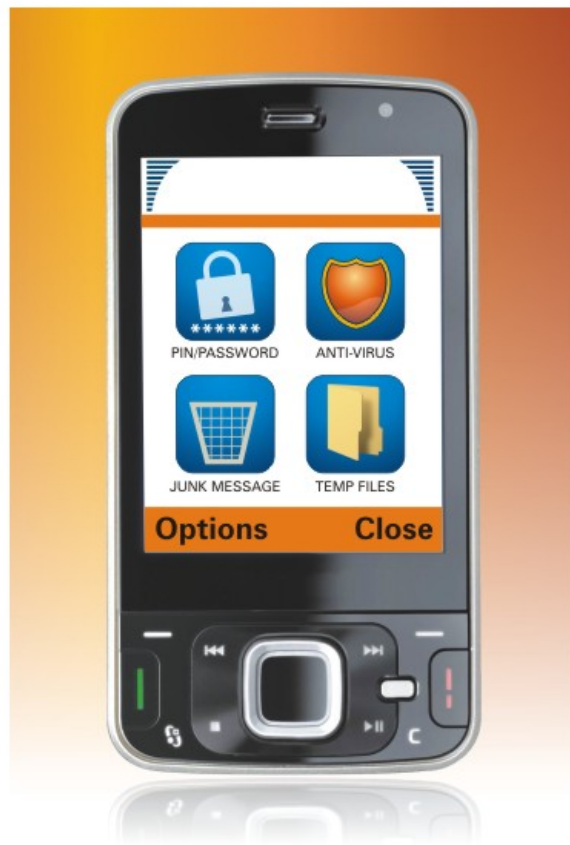


ICICI BANK CUSTOMER EDUCATION SERIES

TIMES BUSINESS ASSOCIATE COMMUNICATION

Mobile Banking – Ensure safety, empower yourself



With mobile banking, your banking and financial transactions are at your fingertips.

Here are some precautions for safe and secure mobile banking.

- Set up a PIN/password to access the handset menu on your mobile phone.
- Delete junk messages and chain messages regularly.
- Do not follow any URL in messages that you are not sure about.
- If you have to share your mobile with anyone else or send it for repair/maintenance:
 - Clear the browsing history.
 - Clear cache and temporary files stored in the memory as they may contain your account numbers and other sensitive information.
 - Block your mobile banking applications by contacting your bank. You can unblock them when you get the mobile back.

Do not save confidential information such as your debit/credit card numbers, CVV numbers or PIN's on your mobile phone.



Do not part with confidential information received from your bank on your mobile.



SMS ALERTS

Register for SMS alerts to keep track of your banking transactions.

We welcome your questions, suggestions and feedback on this column. Please use the 'Email Us' link at www.icicibank.com or send us an SMS at 53030. Please include your full name, address and phone number. Your comments may be edited for clarity and space.

BE AN INFORMED CONSUMER. Watch this space every Monday.