

***IndusInd Bank***

**Investor Presentation**

**April 19, 2017**

# Presentation content

➤ **Planning Cycle 3 closure and summary performance**

➤ **Q4 FY-17 results**

➤ **Planning Cycle 4 – summary , ambition and initiatives**



**Q4 - FY17 marks the end of our 3-year Planning Cycle 3 (PC3)**

**themed**

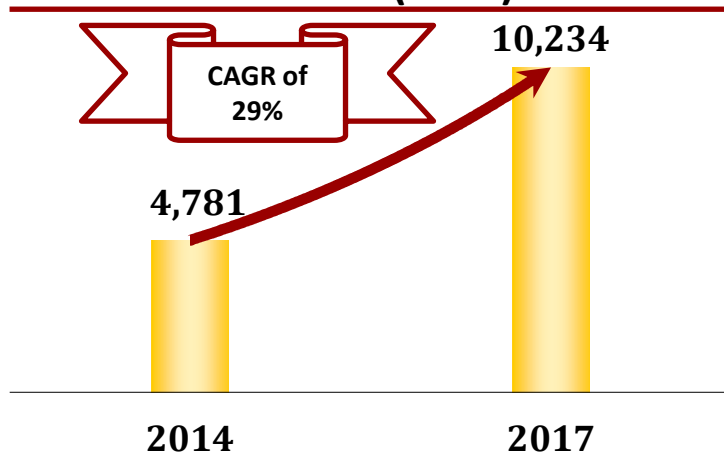
**“Market Share with Profitability”**

**to Double the Bank**

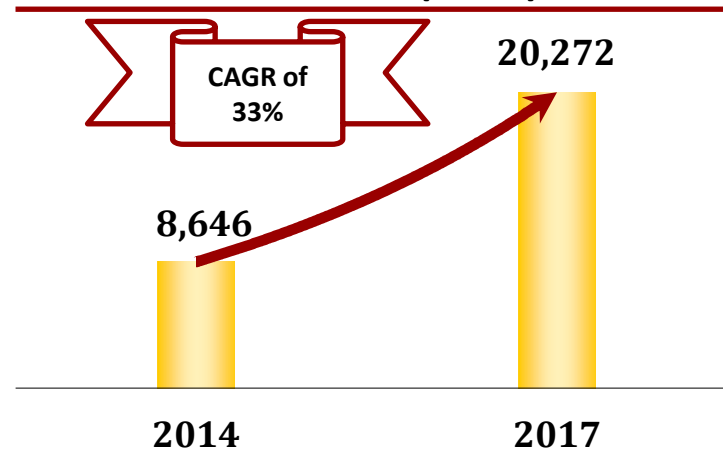


# Delivered Scale

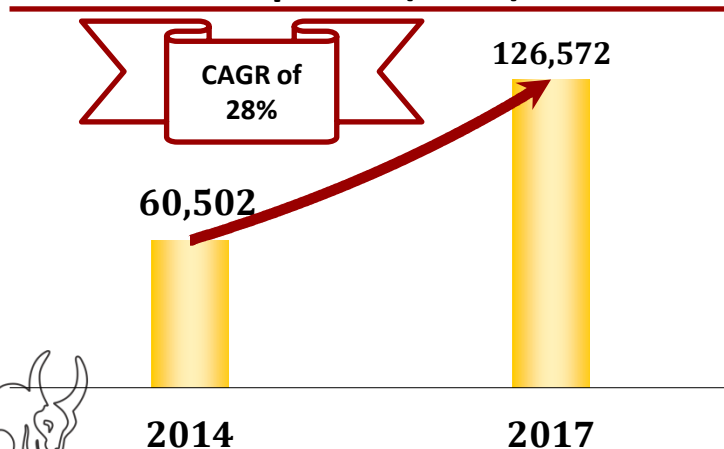
Revenue (Rs cr)



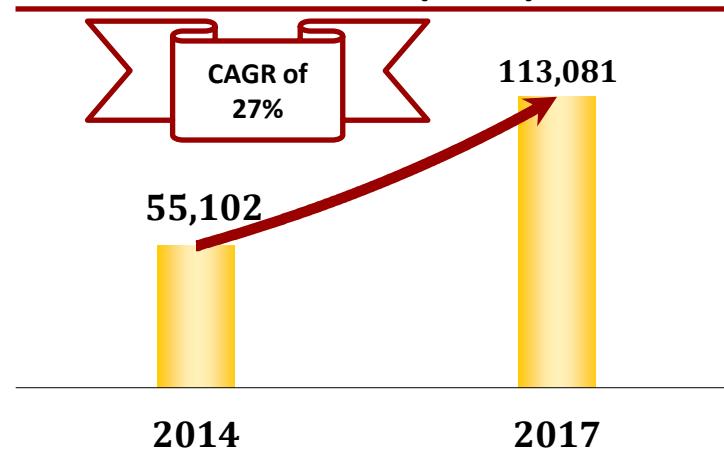
Networth (Rs cr)



Deposits (Rs cr)

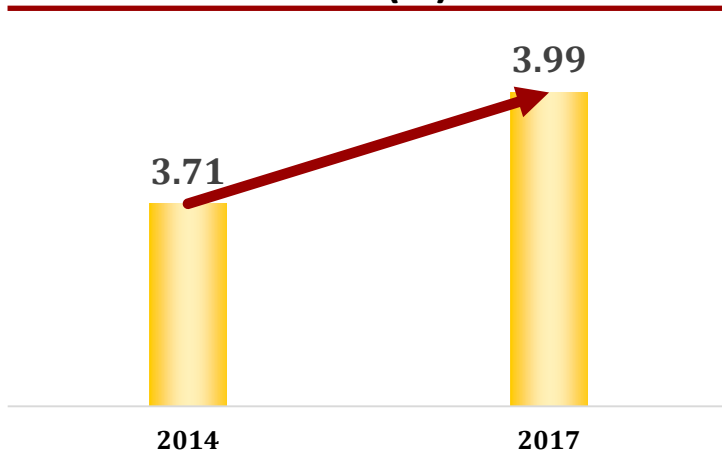


Advances (Rs cr)

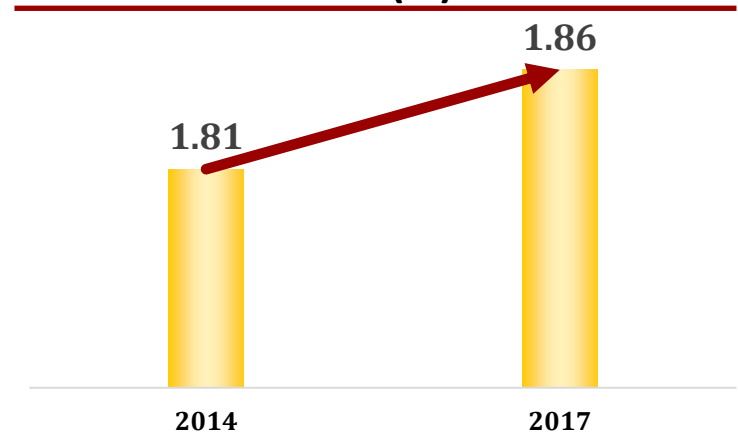


# Delivered Profitability

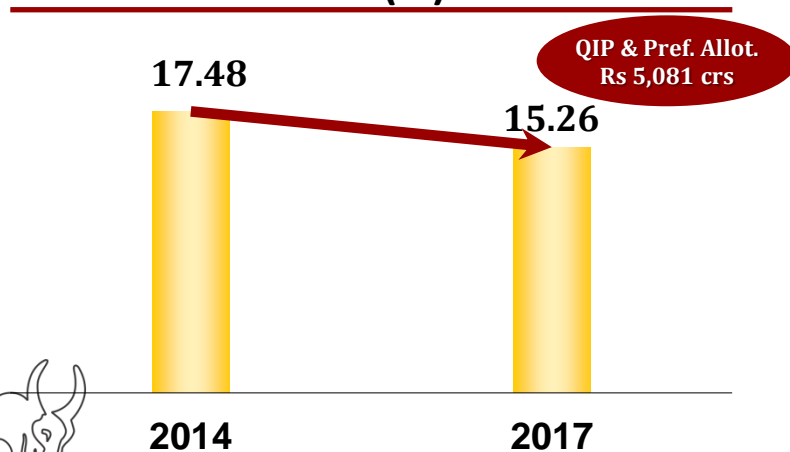
NIMs (%)



