

**Press Release  
For Immediate Release****January 18, 2011****ICICI Bank offers cash withdrawal at POS terminals  
Becomes First Bank to offer this facility**

**Mumbai:** ICICI Bank Ltd, India's largest private sector Bank, today announced the launch of Cash withdrawal at Point of Sale (POS) terminals. With this ICICI Bank has become the first bank in the country to enable its customers to withdraw cash at POS terminals at merchant establishments using their debit cards. The new facility will further enhance customer convenience and ease of transaction in case of cash withdrawals.

This facility will be available for all ICICI Bank debit cards issued in India and these debit cardholders can withdraw maximum of Rs 1000/- per day as per Reserve Bank of India guidelines. Cash can be withdrawn with and without associated purchase transaction at an approved and enabled merchant establishment with POS terminals.

Ms. Chanda Kochhar, Managing Director and CEO, ICICI Bank, said, "ICICI Bank continues to be at the forefront of offering new functionalities and convenience to customers by leveraging technology. The launch of cash withdrawals at POS terminals will create a new mode of access to financial services, which not only enhances customer service but can also be leveraged for financial inclusion."

Currently cash withdrawal using a plastic card is available only at ATMs, however this is a step forward to increase the number of outlets for currency dispensation to enhance customer experience. The ability to offer cash is likely to be attractive to merchants as it means they can reduce the risk and cost associated with managing cash.

This service is been offered by ICICI Bank along with its acquiring partner, ICICI Merchant Services Limited (IMSL), which recently became the first acquirer in India to enable merchants to accept Maestro debit cards online.

**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 \$115 billion at September 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 18 countries.



**ICICI Bank Limited**  
ICICI Bank Towers  
Bandra-Kurla Complex  
Bandra (E) Mumbai-400051.

---

*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 any Press Queries:**

Mr Charudatta Deshpande,  
Head, Corporate Communications,  
ICICI Bank Ltd  
Bandra Kurla Complex, Bandra (East),  
Mumbai 400 051  
**Email:** [charudatta.deshpande@icicibank.com](mailto:charudatta.deshpande@icicibank.com)