

**Press Release
For Immediate Release****October 06, 2010**

ICICI Bank launches website in Hindi

Jaipur: ICICI Bank, India's largest private sector bank, today announced the launch of a Hindi website, to offer convenience and a wider reach to its customers. ICICI Bank's website is amongst the top 10 most visited banking and financial websites in the world. With wider internet connectivity an increasing population can now access the website to suit their banking requirements.

Ms. Chanda Kochhar, Managing Director & CEO, ICICI Bank Ltd said, "Our Bank is synonymous with growth and innovation focused on customers requirements. We have launched the Hindi version of the personal banking pages on our website to offer our customers with the power to use technology for convenient banking".

The ICICI Bank website (www.icicibank.com) offers a virtual branch which allows customers to conduct their entire range of banking services online, and anywhere, anytime banking. Customers can now access their bank, credit card, loans and demat accounts; transfer money, pay bills, open fixed deposits, place a request for different types of services at their convenience.

About ICICI Bank: ICICI Bank Limited (NYSE:IBN) is India's largest private sector bank and the second largest bank in the country, with consolidated total assets of over \$100 billion at June 30, 2010. 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 global presence currently spans across 18 countries.

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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