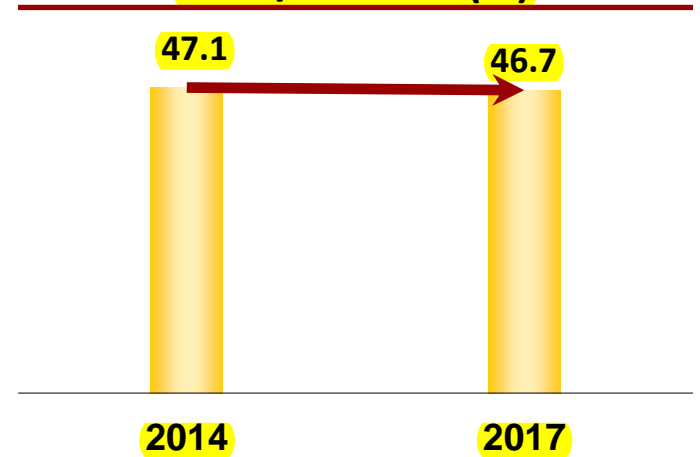
RoA (%)



RoE (%)

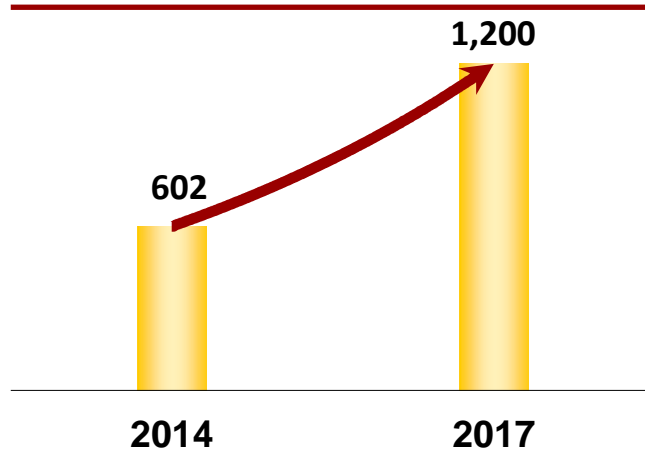


Cost / Income (%)

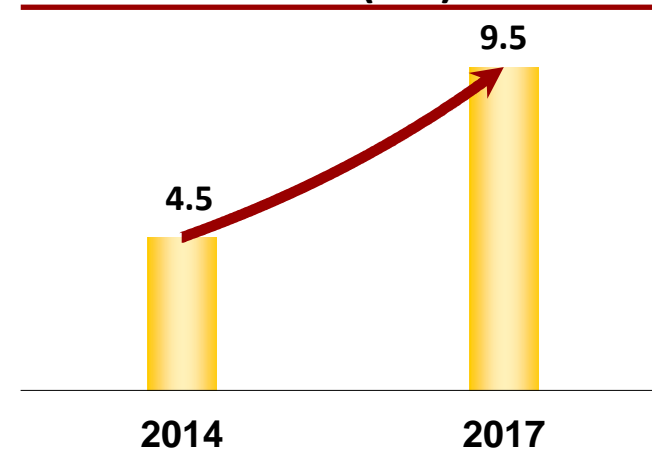


# Doubled the Bank !

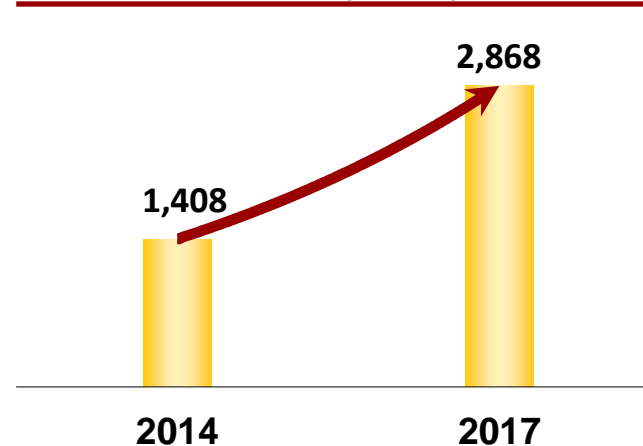
Branches



Clients (mn)



Profits (Rs cr)



# Plan vs Outcome

			FY14-FY17 Outcome/CAGR
Resulting in	Loan Growth	25% - 30%	27%
	CASA Ratio	> 35%	36.9%
	Fee Growth	To Exceed Loan Growth	29%
	Branch Network	To Double from 602	1,200
	Customer Base	To Double from 4.5mn	9.5mn



## Key Achievements

**4% NIM**

**Rs. 5,081cr  
Growth Capital**

**Responsive  
Innovation e.g.  
Fingerprint  
Banking, Video  
Branch**

**Welcomed 10,000  
Staff to IndusInd  
Family**

**Tractor  
Finance  
Launch**

**Mobile  
Banking**

**Acquisition of  
RBS' Diamond  
Financing  
Business**

**Global Markets  
Revenues >\$500mn**

**GIFT City Branch**

**Launch of  
Suite of Non-  
vehicle Retail  
Products**

**Branch  
Geographic  
Segmentation**

**MFI Business  
Expansion**

**ISSL  
Acquisition \* –  
Capital Markets  
Platform**

**IndusInd For  
Sports**

**PC 3 Credit  
Cost <60 bps**



# Q4-FY17 Results



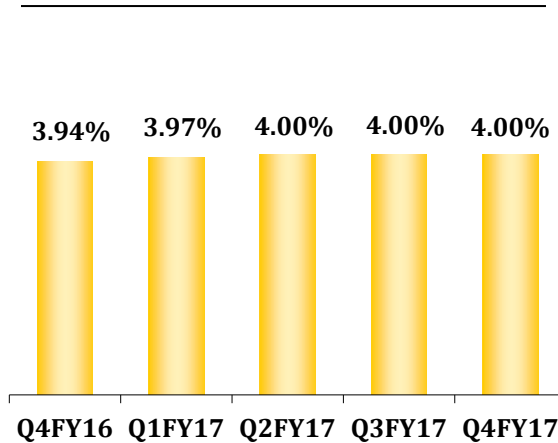
## Q4 – FY17 Performance Highlights

- A quarter of solid core business performance
- Persistent uptrend in Net Interest Income; Y-o-Y up by 31% and Q-o-Q up by 6%
- Core Fee growth 29% Y-o-Y and 13% Q-o-Q; Non-Interest Income to Revenue back to 42%
- Y-o-Y PAT growth up by 21%
- NIM Y-o-Y up by 6 bps to 4.00% as compared to 3.94% in Q4-FY16
- Deposit and CASA growth above industry – 36% and 43% Y-o-Y respectively
- Credit growth above industry - 28% Y-o-Y
- Net NPA at 0.39%; Credit cost 23 bps for quarter and 62 bps for full year
- Opened 125 branches in Q4; Network – 1,200 branches and 1,988 ATMs per plan

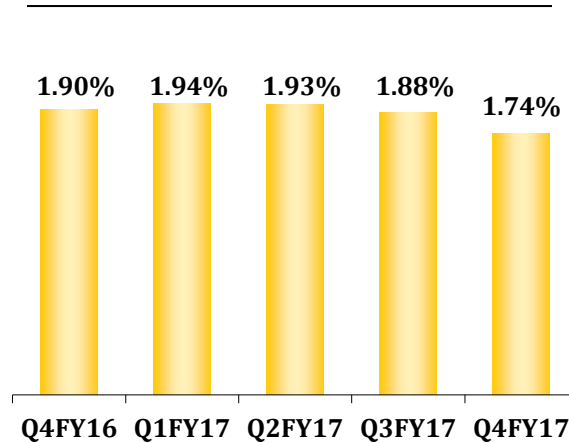


# How We Measure Up On Key Metrics

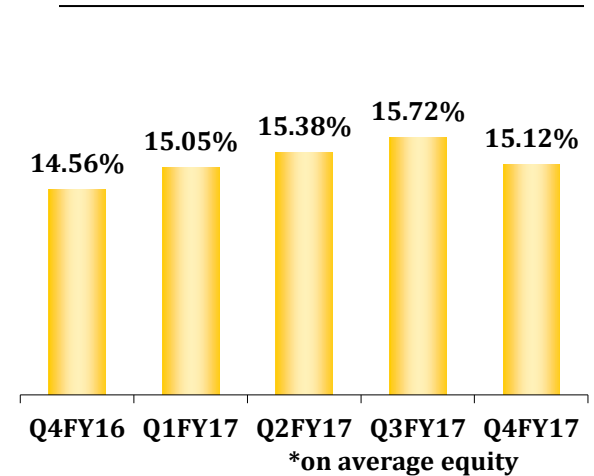
Net Interest Margin (NIM)



