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**Press Release  
For Immediate Release**

**October 26, 2018**

**ICICI Bank boosts credit and debit card security control for its cardholders; Rolls out a multimedia campaign**

- **First Indian bank to roll out security features for its credit cardholders on the mobile banking app**

**Mumbai:** ICICI Bank's latest multimedia campaign addresses some of the key concerns of customers who use credit cards. The campaign, a set of three TVCs, launches the 'Manage Cards' feature which has been newly introduced to the Bank's mobile banking platform – iMobile. The feature, a first-in-the-industry for credit cards, gives customers the power to control the security of their cards right from their own phones at just the flick of a button, 24x7.

The launch of the new feature comes on the heels of a study that the Bank conducted to understand the various barriers and triggers involved in credit and debit card usage among its customers and non-customers. The study revealed some key bottlenecks that hindered the respondents from using the cards. These included fears pertaining to card security like loss of card, internet frauds and international frauds among others. The study further revealed that the apprehension pertaining to security also exists in the case of regular card users.

The three TVCs featuring Kalki Koechlin, Manoj Pahwa and Kunal Roy Kapoor, take a humorous road towards addressing the safety concerns of the consumers and are designed to instill a sense of self-security in their minds by showcasing them the strength of the 'Manage Cards' feature.

The ads showcase the minimalistic and easy to use interface on the iMobile app, which lets users select the security control of their choice in the hour of need with just a tap of the finger. Each of the three TVCs cater to one of each features viz. 'temporary block / unblock card', 'block / unblock online transactions', 'block / unblock international transactions'.

The multimedia campaign is being taken on air during the highly engaging festive season which witnesses the highest spends in the financial year. With most of the other brands promoting their run-of-the-mill offers and discounts, the Bank's distinct messaging aims to stand out and be noticed. The campaign will be promoted across traditional and online platforms including popular channels like Star Plus, Zee TV, Sony, Aaj Tak, ET Now and on popular shows like Kaun Banega Crorepati, Koffee With Karan, Masterchef Australia among many others. TVCs will also be translated in four regional languages including Tamil, Kannada, Telugu and Marathi.

**Speaking on the campaign, Sujit Ganguli, Senior General Manager & Head – Corporate Brand & Communications Group, ICICI Bank said,** "We at ICICI Bank believe that customer convenience is at the core of our services. The results yielded by the research that we conducted gave us significant insights into the fears pertaining to cards based payments that predominantly exist in people's mind. This campaign aims to address the barriers that keep people from proactively using cards, through a clutter-breaking

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messaging during the ongoing festive season. The campaign is our effort to re-assure our customers that the safety of their transactions is paramount by showcasing the key new security controls that the Bank has added to its mobile banking platform – iMobile. We believe that the humorous yet gripping content will motivate our customers to adapt to the cash-less way of utilising their hard earned money without fearing about the security of their transactions.”

With the ‘Manage Cards’ feature, customers can now:

1. Temporarily block / unblock the Card
2. Block / unblock online transactions
3. Block / unblock international transactions
4. Block / unblock ATM withdrawals

Additionally, using this feature, customers can also request for an extension or reduction in their credit limit and take a look at the visual analysis of their spends across different categories like food, entertainment and shopping among others.

For news and updates, visit [www.icicibank.com](http://www.icicibank.com) and follow us on Twitter at [www.twitter.com/ICICIBank](https://www.twitter.com/ICICIBank)

**About ICICI Bank:** ICICI Bank Ltd (NYSE: IBN) is a leading private sector bank in India. The Bank’s consolidated total assets stood at US\$ 160.5 billion at June 30, 2018. ICICI Bank’s subsidiaries include India’s leading private sector insurance, asset management and securities brokerage companies, and among the country’s largest private equity firms. It is present across 17 countries, including India.

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