

**Press Release
For Immediate Release****November 22, 2013****ICICI Bank Privilege Moments recognized by the Limca Book of Records**

- Highest ever participation in an online photography contest by existing customers of any organization in India
- Creates record with 17,705 registrations, 33,171 photographs, and over 300,000 votes

Mumbai: ICICI Bank Limited, India's largest private sector bank, has been felicitated by the Limca Book of Records for receiving highest ever participation in an online photography contest by customers of any organization in India.

The Bank's "Privilege Moments" campaign, an online photography contest for its Privilege Banking customers, received an overwhelming response in the form of 17,705 registrations, 33,171 photographs, and over 300,000 votes.

Speaking on the achievement, Rajiv Sabharwal, Executive Director, ICICI Bank said: "Customer engagement has always been the primary focus of ICICI Bank. Contests and programmes like 'Privilege Moments' campaign help us connect with our customers. They also allow us to transform a mere transactional relationship to a much deeper bond. The response to this campaign has been encouraging. It inspires us to launch many such innovative programmes for our customers."

VVR Murty, Marketing Manager, Limca Book of Records said: "This record is unique as it is not a participation of the employees, but is a result of participation of existing customers of the Bank. This initiative has led to the establishment of a new record category for online photography contest - which is a first for any Indian organization"

ICICI Bank created a special portal www.privilegemoments.com, for customers to upload, view, share and solicit votes for their entries. The customers sent entries for five categories: people, landscape, wildlife, flower & trees, and abstract. The customers also had the option of uploading pictures through their e-locker, a unique online document storage facility offered by the Bank to its Privilege Banking Customers.

ICICI Bank announced winners under two categories: Jury's Choice and Viewer's Choice. A panel of eminent professional photographers selected the winners in the 'Jury's Choice' category. The 'Viewer's Choice' were chosen on the basis on the votes a photograph garnered.

The winners were chosen across the country. Top three national winners have been awarded a free trip to Dubai courtesy Air Arabia and Air Arabia Holidays. All National qualifiers, including the winners also received Micromax tablets, Sony digital photo frames and subscriptions to Asian Photography and Imaging magazine. Over 300 winners and runner-ups from across the country have also won Club Mahindra holiday vouchers. In addition, there were assured discount vouchers from Basics Life, Myflowertree.com<<http://Myflowertree.com>>, Surat Diamonds, Thomas Cook and Star CJ.com<<http://starcj.com>>

ICICI Bank's Privilege Banking offers products and services designed to meet all banking and financial needs of affluent customers. A valued Privilege Banking customer enjoys dedicated service area, priority service and special privileges that make the banking experience very convenient.

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 US \$ 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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