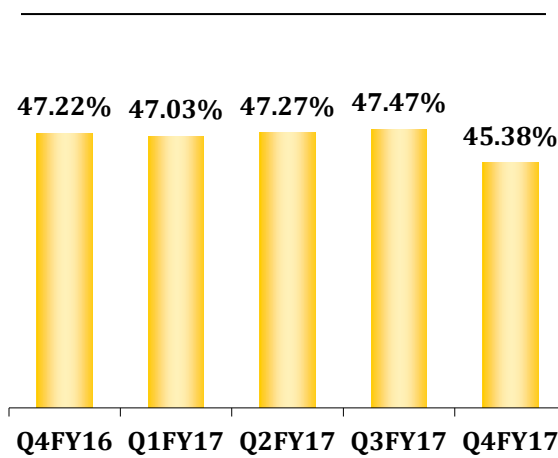
RoA



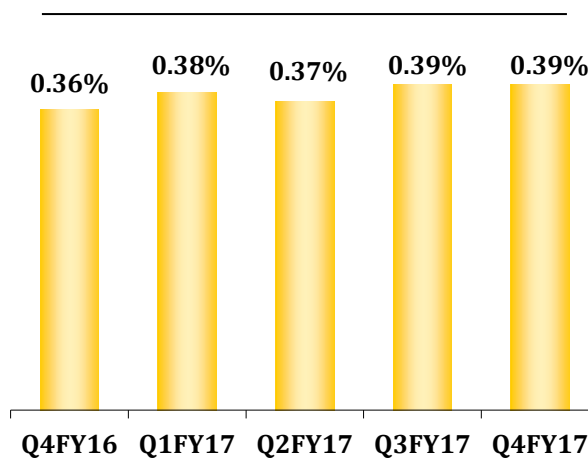
RoE\*



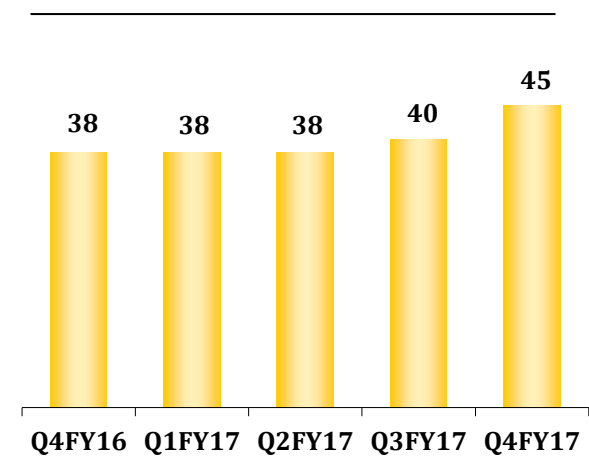
Cost / Income



Net NPA



Revenue / Employee (Rs Lakhs)



Consistent delivery of strong operating performance



# Ratings

- **CRISIL AA +** for Infra Bonds program
- **CRISIL AA** for Additional Tier I Bonds program
- **CRISIL A1+** for certificate of deposit program
- **IND AA+** for Senior bonds program by India Ratings and Research
- **IND AA** for Additional Tier I Bonds program by India Ratings and Research
- **IND A1+** for Short Term Debt Instruments by India Ratings and Research



# Financial Performance



# Steady Headline Numbers for Q4-FY17

		Y-o-Y Growth	Q-o-Q Growth
Net Interest Income	Rs 1,667 crs	31%	6%
Fee Income	Rs 1,211 crs	33%	19%
Revenue	Rs 2,879 crs	32%	11%
Operating Profit	Rs 1,572 crs	37%	15%
Net Profit	Rs 752 crs	21%	-



# Steady Headline Numbers for FY 2016-17

## Y-o-Y Growth

Net Interest Income	Rs 6,063 crs	34%
Fee Income	Rs 4,171 crs	27%
Revenue	Rs 10,234 crs	31%
Operating Profit	Rs 5,451 crs	32%
Net Profit	Rs 2,868 crs	25%



# Top line momentum

		Y-o-Y Growth	Q-o-Q Growth
Advances	Rs 1,13,081 crs	28%	10%
Corporate Advances	Rs 67,552 crs	30%	13%
Consumer Finance Advances	Rs 45,529 crs	25%	6%
Deposits	Rs 1,26,572 crs	36%	6%
CASA	Rs 46,646 crs	43%	6%
SA	Rs 27,037 crs	57%	7%
Borrowings	Rs 22,454 crs	(10%)	11%





# Balance Sheet

(Rs Crs)

	Q4FY17	Q4FY16	Y-o-Y (%)	Q3FY17	Q-o-Q (%)
<b>Capital &amp; Liabilities</b>					
Capital	598	595	1% ↑	597	- ↑
Reserves and Surplus	20,048	17,101	17% ↑	19,286	4% ↑
Deposits	1,26,572	93,000	36% ↑	1,19,218	6% ↑
Borrowings	22,454	24,996*	(10%) ↓	20,303	11% ↑
Other Liabilities and Provisions	8,976	7,205	25% ↑	7,698	17% ↑
<b>Total</b>	<b>1,78,648</b>	<b>1,42,897</b>	<b>25% ↑</b>	<b>1,67,102</b>	<b>7% ↑</b>
<b>Assets</b>					
Cash and Balances with RBI	7,749	4,521	71% ↑	5,141	51% ↑
Balances with Banks	10,879	5,591	95% ↑	12,999	(16%) ↓
Investments	36,702	34,054*	8% ↑	35,274	4% ↑
Advances	1,13,081	88,419	28% ↑	1,02,770	10% ↑
Fixed Assets	1,335	1,255	6% ↑	1,307	2% ↑
Other Assets	8,902	9,057	(2%) ↓	9,611	(7%) ↓
<b>Total</b>	<b>1,78,648</b>	<b>1,42,897</b>	<b>25% ↑</b>	<b>1,67,102</b>	<b>7% ↑</b>
Business (Advances + Deposit)	2,39,653	1,81,419	32% ↑	2,21,988	8% ↑

\*In terms of RBI guidelines Repo / Reverse Repo under LAF is regrouped.



# Profit and Loss Account – Q4FY17

(Rs Crs)

	Q4FY17	Q4FY16	Y-o-Y (%)	Q3FY17	Q-o-Q (%)
Net Interest Income	1,667	1,268	31% ↑	1,578	6% ↑
Other Income	1,211	913	33% ↑	1,017	19% ↑
<b>Total Income</b>	<b>2,879</b>	<b>2,181</b>	<b>32% ↑</b>	<b>2,595</b>	<b>11% ↑</b>
Operating Expenses	1,307	1,030	27% ↑	1,232	6% ↑
<b>Operating Profit</b>	<b>1,572</b>	<b>1,151</b>	<b>37% ↑</b>	<b>1,363</b>	<b>15% ↑</b>
Provisions & Contingencies	430*	214	101% ↑	217	98% ↑
<b>Profit before Tax</b>	<b>1,142</b>	<b>937</b>	<b>22% ↑</b>	<b>1,146</b>	<b>- ↓</b>
Provision for Tax	390	317	23% ↑	396	- ↓
<b>Profit after Tax</b>	<b>752</b>	<b>620</b>	<b>21% ↑</b>	<b>751</b>	<b>- ↑</b>

\*Includes a one-off provision of Rs 122.00 crs against a large corporate account classified as 'Standard Advance' pursuant to specific RBI advice in this regard. The Bank's exposure which is due for repayment in June 2017 relates to a bridge loan for a Merger & Acquisition transaction in cement industry.



# Profit and Loss Account – FY 2016-17

(Rs Crs)

	2016-17	2015-16	Y-o-Y (%)	
Net Interest Income	6,063	4,517	34%	↑
Other Income	4,171	3,297	27%	↑
<b>Total Income</b>	<b>10,234</b>	<b>7,814</b>	31%	↑
Operating Expenses	4,783	3,672	30%	↑
<b>Operating Profit</b>	<b>5,451</b>	<b>4,141</b>	32%	↑
Provisions & Contingencies	1,091*	672	62%	↑
<b>Profit before Tax</b>	<b>4,360</b>	<b>3,469</b>	26%	↑
Provision for Tax	1,492	1,183	26%	↑
<b>Profit after Tax</b>	<b>2,868</b>	<b>2,286</b>	25%	↑

\*Includes a one-off provision of Rs 122.00 crs against a large corporate account classified as 'Standard Advance' pursuant to specific RBI advice in this regard. The Bank's exposure which is due for repayment in June 2017 relates to a bridge loan for a Merger & Acquisition transaction in cement industry.



