

**Press Release  
For Immediate Release**

**September 10, 2014**

**ICICI Bank presents 'Cardless Cash Withdrawal'**

- **Withdraw cash without a card from ICICI Bank ATMs**
- **Instant registration to transfer money within India to anyone with a mobile number**

**Mumbai:** ICICI Bank, India's largest private sector bank, presents 'Cardless Cash Withdrawal', a service that allows its customers to transfer money from their account to anyone in India with a mobile number. The recipient can withdraw money round the clock without using a debit card from over 10,000 ATMs of ICICI Bank across the country. He can do this even without having a bank account of any bank.

Commenting on the launch of the service, **Mr. Rajiv Sabharwal, Executive Director, ICICI Bank said:** "We foresee tremendous growth potential in the usage of electronic payments in our country. 'Cardless Cash Withdrawal' provides an added facility in an array of electronic payment options that ICICI Bank offers to its customers. This innovative service will further empower our customers as well as their families and friends by giving access to instant money even without having a bank account or a debit card."

The 'Cardless Cash Withdrawal' facility can be initiated by any ICICI Bank savings account customer (sender) by logging into internet banking at [www.icicibank.com](http://www.icicibank.com). The sender first needs to register the recipient's name, mobile number and address. The sender will get a four digit verification code while the recipient a six digit reference code, over SMS. The recipient can withdraw cash from almost all ICICI Bank ATMs by entering mobile number, cash amount along with the verification and reference code, within two days of the transaction. This service can also be used by the Bank's account holders to withdraw cash from their own accounts without using a debit card.

More information on the service can be availed on [http://www.icicibank.com/Cardless Cash Withdrawal](http://www.icicibank.com/Cardless_Cash-Withdrawal).

This initiative underscores the Bank's ongoing strategy to leverage on technology to enhance customer experience across banking channels. The Bank has recently launched a slew of innovative services such as 24x7 Touch Banking branches, Tab Banking, 'Pockets by ICICI Bank' - world's most comprehensive banking application on Facebook; and a redesigned website that offers a seamless experience across devices such as desktops, mobiles and tablets alongwith option to receive location specific information and offers, view their friends' activities, share their opinions on social media and take part in interactive banking games. The Bank also recently upgraded its internet banking platform that provides customized & personalized views, superior user interface & navigation, advanced security and simplified transaction process to its customers.



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

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The Bank services its large customer base through a multi-channel delivery network of 3763 branches, the largest among private sector banks in the country; 11447 ATMs, call center, internet banking ([www.icicibank.com](http://www.icicibank.com)), mobile banking and Facebook banking an on June 30, 2014.

For news and updates about ICICI Bank, visit [www.icicibank.com](http://www.icicibank.com) and follow us on [www.twitter.com/ICICIBank](https://www.twitter.com/ICICIBank).

**About ICICI Bank Ltd:** ICICI Bank Limited (NYSE:IBN) is India's largest private sector bank with consolidated total assets of US\$ 124.5 billion at June 30, 2014. 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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**For Press Queries:**

Sujit Ganguli  
Senior General Manager & Head - Corporate Communications and Brand Group  
ICICI Bank Ltd,  
Mumbai – 400051  
Email – [ganguli.sujit@icicibank.com](mailto:ganguli.sujit@icicibank.com)