

**Press Release
For Immediate Publication****September 02, 2008****Mobilizing talent for the financial sector**
ICICI Bank unveils the book "Banking Principles & Operations "

Mumbai: ICICI Bank today unveiled the book on "Banking Principles & Operations ", authored by Mr. M. N. Gopinath, Director on the board of Bank of India. The book was unveiled by Mr. K.V.Kamath, Managing Director & CEO, ICICI Bank .The book focuses on the various aspects of banking and prepares the student for a career in banking.

According to Mr. M.N. Gopinath, Director on the board of Bank of India, "The book seeks to bridge the gap between knowing and doing. It emphasizes on the operational and customer service aspects .The objective, is to prepare the student for a career in banking and to assist in nurturing a productive employee with minimum training intervention. "

ICICI Bank has been a pioneer in partnering with the academia across the country, to create a whirlpool of talent in the financial sector.

Mr. K.V.Kamath, Managing Director & CEO, ICICI Bank, said "Paradoxically, despite our large and expanding talent pool of human capital, the challenge that corporates face today is the low availability of manpower with relevant skill sets for the jobs at hand. We need to equip our young people with skills relevant to this new economic reality, by providing vocational training, by expanding the availability of higher education and through curriculum change. Only then can India's demographic advantage be truly realized."

Today the banking sector engages a workforce of 9 lakh persons and is estimated to go upto 15 lakh by 2012. To meet the increasing need of trained manpower, ICICI Bank has taken various initiatives and established the Institute of Finance, Banking and Insurance (IFBI) in association with NIIT, ICICI Bank Manipal Academy (IMA).It has pioneered a partnership with 111 universities and colleges, across the country to offer vocationalize education, a Faculty Development Program (FDP) which has covered over 265 faculty from 78 colleges. The curriculum which has been devised comprises of 300 hours of learning that covers the basics of banking, retail credit, customer service and business etiquette amongst others. ICICI Bank has its own learning centres and offers over 300 e learning courses.

About ICICI Bank:

ICICI Bank Ltd (NYSE:IBN) is India's largest private sector bank and the second largest bank in the country with consolidated total assets of about \$113 billion as of June 30, 2008. ICICI Bank's subsidiaries include India's leading private sector insurance companies and among its largest securities brokerage firms, mutual funds and private equity firms. ICICI Bank's presence currently spans 19 countries, including India.

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.

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