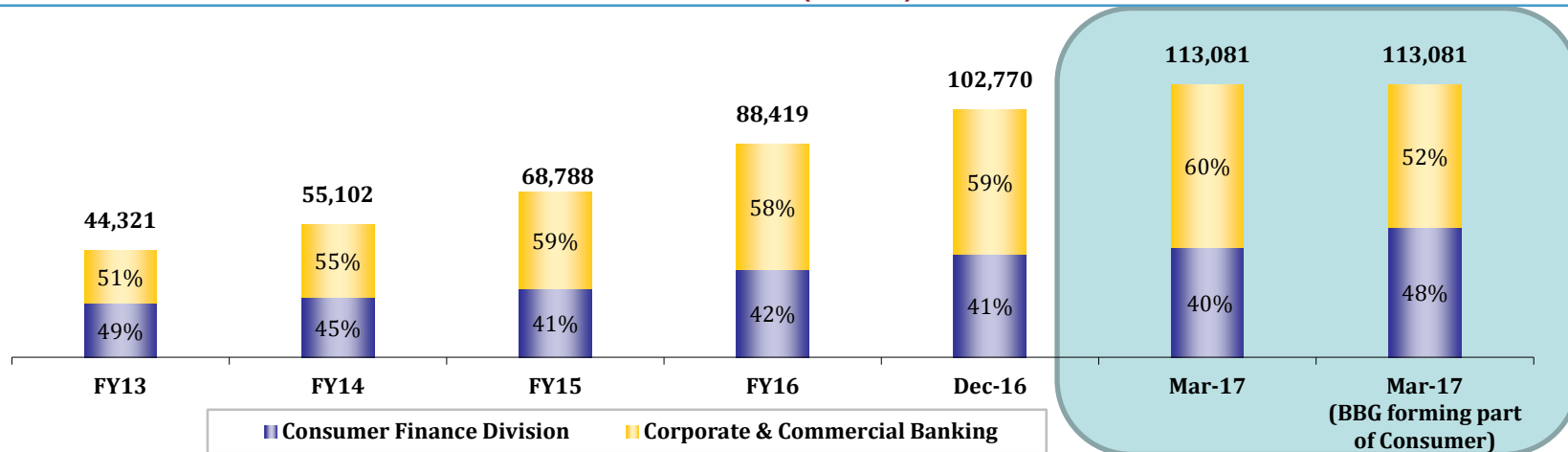
## Key Financial Indicators

	Q4FY17	Q4FY16	Q3FY17
Return on Assets	1.74%	1.90%	1.88%
ROE (On average equity)	15.12%	14.56%	15.72%
Cost / Income Ratio	45.38%	47.22%	47.47%
Net Interest Margin	4.00%	3.94%	4.00%
Net NPA	0.39%	0.36%	0.39%
EPS (annualized, Rs. per share)	50.28	41.72	50.28
Capital + Reserves (Excl. Revaluation Reserve)	20,272	17,315	19,507



# Well Diversified Loan Book

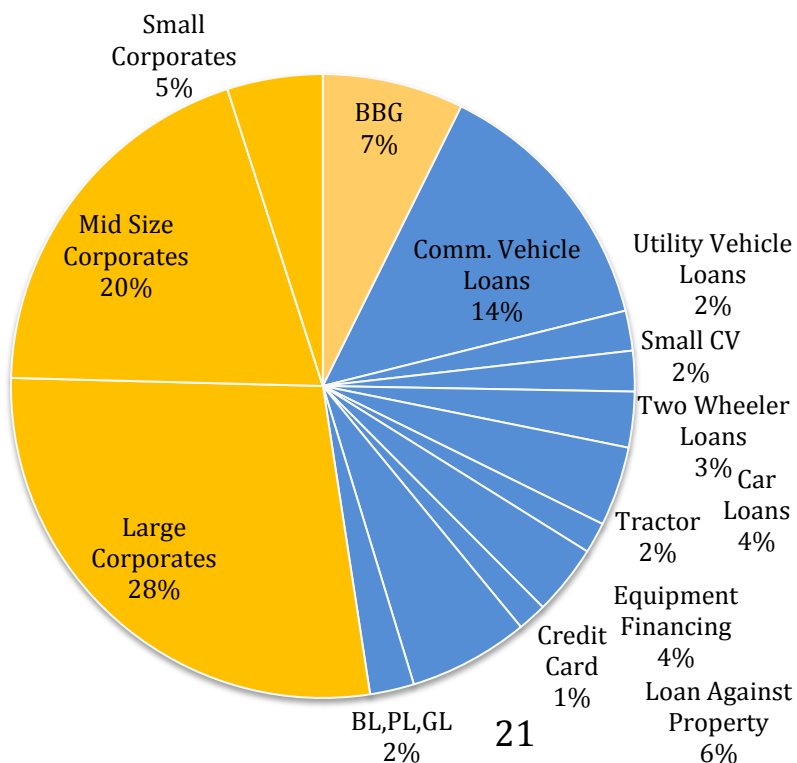
## Loan Book (Rs crs)



(Rs crs)

Corporate Banking	Mar-17	
Large Corporates	31,477	28%
Mid size Corporates	22,203	20%
Small Corporates*	13,872	12%
<b>Total Advances</b>	<b>67,552</b>	<b>60%</b>

\*Includes Business Banking  
Rs. 8,273 crs managed by Consumer Banking



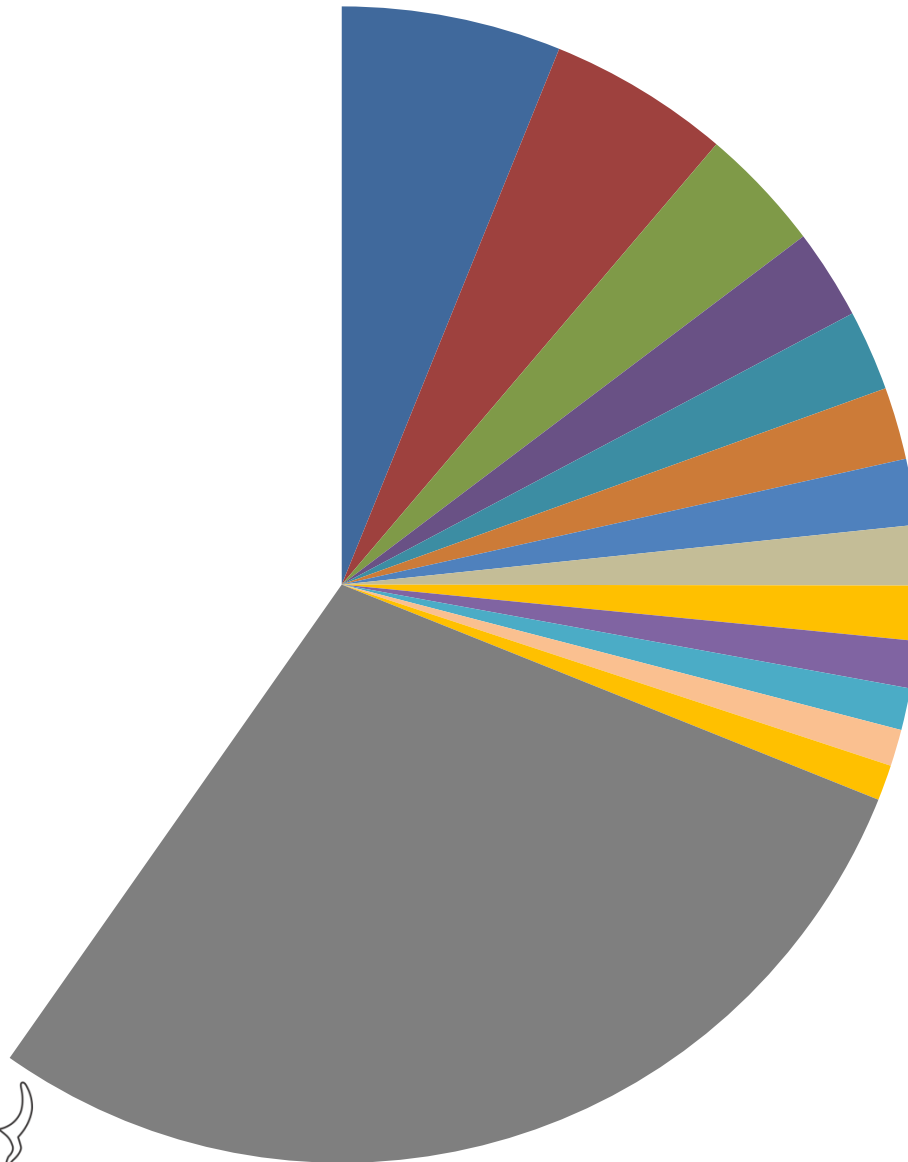
(Rs crs)

Consumer Finance	Mar-17	
Comm. Vehicle Loans	15,606	13%
Utility Vehicle Loans	2,342	2%
Small CV	2,374	2%
Two Wheeler Loans	3,262	3%
Car Loans	4,665	4%
Tractor	1,813	2%
Equipment Financing	4,120	4%
Credit Card	1,704	2%
Loan Against Property	7,051	6%
BL, PL, GL, Others	2,592	2%
<b>Total Advances</b>	<b>45,529</b>	<b>40%</b>

