

**Press Release
For Immediate Release**

May 25, 2015

ICICI Bank introduces voice recognition for biometric authentication

- **First bank in India to offer this service**
- **To benefit all savings account and credit card customers**

Mumbai: ICICI Bank, India's largest private sector bank, announced the launch of voice recognition service which authenticates customers based on their speech patterns and allows them to execute banking transactions through the Bank's call centre in a quick, secure and convenient manner.

The-first-of-its kind service by a Bank in the country, it is available to over 33 million customers of its savings account and credit card. With the voice recognition technology in place, customers are no longer required to enter their card numbers, PIN and answer security questions to authenticate themselves. Their voice will now act as the password for banking transactions through the call centre.

Ms. Chanda Kochhar, MD & CEO, ICICI Bank said, "ICICI Bank has always been committed to bringing in new technology and innovation to its customers and the introduction of voice recognition as a means of authentication is an extension of this commitment. Our decision to invest in this new technology was primarily driven by the objective of enhancing the everyday banking experience of our customers. We have noticed that the customers, especially those who use smart phones, find it difficult to enter the 16 digit card number and the 4 digit PIN with accuracy and at a reasonable speed. We wanted to offer them a secure and hands-free alternative to the traditional on-screen commands on smart phones. The voice recognition service has the potential to increase security and convenience."

The voice recognition technology works on voice prints, which are unique to an individual. It comprises more than 100 characteristics including voice modulation, speed, accent, pronunciation which are impossible to imitate, thereby enhancing security. The Bank stores the customer's unique voice print against his account and matches it whenever he calls from his registered mobile number, offering a seamless experience to the customer.

This launch comes close on the heels of a slew of technology-led innovative services introduced by the Bank. The list includes new apps for mobile banking, fully automated and round-the-clock 'Touch Banking' branches, Tab Banking, banking on Facebook and Twitter, the country's first contactless debit and credit cards, and 'Pockets', India's first digital bank on mobile phone. The Bank has 4050 branches and 12451 ATMs (at March 31, 2015).

For updates, visit www.icicibank.com, follow us on <http://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.



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