

**Press Release
For Immediate Release**

August 7, 2015

ICICI Bank launches 'Creative Masters' 2015

- Over 3 lac registrations within 35 days of the launch
- Select entries will be sold and proceeds will be donated to social causes
- Donated Rs.10 lac towards social causes last year

Mumbai: ICICI Bank Ltd, the country's largest private sector bank, launched the second season of 'Creative Masters', a unique online drawing competition where participants can draw on three themes- 'Family and friends', 'Nation' and 'Planet'. Spanning over 45 days, the contest aims to connect with lakhs of people, felicitate artists who will be handpicked by an eminent jury and support social causes through donation of the proceeds from sale of select entries.

Anyone above four years of age can take part in 'Creative Masters' by submitting their drawing online at www.icicibank.com/creativemasters. The participants can also choose to sit and draw at any ICICI Bank branch on 'Creative Saturday', planned on August 8, 2015 and upload their entries on the spot.

Speaking on the initiative, Rajiv Sabharwal, Executive Director, ICICI Bank said:

"It gives me immense pleasure to bring to our customers the second season of 'Creative Masters' programme which offers the participants an opportunity to support a social cause through their own expression of art. Through its first season of 'Creative Masters', ICICI Bank has donated Rs 10 lac to support social causes through GiveIndia. With over 3,00,000 registrations within the first few weeks of the launch, we believe this initiative has influenced large number of people."

Select entries will be offered for sale and the proceeds will be donated to support social causes through 'GiveIndia', a not-for-profit organisation that aims to provide resources to credible non-governmental organisations.

The eminent jury includes Prof G. G. Waghmare, Dean of Sir J.J Institute of Applied Arts and Mr. Uday Parkar, co-founder of Breathing Space, an advertising agency.

ICICI Bank has been engaging with various schools and housing societies across the country to encourage people to participate in this season of 'Creative Masters' for supporting the social causes.

The Bank services its large customer base through a multi-channel delivery network of 4052 branches, the largest among private sector banks, 12,811 ATMs (at June 30, 2015), call center, internet banking (www.icicibank.com), mobile banking and banking on Facebook & Twitter. For news and updates, visit www.icicibank.com and follow us on Twitter at www.twitter.com/ICICIBank.

About ICICI Bank Ltd: ICICI Bank Ltd (NYSE:IBN) is India's largest private sector bank with consolidated total assets of US \$ 132.17 billion at March 31, 2015. 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 17 countries, including India.

Except for the historical information contained herein, statements in this release which contain words or phrases such as 'will', 'expected to', 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, opportunities and growth potential to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to, the actual growth in demand for banking and other financial products and services in the countries that we operate or where a material number of our customers reside, our ability to successfully implement our strategy, including our use of the Internet and other technology, our rural expansion, our exploration of merger and acquisition opportunities, our ability to integrate recent or future mergers or acquisitions into our operations and manage the risks associated with such acquisitions to achieve our strategic and financial objectives, our ability to manage the increased complexity of the risks we face following our rapid international growth, future levels of impaired loans, our growth and expansion in domestic and overseas markets, the adequacy of our allowance for credit and investment losses, technological changes, investment income, our ability to market new products, cash flow projections, the outcome of any legal, tax or regulatory proceedings in India and in other jurisdictions we are or become a party to, the future impact of new accounting standards, our ability to implement our dividend policy, the impact of changes in banking regulations and other regulatory changes in India and other jurisdictions on us, the bond and loan market conditions and availability of liquidity amongst the investor community in these markets, the nature or level of credit spreads, interest spreads from time to time, including the possibility of increasing credit spreads or interest rates, our ability to roll over our short-term funding sources and our exposure to credit, market and liquidity risks as well as other risks that are 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.

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