

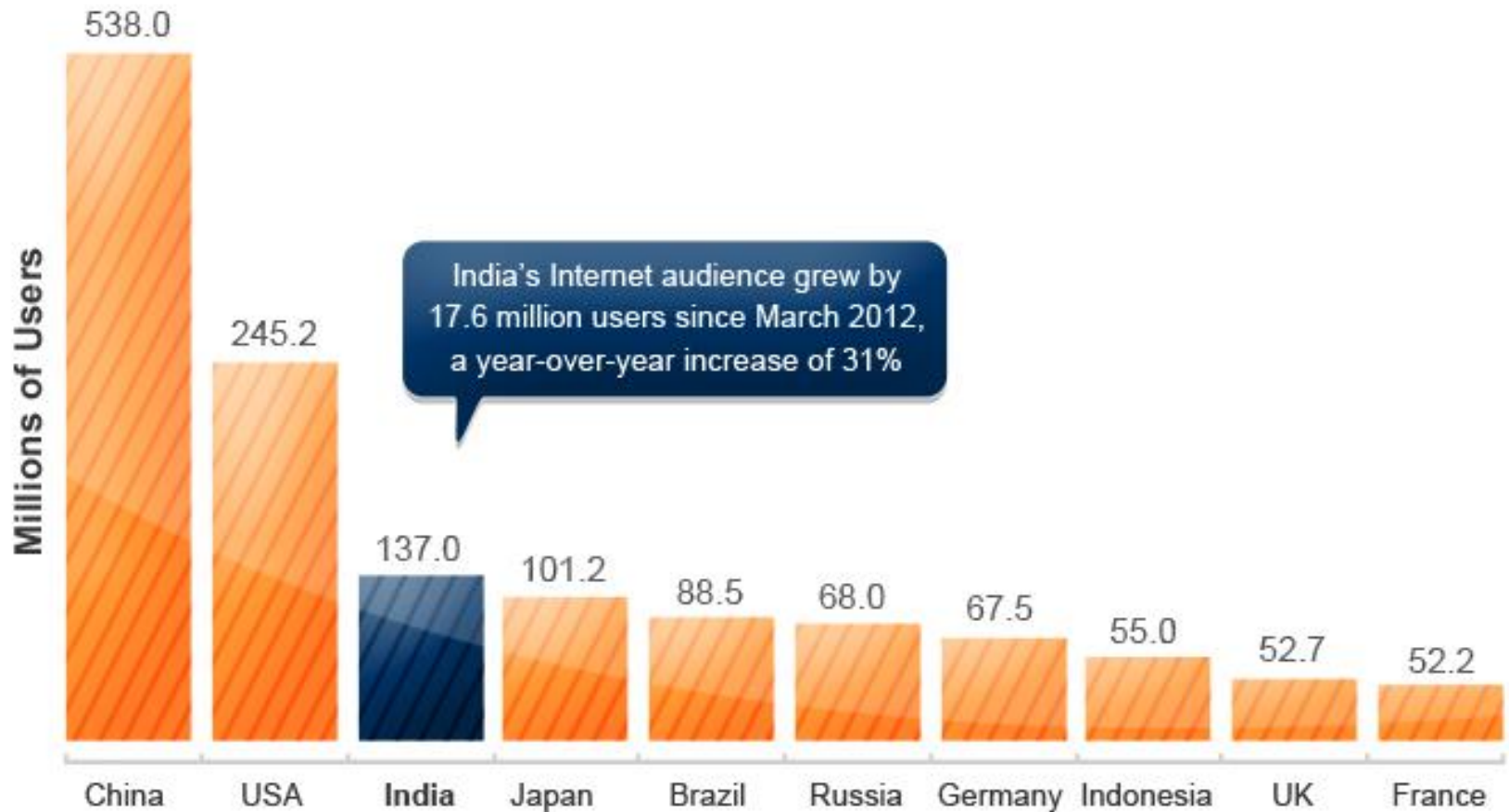


**POCKETS**

BY  **ICICI Bank**

**September 24, 2013**

# India has the third largest Internet audience in the world



**Total online universe of 145 million users**



## Digital is Social



**82 million Facebook users in India**



# Digital Future - 2015

100%

Increase in Online  
Users by 2105

33%

Of Total Savings Pool  
in India will be with  
Online Youth



# Pockets by ICICI Bank

