

**Press Release
For Immediate Release**

October 1, 2021

ICICI Bank introduces special festive offers for its customers

- **Thousands of offers available on various brands and e-commerce platforms**
- **Offers also available on banking products including loans, credit cards, savings and current accounts**
- **The offers are available from today**

Mumbai: ICICI Bank today announced the launch of 'Festive Bonanza', a complete suite of offers with instant discounts and cashbacks available on thousands of products including luxury items from premium brands and leading e-commerce platforms. As part of the 'Festive Bonanza', the Bank also offers attractive benefits to retail and business customers on various banking products and services. The offers are available from October 1, 2021 onwards on various dates during the upcoming festive season.

Customers can enjoy offers on various categories ranging from electronics & gadgets, global luxury brands, apparels & jewellery, grocery, automobile, furniture, travel and dining. The list of marquee brands offering attractive discounts include Flipkart, Amazon, Myntra, Paytm, Bigbasket, Grofers, Supr Daily Pepperfry, JioMart, MakeMyTrip, Samsung, LG, Dell, Swiggy, Zomato, EazyDiner, Tribhovandas Bhimji Zaveri (TBZ), and many more. Customers can avail these offers by using ICICI Bank debit or credit cards, internet banking and Cardless EMI. They can also avail offers like discounts on processing fee on loans, reduced EMIs and more on banking services and products such as loans, credit cards, savings and current accounts, NRI accounts, money transfer, consumer finance, business banking and investments, among others.

Speaking on the launch, Mr. Anup Bagchi, Executive Director, ICICI Bank said, "ICICI Bank has always been at the forefront in offering unique products and wide range of services to its customers. We have noticed that in the last 12-18 months, customers held back on the spends and there is a lot of pent-up demand that has built up in the system. In the past few months, the macro indicators reveal that there is a clear rise in consumption and buying patterns. To support this demand and overall economic growth during the upcoming festive season, we are offering a comprehensive bouquet of offers, discounts and cashbacks for our customers - across several leading brands and e-commerce platforms. The offers are applicable on using ICICI Bank debit / credit cards, internet banking and Cardless EMI. Further, we have introduced benefits across banking solutions—loans, cards, no-cost-EMI for financing electronics & gadgets, savings & current accounts and NRI accounts, business banking, among others."

ICICI Bank customers can avail attractive discounts across categories using debit/credit card, internet banking and Cardless EMI:

- **Offers on leading brands & e-commerce platforms:** 10% discount on online shopping with major e-commerce players like Flipkart, Amazon, Myntra, Tata Cliq and Paytm Mall
- **Global luxury brands:** Get additional 10% cashback on luxury brands like Armani Exchange, Canali, Clarks, Diesel, Giorgio Armani, Hamleys, Hugo Boss, Jimmy Choo, Kate Spade, Paul & Shark, Satya Paul, Tiffany & Co, Steve Madden and Superdry among others
- **Electronics & gadgets:** Up to 10% cashback across leading electronics brands like LG, Bosch, Carrier, Dell, Eureka Forbes, Godrej Appliances, Haier, Panasonic, Sony, Siemens, Voltas, Whirlpool and many more. Customers can also avail attractive discounts at Reliance Digital, Croma, Vijay Sales, Pai International, Kohinoor Electronics, Sargam Electronics, Hariom Electronics, Electronic Paradise, Arcee Electronics, Great Eastern Trading, Sales India, Big C, LOT Mobiles and B NEW Mobiles
- **Mobile phones:** Get attractive discount and cashback offers on mobiles from Samsung, MI, OnePlus, Realme, Oppo and Vivo
- **Apparel & jewellery:** Additional 10% discounts on leading apparel brands like Shoppers Stop, Lifestyle, Central, Ajo, Flipkart, Pothy's among others. Also avail Up to ₹5,000 cashback on minimum purchase of ₹50,000 from Tribhovandas Bhimji Zaveri (TBZ)
- **Grocery:** Avail exciting discounts on grocery purchase with JioMart, Reliance Fresh, Reliance Smart, Big Basket, Grofers, Licious, Supr Daily and Milk Basket
- **Home Decor:** Avail up to 10% discounts on brands like Pepperfry and Mojarto. Also avail upto 48% discount from Wakefit on selected products
- **Travel:** Up to 25% discount on leading travel sites like MakeMyTrip, Yatra, EaseMyTrip and Paytm flights among others
- **Dining:** Up to 50% discount on Zomato, Swiggy, EazyDiner and EatSure (Behrouz Biryani, Faasos, Oven Story and more)

Some exciting offers on the loan suite are:

- **Home Loans:** Customers can avail of attractive interest rate (repo rate linked) starting from 6.70% and processing fee starting from ₹1,100 on fresh home loans and balance transfer of home loans from other banks

- **Auto loans:** Flexible schemes to help customers own car with tailor made EMIs. EMIs starting at ₹799 per ₹1 lakh. Customers can also avail loan for tenure up to 8 years. Customers can get attractive rate of interest on used car loan starting from 10.5% and can also avail top-up loan on their existing car loan
- **Two-wheeler loans:** EMI as low as ₹29 per ₹1,000 for tenure of 48 months. Flat processing fee of ₹1,499 only
- **Instant personal loans:** Attractive interest rate starting from 10.25% and flat processing fee of ₹1,999
- **Consumer finance loans:** No cost EMI available on leading brands of home appliance and digital products. Quick and completely digital process with minimal documentation
- **Enterprise loan- Insta OD:** Avail unsecured OD up to ₹50 lakh and non ICICI Bank customers can avail up to ₹15 lakh. Pay interest on the amount utilized with no foreclosure charges

For the complete list of 'Festive Bonanza' offers, visit <https://www.icicibank.com/managed-assets/docs/ICICI-Bank-Festive-Bonanza.pdf>

For news and updates, visit www.icicibank.com and follow us on Twitter at www.twitter.com/ICICIBank

For media queries, write to: corporate.communications@icicibank.com

About ICICI Bank: ICICI Bank Ltd (BSE: ICICIBANK, NSE: ICICIBANK and NYSE:IBN) is a leading private sector bank in India. The Bank's consolidated total assets stood at ₹15,72,772 crore at June 30, 2021. 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 15 countries, including India.

Certain statements in this release relating to a future period of time (including inter alia concerning our future business plans or growth prospect s) are forward - looking statements intended to qualify for the 'safe harbor' under applicable securities laws including the US Private Securities Litigation Reform Act of 1995. Such forward - looking statements involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward - looking statements. These risks and uncertainties include, but are not limited to statutory and regulatory changes, international economic and business conditions; political or economic instability in the jurisdictions where we have operations, increase in non - performing loans, unanticipated changes in interest rates, foreign exchange rates, equity prices or other rates or prices, our growth and expansion in business, the adequacy of our allowance for credit losses, the actual growth in demand for banking products and services, investment income, cash flow projections, our exposure to market risks, changes in India's sovereign rating, as well as other risks detailed in the reports fi led by us with the United States Securities and Exchange Commission. Any forward looking statements contained herein are based on assumptions that we believe to be reasonable as of the date of this release. ICICI Bank undertakes no obligation to update forward - looking statements to reflect events or circumstances after the date thereof. Additional risks that could affect our future operating results are more fully



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described in our filings with the United States Securities and Exchange Commission. These filings are available at www.sec.gov