**IndusInd Bank**



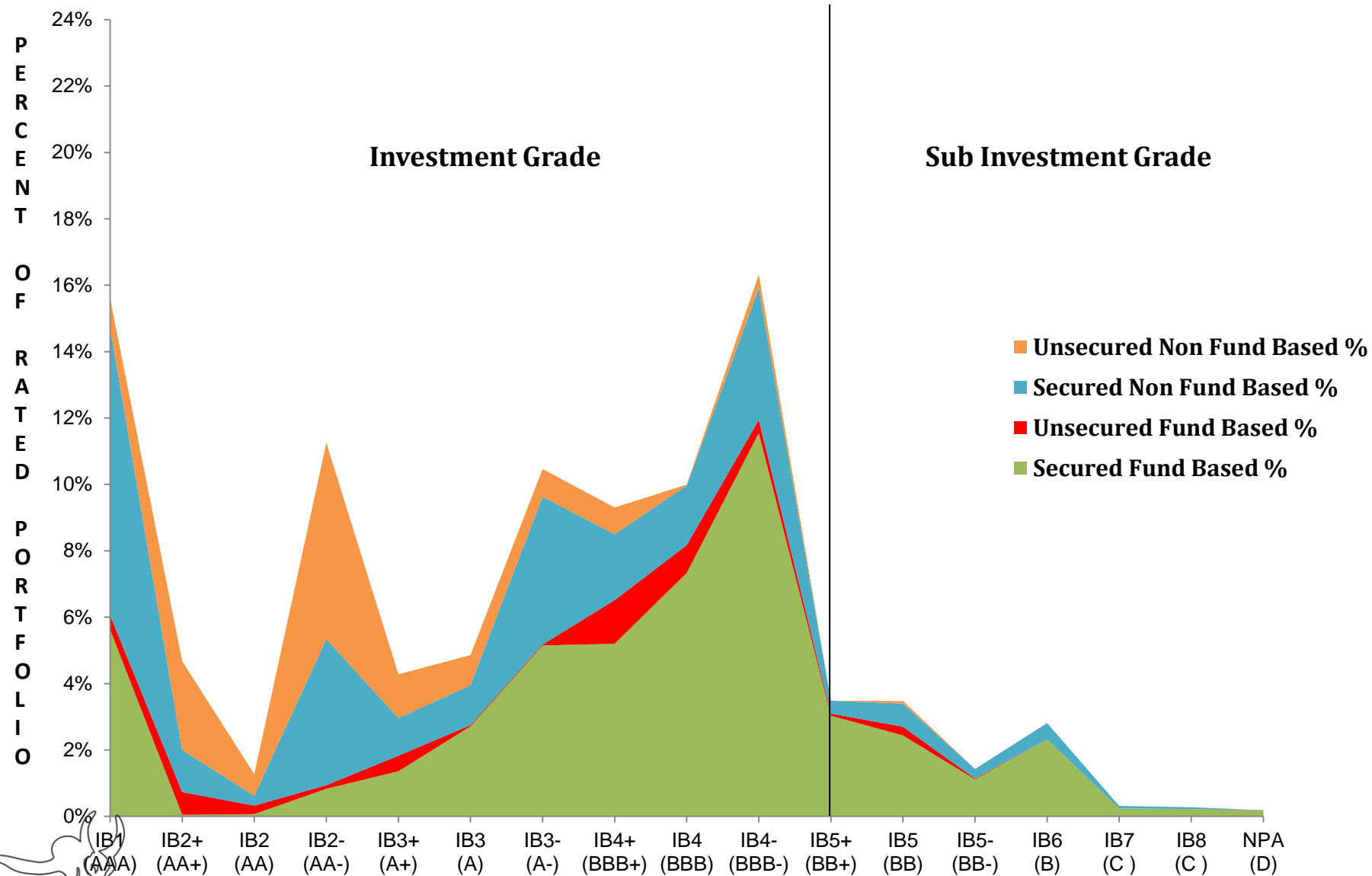
# Diversified Corporate Loan Book



Gems and Jewellery	6.14%
Lease Rental	5.08%
Telecom- Cellular	3.49%
Microfinance	2.52%
Services	2.26%
Real Estate	2.02%
Steel	1.84%
Constn related to infra.- EPC	1.68%
Food Beverages / processing	1.53%
Housing Finance Companies	1.32%
Media,Entertainment & Advt	1.17%
Airlines	1.03%
Contract Construction-Civil	1.00%
Other Industry	28.67%



# Well Rated Corporate Portfolio

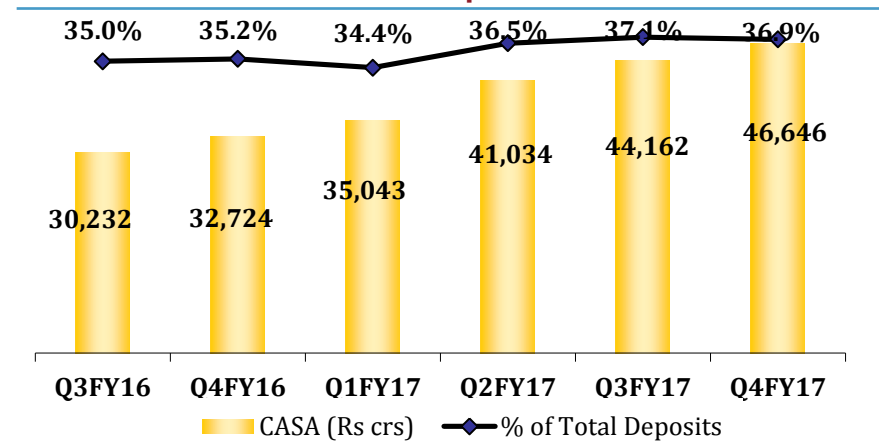


# Improving CASA profile

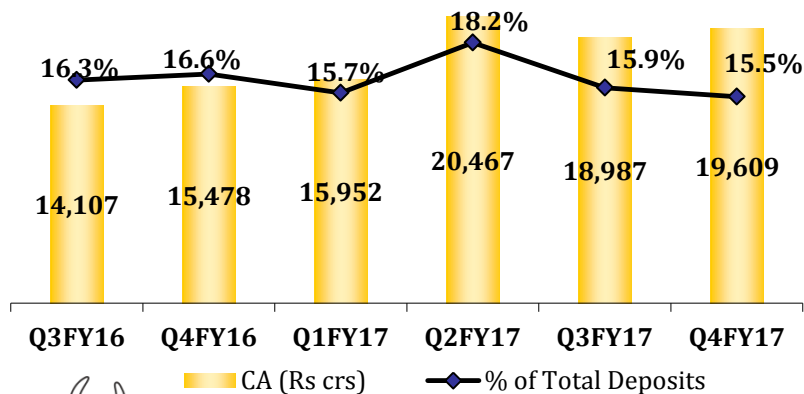
## Building CASA traction

- Expanding branch network
- Focus on target market segments
  - Government business
  - Capital market flows
  - Key Non Resident markets
  - Self employed and Emerging Corporate businesses
  - Transaction Banking and CMS Mandates
- Differentiated service propositions

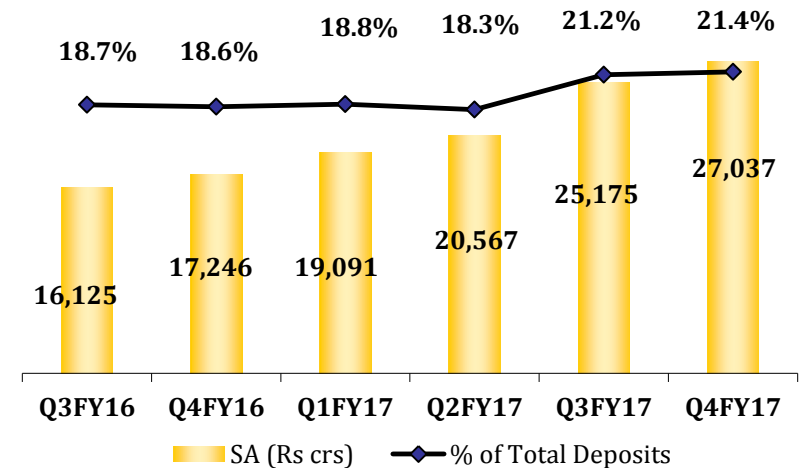
### CASA Uptick



### Current Account (CA)



### Savings Account (SA)





# Other Income

(Rs Crs)

	Q4FY17	Q4FY16	Y-o-Y (%)	Q3FY17	Q-o-Q (%)
Core Fee	996	774	29% ↑	885	13% ↑
Securities/MM/FX Trading/Others	215	139	55% ↑	132	63% ↑
<b>Total</b>	<b>1,211</b>	<b>913</b>	<b>33% ↑</b>	<b>1,017</b>	<b>19% ↑</b>



