

**Press Release  
For Immediate Distribution**

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## **ICICI Bank partners with CyberMedia to launch SME CEOs Knowledge Series ~Empowering the SMEs in 26 cities across India~**

**New Delhi:** ICICI Bank, India's second largest bank, has partnered with CyberMedia, Asia's largest specialty media house, to launch an innovative nation-wide program to equip the Small and Medium Enterprises with skills and knowledge relevant to their sector.

The program aims to empower the CEOs of various SMEs by providing a platform for knowledge sharing and joint learning. The forum will cover identified industrial clusters in 26 different cities, offering an opportunity for the CEOs to interact with the experts in various fields viz. human resources, taxation, marketing, finance and entrepreneurship. The experts include practicing Professors from IIM Calcutta, Taxation experts from advisory firm Deloitte and also Bankers from ICICI Bank.

The first half of the program is titled 'Financial clinic'. It is a first of its kind customised session where experts will give advice on how to raise capital for each stage of a business providing entrepreneurs with information on the financial procedures like debt financing, private equity, M&A, Forex Advice and other risk management products. In the second half there will be a one-on-one mentoring session with the experts, where each entrepreneur will get enough time to interact and discuss their issues and concerns with the mentors.

The mentoring session will be followed by a panel discussion, where the panel in addition to the experts will also include local successful entrepreneurs from the concerned clusters. Thus, the initiative will be a complete package to empower, educate and equip the entrepreneurs for the emerging opportunities and growing competition.

Present at the occasion, Mr. Vijay Chandok, Senior General Manager & Global Head SME, ICICI Bank, said, "The SME CEO Knowledge series is yet another initiative towards our desire to create a vibrant ecosystem for the SMEs. This will also enable us to cater to the entrepreneurs at the root level with specific knowledge and guidance thereby strengthening the industry as a whole."

Stating that the present day Knowledge Economy demands knowledge-intensive enterprises which alone can survive in the ongoing process of globalization and international competition. Mr. Pradeep Gupta, Chairman, CyberMedia said, "Our entrepreneurs have a great hunger for growth. The zeal shown by ICICI Bank, IIM Calcutta and Deloitte, to share their knowledge at this forum is overwhelming. SME CEO Knowledge Series will prepare these entrepreneurs for a growth momentum that will propel them into the next stage of growth."

ICICI Bank has initiated several programs like the SME Dialogue, Emerging India Awards and SME

Toolkit to help SMEs interact and transact among themselves as also with large corporations. This new initiative aims to provide a complete ecosystem to the SMEs to scale up to the next level of growth.

### **About ICICI Bank**

ICICI Bank (NYSE:IBN) is India's second largest bank and largest private sector bank with over 50 years presence in financial services and with assets of over Rs. 3,767.00 billion (USD 96 billion) as on December 31, 2007. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialised subsidiaries in the areas of investment banking, life and non-life insurance, private equity and asset management. ICICI Bank is a leading player in the retail banking market and services its large customer base through a network of over 955 branches (including extension counters), 3,705 ATMs, call centres and internet banking ([www.icicibank.com](http://www.icicibank.com)) to ensure that customers have access to its services at all times.

### **About Cybermedia**

CyberMedia, now in its 25th year, is South Asia's first and largest specialty media house, with fifteen publications (including Dataquest, PCQuest, Voice&Data, BioSpectrum, Living Digital, Global Services and DARE) in the infotech, telecom, consumer electronics, biotech and entrepreneurship areas, and is a media value chain including Internet ([www.ciol.com](http://www.ciol.com)), events and television. The group's media services include market research (IDC India), job board (CyberMedia tech jobs portal), content management, multimedia, and media education. CyberMedia also publishes BioSpectrum Asia from Singapore and Global Services from the U.S.A., the first Indian magazine titles to be published from outside the country for a global audience.

For more details, please log on to [www.icicibank.com](http://www.icicibank.com) or [www.cybermedia.co.in](http://www.cybermedia.co.in)

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