

**Press Release  
For Immediate Release**

**August 12, 2013**

### **ICICI Bank launches 42 Gramin branches in Tamilnadu**

- **Branches in unbanked villages offer a wide gamut of banking services**
- **Open six days a week**
- **Bank will service its customers through a network of more than 127 rural branches in the state**

**Chennai:** ICICI Bank Limited, India's largest private sector bank, today announced the launch of 42 new Gramin branches in Tamilnadu, as part of its financial inclusion plan that aims at providing banking services in unbanked villages.

All these branches have been opened in small villages, which were so far devoid of any banking facility.

These Gramin branches are spread across 12 districts of the state. They are located at Kamanaickanpalayam , Vavipalayam, Savakattupalayam and Pethanaickenpalayam in Tiruppur district; Pazhaya Jeyamkondam and Sindhalvadi in Karur district; Aniyapuram in Namakkal district; Unniyur, Kannivadagupatty and Thenur in Trichy district; Kodikullam and Thiruvudagam in Madurai district; Uppur, Solandhur, Pandiyur, Ariyanendal, Natham, Kangirangudi, Therpogi and Athiyuthu in Ramanathapuram district; Pudukooraipetta, Sembalukuruchi, Chokkankollai and Budavarayanpettai in Cuddalore district; Kaniyapuram and Kanavaipatti in Dindugul district; Anaimelagaram in Nagapattinam district; Melchengam, Pakkiralpalayam, Polur, Boothamangalam, Kolakaravadi, Pattiyandal and Vadakarimbalur in Tiruvannamalai district; Sirupuliyur, Arasavanangadu and Vadakandam in Tiruvarur district; Agalur, Keelathalanur, Melolakkur, Vengur and Vikravandi in Villupuram district.

With these launches, ICICI Bank has opened over 127 rural branches in Tamilnadu. The addition of these new branches has increased the network of ICICI Bank in Tamilnadu to more than 363 branches.

Sridhar Ranganathan - Head (Rural & Inclusive Banking Group, Tamilnadu) of ICICI Bank said, "ICICI Bank recognises and accords great importance to rural and inclusive growth. It is our constant endeavour to provide the entire gamut of financial services in rural and remote areas, which include credit, savings, investments and insurance products. In line with this approach, we have launched 42 Gramin branches, which will provide all basic banking services in unbanked villages, which is a key part of our financial inclusion strategy."

These Gramin branches will offer all the basic banking services such as:

- Farmer Finance through Kisan Credit Card (KCC) and Agri-term Loan (ATL) for the cultivation and development of agricultural land.
- Rural Business Credit (RBC) to meet working capital and term loan requirements of business entities in rural and semi- urban areas.
- Overdraft (OD) against fixed deposits (FD) under the Bank's Kisan Kalpvriksh scheme for rural customers.
- Various basic savings accounts to the customers based on their profile and requirements.

As part of its financial inclusion initiative, ICICI Bank along with RBI had jointly organised "financial literacy programmes" in four locations of Ramanathapuram district. In Uppur and Solandhur, RBI officials had addressed the villagers and educated them on banking and finance. Similarly a programme was organized for Self Help Groups (SHG) where 300 SHG members participated. ICICI Bank has funded over 1.50 lakh women members under the Self Help Group programme.

In addition, the Bank provides Electronic Benefit Transfer to facilitate pension payments under the 'One District – One Bank' model and NREGA across various districts in Tamilnadu. The Bank has also launched outlets for facilitating domestic migrant remittances in the state.

ICICI Bank has 3,350 branches and over 10,900 ATMs spread across the country. The Bank services its large customer base through a multi-channel delivery network of branches, ATMs, call center and internet banking ([www.icicibank.com](http://www.icicibank.com)).

**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 \$ 124 billion at March 31, 2013. 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.

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