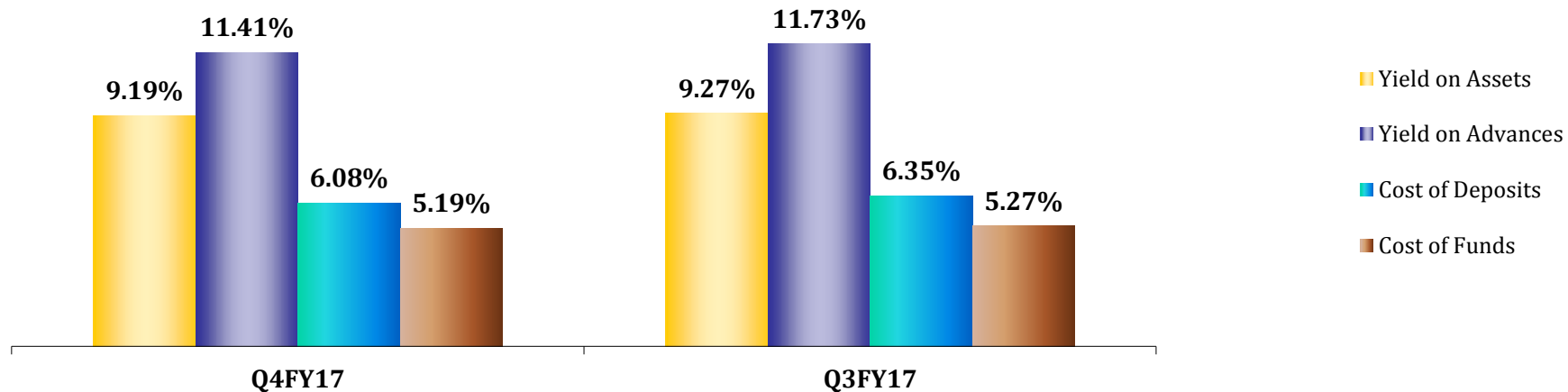
## Diverse Revenues from Core Fee Income

(Rs crs)

	Q4FY17	Q4FY16	Y-o-Y(%)		Q3FY17	Q-o-Q(%)	
Trade and Remittances	121	97	25%	↑	106	14%	↑
Foreign Exchange Income	170	140	21%	↑	179	(5%)	↓
Distribution Fees (Insurance, MF, Cards)	241	138	74%	↑	181	33%	↑
General Banking Fees	63	48	31%	↑	64	(1%)	↓
Loan Processing fees	243	228	6%	↑	195	25%	↑
Investment Banking	159	122	30%	↑	160	(1%)	↓
<b>Total Core Fee Income</b>	<b>996</b>	<b>774</b>	<b>29%</b>	<b>↑</b>	<b>885</b>	<b>13%</b>	<b>↑</b>



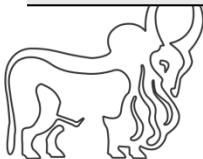
# Yield / Cost Movement



•Yield on Assets/Cost of funds are based on Total Assets/Liabilities

## Segment-wise Yield

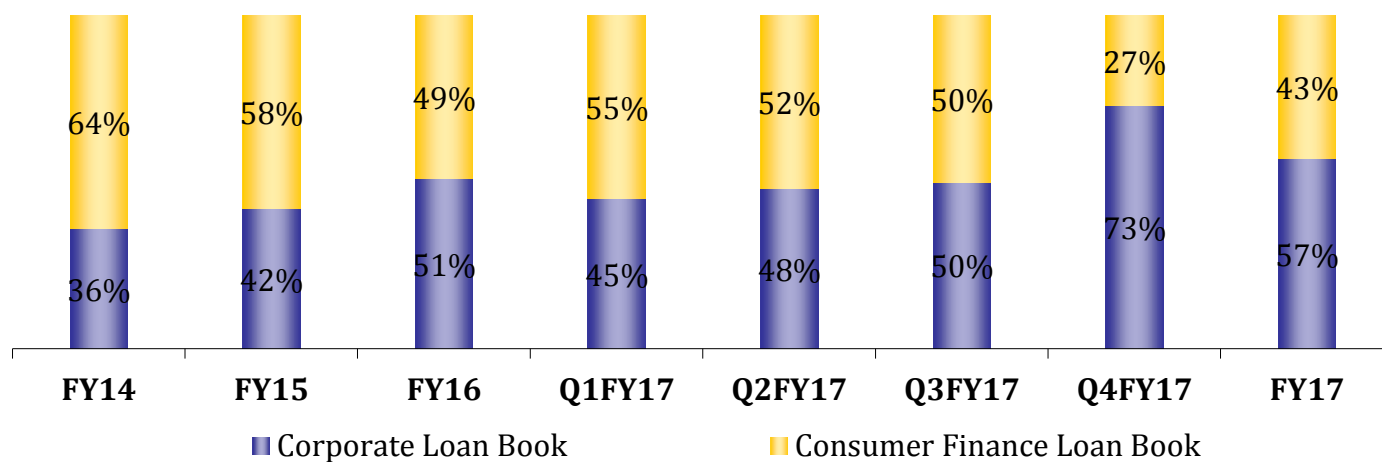
	Q4FY17		Q3FY17	
	Outstanding (Rs crs)	Yield (%)	Outstanding (Rs crs)	Yield (%)
Corporate Bank	67,552	9.10%	59,905	9.76%
Consumer Finance	45,529	14.49%	42,865	14.53%
<b>Total</b>	<b>1,13,081</b>	<b>11.41%</b>	<b>1,02,770</b>	<b>11.73%</b>



# Credit Cost

(Rs crs)

	FY14	FY15	FY16	Q1FY17	Q2FY17	Q3FY17	Q4FY17	FY17
Corporate Bank	94	144	258	65	74	76	187	401
Consumer Finance	170	195	244	80	78.	76	69	303
<b>Gross Credit Costs</b>	<b>264</b>	<b>339</b>	<b>502</b>	<b>144</b>	<b>152</b>	<b>152</b>	<b>256</b>	<b>704</b>
<b>Gross Credit Costs (Basis Points on Advances)</b>	<b>48</b>	<b>49</b>	<b>57</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>23</b>	<b>62</b>
<b>Net Credit Cost</b>	<b>228</b>	<b>323</b>	<b>468</b>	<b>139</b>	<b>143</b>	<b>141</b>	<b>249</b>	<b>672</b>
<b>Net Credit Costs (Basis Points on Advances)</b>	<b>41</b>	<b>48</b>	<b>53</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>22</b>	<b>59</b>
<b>PCR</b>	<b>70%</b>	<b>63%</b>	<b>59%</b>	<b>59%</b>	<b>59%</b>	<b>59%</b>	<b>58%</b>	<b>58%</b>



# Loan Portfolio - Movement in NPA and Restructured Advances

(Rs crs)

	Q4FY17			Q3FY17		
	Corporate	Consumer	Total	Corporate	Consumer	Total
Opening Balance	473	498	<b>971*</b>	424	475	<b>899*</b>
Additions	457	177	<b>634</b>	111	170	<b>281</b>
Deductions	386	164	<b>550</b>	62	147	<b>209</b>
Gross NPA	544	511	<b>1,055</b>	473	498	<b>971*</b>
Net NPA			<b>439</b>			<b>401</b>
% of Gross NPA			<b>0.93%</b>			<b>0.94%</b>
% of Net NPA			<b>0.39%</b>			<b>0.39%</b>
Provision Coverage Ratio (PCR)			<b>58%</b>			<b>59%</b>
Restructured Advances			<b>0.37%</b>			<b>0.41%</b>

\*After sale to ARC Rs. 190 crs (Rs. 21 crs)



# NPA Composition – Consumer Finance

(Rs crs)

Q4-FY17	Com. Vehicle	Utility	Const. Equip.	Small CV	TW	Cars	LAP/HL/PL	Tractor	Cards	Total
Gross NPA	151	26	49	22	117	31	85	7	23	511
Gross NPA %	0.97%	1.12%	1.18%	0.90%	3.52%	0.66%	0.87%	0.37%	1.34%	1.12%

Q3-FY17	Com. Vehicle	Utility	Const. Equip.	Small CV	TW	Cars	LAP/HL/PL	Tractor	Cards	Total
Gross NPA	149	24	48	20	122	34	71	5	25	498
Gross NPA %	1.02%	1.07%	1.24%	0.83%	3.60%	0.75%	0.81%	0.28%	1.62%	1.16%



	31 Mar 17	31 Dec 16
	Basel – III	Basel – III
Credit Risk, CVA and UFCE	1,22,036	1,14,872
Market Risk	6,669	5,442
Operational Risk	14,824	11,466
<b>Total Risk Weighted Assets</b>	<b>1,43,529</b>	<b>1,31,780</b>
Core Equity Tier 1 Capital Funds	20,125	19,430
Additional Tier 1 Capital Funds	1,000	-
Tier 2 Capital Funds	842	751
<b>Total Capital Funds</b>	<b>21,967</b>	<b>20,181</b>
<b>CRAR</b>	<b>15.31%</b>	<b>15.31%</b>
CET1	14.02%	14.74%
Tier 1	14.72%	14.74%
Tier 2	0.59%	0.57%



# Distribution Expansion to Drive Growth



## Strengthening Distribution Infrastructure

Particulars	June 30, 2016	Sept 30, 2016	Dec 31, 2016	Mar 31, 2017
Branch Network	1,004	1,035	1,075	1,200*
ATMs	1,885	1,935	1,960	2036

