



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

**Press Release
For Immediate Release**

February 24, 2015

ICICI Bank Ltd launches 'Video Banking' for NRIs

New York, USA: ICICI Bank (NYSE:IBN), India's largest private sector bank, announced the launch of 'Video Banking' for all its NRI (Non Resident Indian) customers. Using this service, the customers can now connect with a customer care representative over a video call, round-the-clock, on all days from anywhere using their smart phone. Customers need to authenticate themselves to use this service.

The new app is available for download on the iOS and Android App store.

An ICICI Bank spokesperson, said, "ICICI Bank has been leveraging technology, to provide convenient and accessible services to our 1.5 million NRI customers across 150 countries. We are pleased to commence the 'Video Banking' service, which brings alive the experience of walking into a branch for the customers from any corner of the world. It gives access to personalized face-to-face interaction, even when the customer is not in India. This creates an opportunity for us to engage with the customer to serve their needs better."

With 'Video Banking', customers can perform all the transactions that can be done through ICICI Bank's 'Phone Banking' services like bill payments, booking a fixed deposit and much more.

Customers can log on to <http://www.icicibank.com/nri-banking/icici-bank-video-banking/video-banking-app.page>? and get more details.

About ICICI Bank Ltd: ICICI Bank Limited (NYSE:IBN) is India's largest private sector bank with consolidated total assets of US\$ 124.76 billion at March 31, 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 18 countries, including India.

About ICICI Bank NRI Services, India: ICICI Bank is one of the most preferred banks for NRIs in the world. It reaches out to NRIs in over 150 countries. Serving more than 1.5 million NRIs over the last decade, it continues to be the trusted choice of Indians abroad. The bank with its rich experience and expertise deploys technology to deliver the best in banking experience to its NRI customers. The bank offers solutions to NRI customers with a focus on:

- Comprehensive product suite addressing specific financial needs of the NRI
- Round the clock availability through various channels to ensure convenience for the NRI
- Usage of cutting edge technology to deliver efficiency & ease



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