd Bank

April 4, 2018

**The Asst. Vice President  
Listing Department  
National Stock Exchange of India Ltd.**  
Exchange Plaza, 5<sup>th</sup> Floor  
Plot No.C/1, G Block  
Bandra-Kurla Complex  
Bandra (East),  
Mumbai – 400 051

**The Deputy General Manager  
Corporate Relationship Dept.**  
**BSE Ltd.**  
1<sup>st</sup> Floor, New Trading Ring  
Rotunda Building, P. J. Towers  
Dalal Street, Fort  
Mumbai – 400 001

**NSE Symbol: INDUSINDBK**

**BSE Scrip Code: 532187**

Madam / Dear Sir,

**IndusInd Bank launches the Girl Power Programme - another empowering initiative under IndusInd For Sports.**

This is to inform that in connection with the captioned subject, our Bank will issue a Press Release, today. A copy of the same is enclosed herewith.

This disclosure is made pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We request you to take the same on record.

Thanking you,

Yours faithfully,  
**For IndusInd Bank Limited**

*Ataete*

f **Haresh Gajwani**  
**Company Secretary**

Encl: a/a



# IndusInd Bank

## IndusInd Bank launches the Girl Power Programme - another empowering initiative under IndusInd For Sports

**Mumbai, April 4, 2018, Tuesday:** IndusInd Bank in association with the **JSW Foundation** launched the 'IndusInd Bank Girl Power Programme' to support junior as well as established girl athletes. This power-packed programme supports girl athletes from various parts of the country and in different individual sports disciplines, so as to enable them to compete on a global stage.

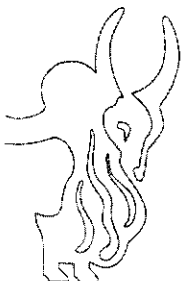
The programme has been set-up to not just to groom world-class athletes, but to also provide a holistic development for them. The IndusInd Bank Girl Power Programme will support over 60 female athletes across 6 disciplines of boxing, judo, wrestling among others. Apart from skill set training, the programme also covers their overall development. These girls are provided with a tailor-made school education programme and a sense of 'home' under the institute's foster care programme. This way, the young girls can enjoy the warmth of home, the guidance of experts and also excel at academics. The 'IndusInd Bank Girl Power Programme' aims to support gender inclusiveness in sports.

With 60 female athletes already inducted in the first year, this programme is set to be the pioneer in female athlete development programme in India. IndusInd for Sports is collaborating with the **JSW Foundation**, towards providing all-round nurturing by developing talent at a young age through high-quality coaching, holistic strength & conditioning programme, and strengthening it with a tailor-made education curriculum to balance sport and academics.

Speaking at the occasion, Sanjeev Anand, Country Head - Commercial Banking and in-charge of Sports Vertical, IndusInd Bank said, "Sports offer unique insights about dealing with challenges and learning from uncertainty. Sports make us get out of our comfort zones and provide us with rich lessons which we can adopt in our professional and personal lives. Sports and athletic training encourage and enhance the over-all edifice of one's character. With this initiative, we want to support these young athletes and groom them so that they can grow and perform to the highest level of their potential and bring glory for themselves and for the country."

Mustafa Ghouse, CEO JSW Sports said, "We are glad to be associated with IndusInd Bank, an organisation who shares a similar vision for the Indian athlete as us at JSW Sports. The program entails developing women athletes in an integrated manner. It aims to empower them with a platform and the strength to achieve their goals. More importantly, we want to shape not just their career, but life beyond it too."

This initiative is a part of the 'IndusInd for Sports' vertical which was started two years back with the vision to use sports as a unifying idea across various stakeholders. The various initiatives of the Bank have touched the lives of employees as well as customers. The Bank



# IndusInd Bank

has also focused on using sports for inclusiveness by supporting differently-abled athletes via the 'IndusInd Bank Para Champions Programme' and the 'World Champions Programme - Cricket for the Blind'.

## About IndusInd Bank

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on December 31, 2017, IndusInd Bank has 1320 branches, and 2162 ATMs spread across 702 geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi. The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and major commodity exchanges in the country, including MCX, NCDEX, and NMCE. IndusInd Bank on April 1, 2013 was included in the NIFTY 50 benchmark index. In the recently released Kantar Millward Brown's BRANDZ Top 50 most valuable Indian Brands 2017 report, IndusInd Bank has retained its 12th position and has been ranked No.6 amongst banks as per the Top 50 Indian Brands.

## Ratings:

- CRISIL AA + for Infra Bonds program
- CRISIL AA for Additional Tier I Bonds program
- CRISIL A1+ for certificate of deposit program
- IND AA+ for Senior bonds program by India Ratings and Research
- IND AA for Additional Tier I Bonds program by India Ratings and Research
- IND A1+ for Short Term Debt Instruments by India Ratings and Research

Visit us at [www.indusind.com](http://www.indusind.com)

Twitter- [@MyIndusIndBank](https://twitter.com/MyIndusIndBank)

Facebook - <https://www.facebook.com/OfficialIndusIndBankPage/>

**For more details on this release, please contact:**

**Anu Raj**  
IndusInd Bank Ltd.  
[mktg@indusind.com](mailto:mktg@indusind.com)

**Neha Rao**  
Adfactors PR Pvt. Ltd.  
[neha.rao@adfactorspr.com](mailto:neha.rao@adfactorspr.com)  
+91 9819073603

