

**Press Release
For Immediate Release**

March 14, 2016

ICICI Bank launches Ferrari range of credit cards

- **India's only Ferrari branded credit card in cooperation with ICICI Bank**
- **Customers to get a host of exclusive benefits from Ferrari**

Mumbai: ICICI Bank today announced the launch of its new range of co-branded credit cards in association with the Italian luxury sports car manufacturer, Ferrari. The Ferrari Credit Cards by ICICI Bank have been specially designed for the elite customers, who are enthusiasts of the iconic luxury brand.

The Ferrari credit cards will be available in two variants – Ferrari Platinum Credit Card by ICICI Bank and Ferrari Signature Credit Card by ICICI Bank. Available on the Visa platform, these cards offer a wide range of exclusive privileges to complement Ferrari and motor racing fans' lifestyle.

Commenting on the launch, **Mr. Kusal Roy, General Manager, ICICI Bank** said, "At ICICI Bank, it is our constant endeavour to deliver innovative, powerful and distinctive value propositions to our customers. In line with this thought, we are delighted to introduce the first ever Ferrari range of credit cards in the country, which brings forth unrivalled benefits from a prestigious brand like Ferrari and distinct banking benefits from ICICI Bank. This launch reaffirms our commitment to bring in world class privileges to our customers. We believe this card will be yet another compelling addition to our existing collection of credit cards."

T.R. Ramachandran, Group Country Manager, India and South Asia, Visa, comments, "We are delighted to partner with ICICI Bank to launch the Ferrari branded credit card for their affluent customers in India. At Visa, our constant endeavour is to evolve our client relationships to be the preferred payments partner of choice, by designing distinctive solutions and providing unmatched services. The Ferrari branded credit card by ICICI, powered by Visa, is a result of strong collaboration and an exciting new addition for motor-racing and Ferrari enthusiasts."

Exclusive benefits with the Ferrari Credit Cards by ICICI Bank:

- An all-expense paid invitation for top spenders each calendar year, to attend an official Ferrari Challenge race, visit the Ferrari factory & museum as well as participate in an event conducted by Ferrari (*with Ferrari Signature Credit Card by ICICI Bank*)
- A Scuderia Ferrari watch as a complimentary joining gift (*with Ferrari Signature Credit Card by ICICI Bank*)
- Upto 20% discount on Ferrari branded products at the Ferrari Store in Maranello, Italy
- Upto 15% and 10% discount respectively on Ferrari merchandise available at the Online Ferrari Store and Myntra.com

Other benefits:

- Complimentary Access to domestic airport lounges in India
- 'Buy One Get One' offer on www.bookmyshow.com
- 15% savings on dining bills at over 800 restaurants across India through Culinary Treats Program
- Waiver of 2.5% on fuel surcharge valid on a maximum spend of ₹ 4000 per transaction at all HPCL pumps

One can apply for a 'Ferrari Credit Card by ICICI Bank' by visiting any ICICI Bank branches, by logging into their internet banking account at www.icicibank.com or by sending an SMS to 5676766 with the text, "Ferrari Card".

ICICI Bank services its large customer base through a multi-channel delivery network of 4156 branches, 13,372 ATMs (at December 31, 2015), call center, internet banking www.icicibank.com, mobile banking, banking on Facebook & Twitter 'PocketsbyICICIBank' the country's first digital bank. 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 a leading 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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