\*includes 105 specialized branches



Note: Numbers given above are total branches in each state

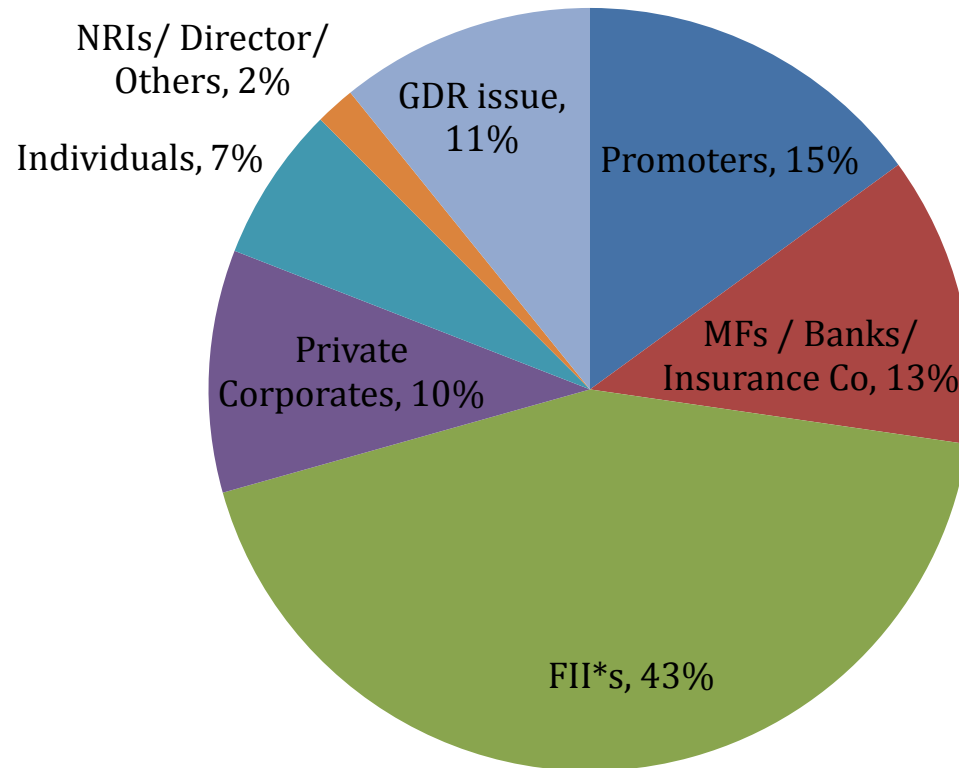
- Branch/Representative Office
- Strategic Alliance





# Shareholding Pattern

March 31, 2017



\*includes FPIs



# Planning Cycle 4 (PC4) 2017-20



# Strategy

**Strategy**

**Market Share with Profitability  
Do More of the Same**

**Digitize to Differentiate, Diversify  
and Create Domain Leadership**

**Broad Themes**

**Financing Livelihoods**

**Finding Customers from Within**

**Reengineering Our Businesses**

**Sustainable Banking**

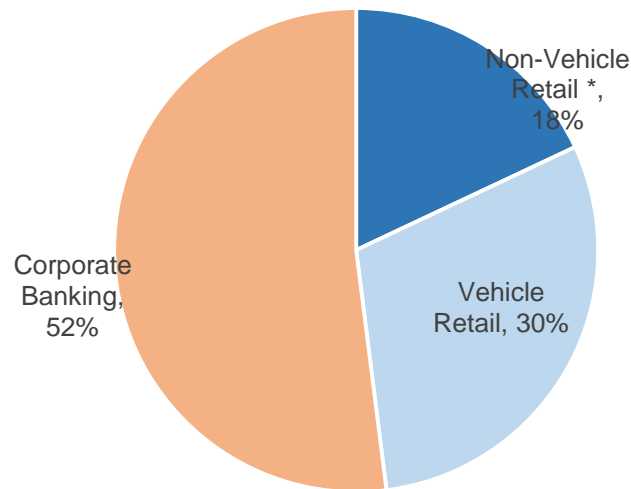


# Strategic Themes

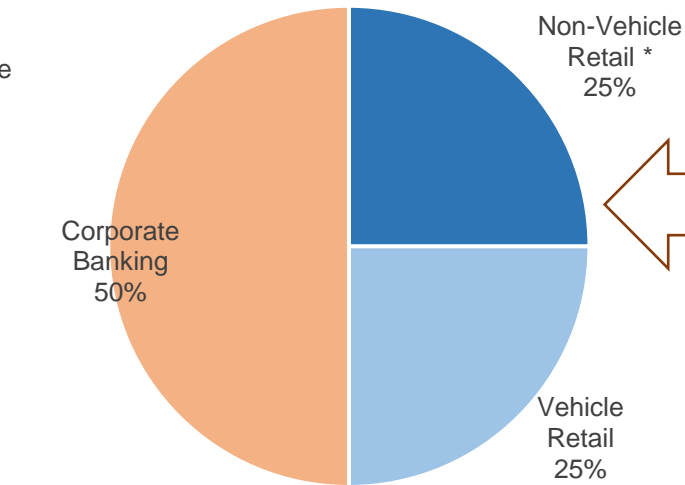


# Theme 1: Rebalancing of Loan Book

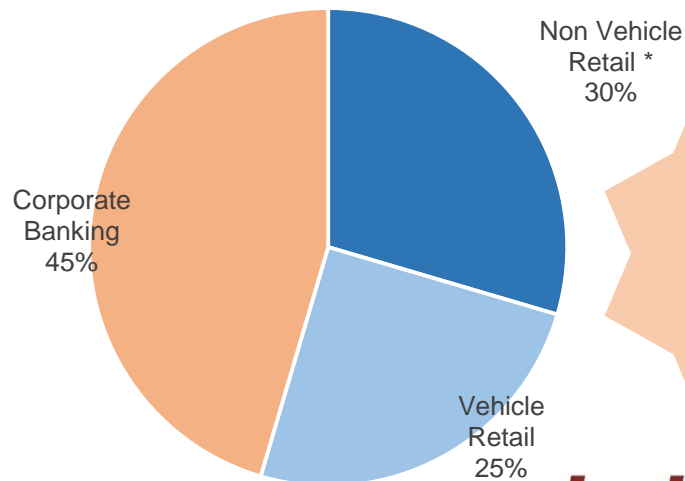
Loan Mix – Q4 FY17



Loan Mix – 2020 Ambition



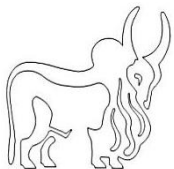
1. Loan Against Property
2. Business Banking
3. Credit Cards
4. Personal Loans
5. Commercial Cards
6. Loan Against Shares
7. Rural Loans
8. Gold Loans
9. Business Loans
10. Loan Against Card Receivables



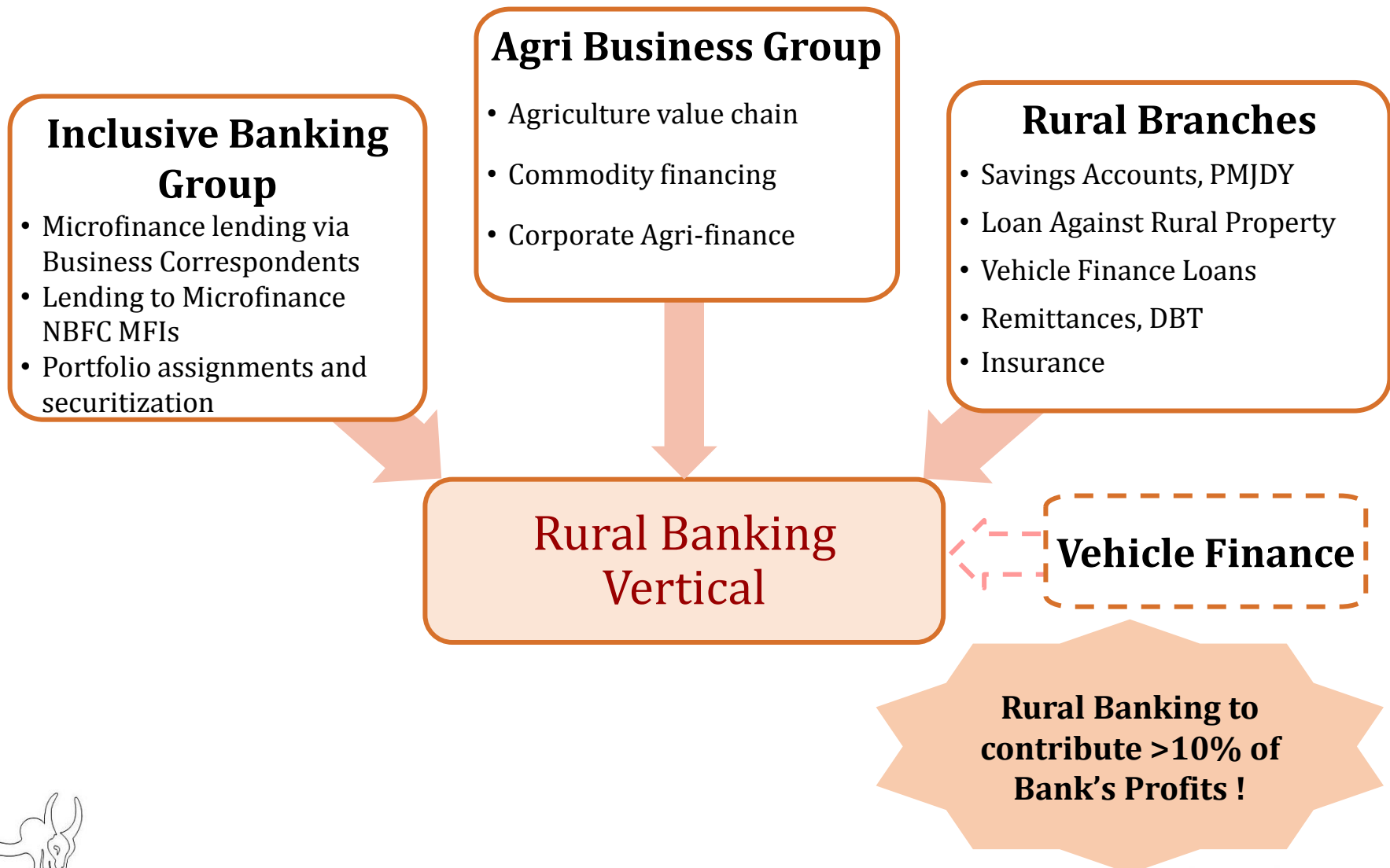
**Higher yield  
retail book  
supports  
margins and  
improves  
RORWA**

