

ICICI Bank Private Banking Masters 2007-08 Finals and CEO Cup

The ICICI Bank Private Banking Masters 2007-08 Finals held at the DLF Golf Course in Gurgaon on Saturday February 9, 2008, came to a thrilling end. A first this year - the CEO Cup, was organized exclusively for CEOs & Managing Directors of eminent organisations in India.

With increasing levels of competition, corporates are always on a run to create a 'differentiating factor' for their product and services. Continuing with its legacy to provide its customers more than what is promised, and at the same time creating an atmosphere of experiential banking for them, ICICI Bank has successfully finished the third season of ICICI Bank Private Banking Golf Masters. The tournament is India's largest invitational corporate amateur golf tour and has traveled across 14 different cities, with over 1000 keen golfers participating in it. Two winners from each city then competed in the grand finale on Saturday.

A select group of 47 CEOs and Heads of Organisations competed with each other for the CEO Cup. They were joined by Mr. N. Vaghul, Chairman, ICICI Bank, Mr. V. Vaidyanathan, Executive Director, ICICI Bank and other Senior Representatives from the Bank. The winner of the CEO Cup in the Gross Category was Mr. Keshav Mishra, Head- Real Estate, Baring Private Equity (26 points) and Mr. Rajesh Bakshi, MD & CEO, Netlink Business Systems (38 points) was adjudged the winner in the Nett category. Mr. Rajesh Bakshi will accompany our Brand Ambassador for our event, Mr. Shiv Kapur, to play at the famed Pro-Am of British Masters.

N. Vaghul, Chairman, ICICI Bank, and a keen golfer himself, was present on the occasion and said "It was a great experience to play along with such talented players. It is heartening to note that our Golf Tour has got some overwhelming response. In the game of golf, the right equipment, strategy, skills, keeping your head down and the ability to read course conditions ultimately lead to success. This is similar to Private Banking where the credibility of the advisor, quality of advice, expertise to analyse market conditions delivered through the right product mix leads to long term achievement of financial goals."

Mr. V. Vaidyanathan, Executive Director, ICICI Bank said "We received an overwhelming response to ICICI Bank Private Banking Masters, India's largest invitational corporate amateur Golf tournament. Our endeavor is not just provide the high quality private banking, but create an experience through these events that customers will remember for a long time. "

Another highlight of the afternoon was a scintillating performance by Jeremy Dale - a British Trick Shot artist and free style golfer, who made his India debut performance at the ICICI Bank Private Banking Masters 07-08 Grand Finale. His over 45 minutes of performance enthralled the audience & captivated them with great golfing tricks.

In the Gross Winner Category, Mr. Darshan Veeraraghwan from Chennai (31 points) won the tournament, followed by Mr. Raj Dutta from Pune (25 points) and Mr. Mr. Gaurav Ghosh from Kolkatta (24 points) as the 1st Runner – up and 2nd Runner – up respectively.

In the Net Winner Category, Mr. Charandeep Singh from Chandigarh (33 points) was the winner, followed by Mr. Soumya Dutta from Delhi (29 points) and Mr. Balachandar VS from Coimbatore (27 points) as the 1st Runner-up and 2nd Runner-up respectively.

The 14 cities where the tournament was conducted are Mumbai, Chennai, Delhi, Srinagar, Pune, Belgaum, Lucknow, Hyderabad, Chandigarh, Trivandrum, Jamshedpur, Coimbatore, Bangalore and Kolkatta.. The interest generated by the tournament in cities has been tremendous and the participation from the young players has exceeded expectations.

About ICICI Bank:

ICICI Bank (NYSE:IBN) is India's second largest bank and largest private sector bank with assets of Rs. 3,76,700 crores as on December 31, 2007. ICICI Bank provides a broad spectrum of financial services to individuals and companies. This includes mortgages, car and personal loans, credit and debit cards, corporate and agricultural finance. The Bank services a growing customer base through a multi-channel access network which includes 955 branches and extension counters, 3705 ATMs, call centres and Internet banking (www.icicibank.com).

Except for the historical information contained herein, statements in this release, which contain words or phrases such as 'will', 'would', etc., and similar expressions or variations of such expressions may constitute 'forward-looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to obtain statutory and regulatory approvals and to successfully implement our strategy, future levels of non-performing loans, our growth and expansion in business, the adequacy of our allowance for credit losses, technological implementation and changes, the actual growth in demand for banking products and services, investment income, cash flow projections, our exposure to market risks as well as other risks detailed in the reports filed by us with the United States Securities and Exchange Commission. ICICI Bank undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

For Press Queries:

ICICI Bank: Charudatta Deshpande, Head – Corporate Communications,
Tel: 022-26538208, Fax: 022 –26531116
e-mail: charudatta.deshpande@icicibank.com