

**PRESS RELEASE**

For Immediate Dissemination

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**ICICI Bank wins the Asian Banker Award for Excellence in SME Banking 2009**

**Mumbai:** ICICI Bank, the largest private sector bank in India, has been awarded the Best SME Banking Award for the year 2009 at the Ninth Asian Banker Excellence in Retail Financial Services Awards Programme.

ICICI Bank emerged as the winner amidst over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions, which were evaluated as part of the Excellence in Retail Financial Services Programme by The Asian Banker.

ICICI Bank has been a pioneer in servicing SME customers not only for their lending needs but also through transaction banking services, cash management services, trade services, etc. ICICI Bank has effectively segmented its SME customers according to clusters, which enables the bank to customise its service approach and manage risk. The Bank also encourages the spirit of entrepreneurship by recognising & honoring the outstanding SMEs through Emerging India Awards every year. ICICI Bank has various other SME centric initiatives such as SME CEO Knowledge Series and the SME Tool Kit to address the knowledge gap and provide the much required business advisory services to the SMEs to enhance their competitiveness in the globalising economy.

According to Mrs. Chanda Kochhar, MD & CEO, ICICI Bank said, "ICICI Bank has built a sustainable and profitable business proposition in the SME business. We follow a cluster approach on the lending side which helps us get a better understanding of the sectors and develop credit proxies to evaluate their business. We see this award as a recognition of our efforts in the SME space. We would like to take this opportunity to thank our, close to seven hundred thousand SME customers who have placed their trust and support in banking with us."

"ICICI Bank stood out by excelling in the segmentation of portfolio and innovative approaches in its operations, showing strong leadership in the SME banking market in 2009," said Mr. Chris Kapfer, head of the Excellence in Retail Financial Services Programme at The Asian Banker.

**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 US\$ 103 billion as of December 31, 2009. 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*



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*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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