

**Press Release  
For Immediate Release**

**April 15, 2015**

**ICICI Bank launches 'ICICI Bank Unifare Bangalore Metro Card' in partnership with BMRCL**

- This card offers dual benefit of Namma Metro Smart card and an ICICI Bank credit or debit card
- Equipped with auto recharge facility

**Bengaluru:** ICICI Bank Limited, India's largest private sector bank and Bangalore Metro Rail Corporation Limited (BMRCL) today announced the launch of the 'ICICI Bank Unifare Bangalore Metro Card'. This card offers the commuters dual benefits of an ICICI Bank credit or debit card and BMRCL's smart card, called Namma Metro Smart Card. This is a co-branded card in association with MasterCard.

In order to support both the functionalities in one card, the 'ICICI Bank Unifare Bangalore Metro Card' is embedded with the chip of Namma Metro Smart Card along with the EMV chip of ICICI Bank credit or debit card. It has a unique auto recharge facility of loading ₹ 200 when the balance drops below ₹ 100. This auto recharge facility eliminates the need to wait in queues at ticket counters and vending machines.

Speaking at the launch, **Mr. Rajiv Sabharwal, Executive Director, ICICI Bank said,** "We have been leveraging technology to introduce digital innovations and provide a world-class banking experience to our customers. In the last one year, we have offered a range of new solutions in the field of transit payment. We are now partnering with some of the most successful transport operators in India. We are happy to launch the 'ICICI Bank Unifare Bangalore Metro Card' in partnership with BMRCL and are confident that this will go a long way in making commuting easier for the people of Bengaluru. We have tied up with metro rail operators for similar cards in Delhi, Mumbai and Hyderabad. "

**Mr. Pradeep Singh Kharola, MD, BMRCL, said,** "We aim to provide hassle free travel to our commuters and seamless payment options are an integral part of that proposition. We are happy to partner with ICICI Bank in their new product the 'ICICI Bank Unifare Bangalore Metro Card'. This Unifare card will certainly help commuters to have seamless travel and thus save on their travel time. "

Announcing this launch, **Mr. Ari Sarker, Country Corporate Officer, India and Division President, South Asia MasterCard, said,** "At MasterCard, we recognize the importance of constantly providing consumers with innovative payment solutions that are safe, simple and smart. Ever since its launch, the Bangalore Metro has become a preferred mode of travel and we are hopeful that the ICICI Bank Unifare Bangalore Metro Card will enable commuters to have a hassle-free travel experience. "

The other benefits of 'ICICI Bank Unifare Bangalore Metro Card' which uses the Near Field Communication (NFC) technology at the metro stations include:

- Commuters can redeem reward points accumulated on their card for free metro rides
- 15% discount on metro fare
- 2.5% fuel surcharge waiver across HPCL pumps if the transaction is swiped on an ICICI Merchant Services' machine

- Minimum 15% discount on dining bills at leading restaurants across India with the ICICI Bank 'Culinary Treats' programme

Existing credit or debit card customers can apply for this card by placing a request at ICICI Bank's customer care helpline. New customers can apply for the card by sending 'UNIFARE CBN' for credit cards or 'UNIFARE DBN' for debit cards to 5676766. Applications can also be made through the bank's branches. The customers may apply for this card online by visiting [www.icicibank.com/unifare](http://www.icicibank.com/unifare).

**About ICICI Bank Ltd:** 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 \$ 124.76 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 17 countries, including India.

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