\* Includes Business Banking

\*\* Includes Business Banking + MFI



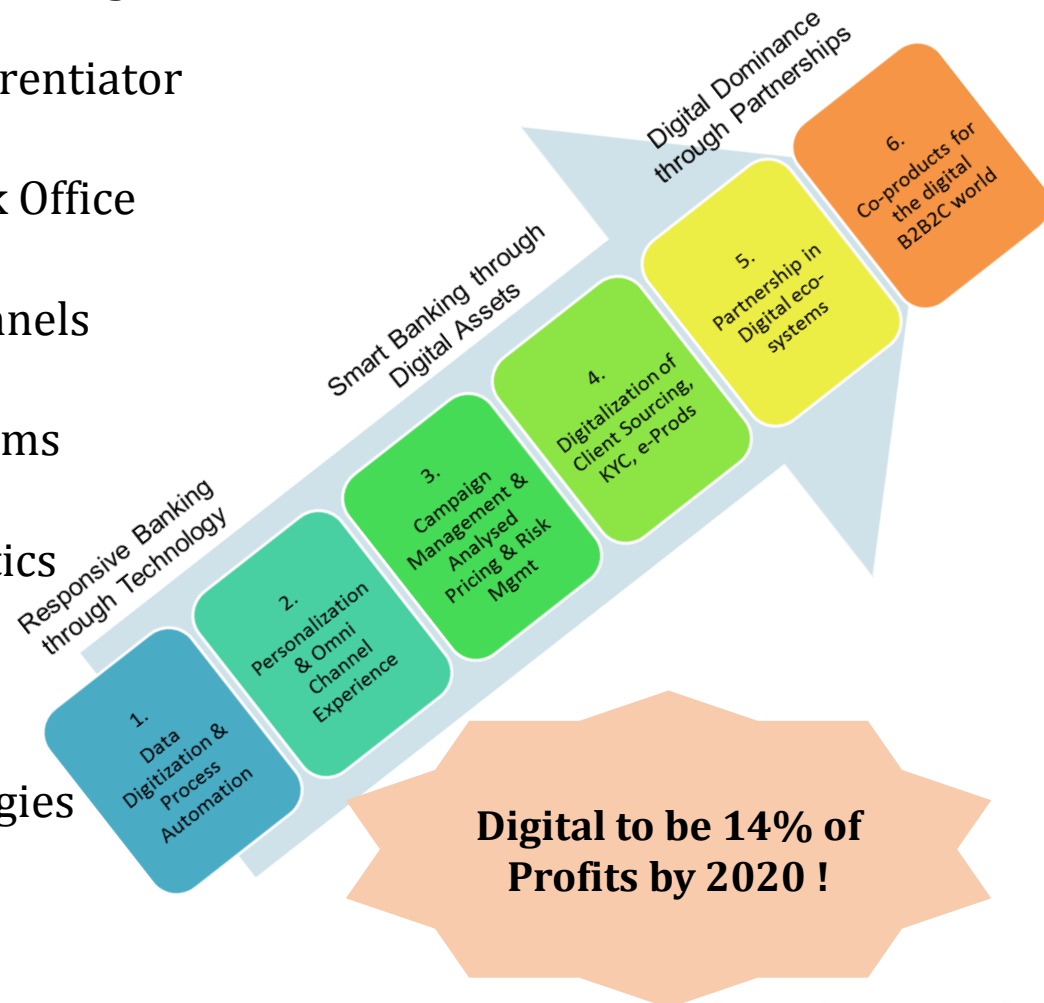
## Theme 2: Rural Banking and Microfinance



## Theme 3: Digital Strategy

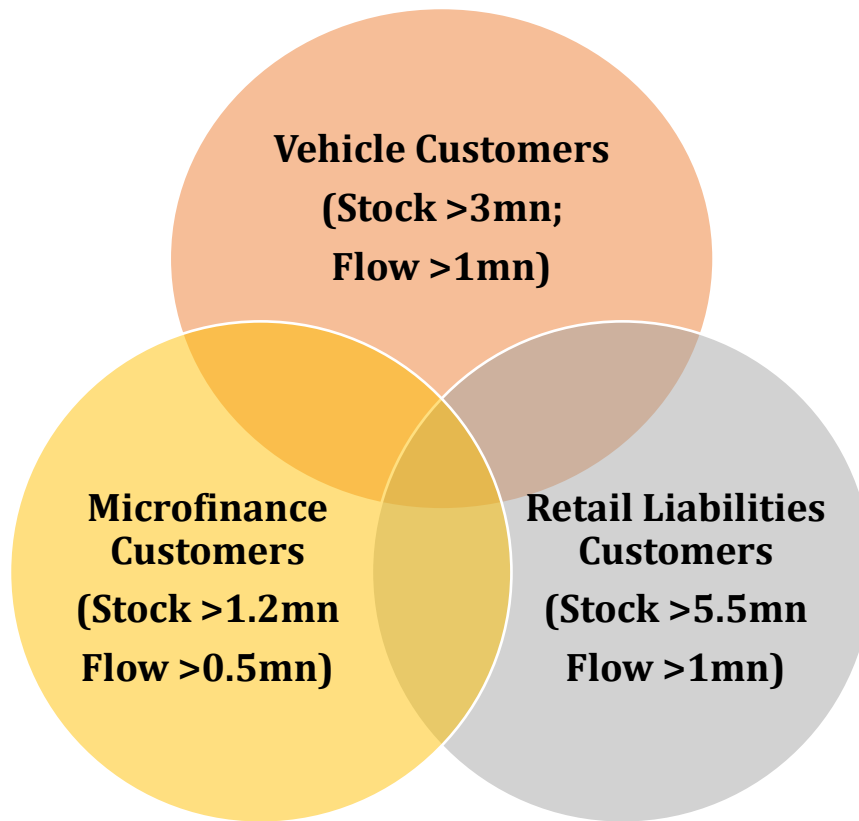
- An integrated Digital Strategy to extract significant value via:

1. Agility & Innovation as Service Differentiator
2. Operating Efficiency in Front & Back Office
3. Evolution to Online and Digital Channels
4. Partnering with the Digital Ecosystems
5. Improved Decision Making & Analytics
6. Transformation to Digital Offerings
7. Re-skilling Staff on Digital Technologies



## Theme 4: Internal Collaboration & Cross Sell

**Large & Growing Customer Base, Now Over 9.5mn !**



### Key Products:

- ✓ Vehicle loans
- ✓ Loan Against Property
- ✓ Kisan Credit Cards
- ✓ Personal Loans
- ✓ Savings Account
- ✓ Micro-insurance
- ✓ Remittances

**Inter BU  
Collaboration to be  
6x of Current Run  
Rate !**

**IndusInd Bank**

*Note: Bubbles not to scale*



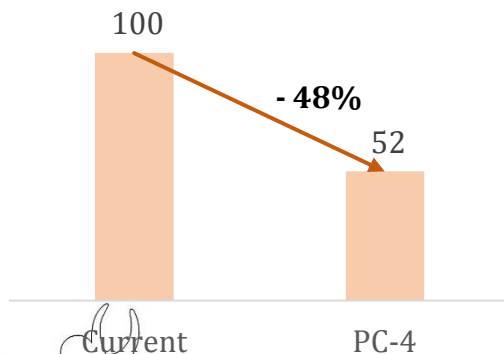


## Theme 5: Focus on Productivity

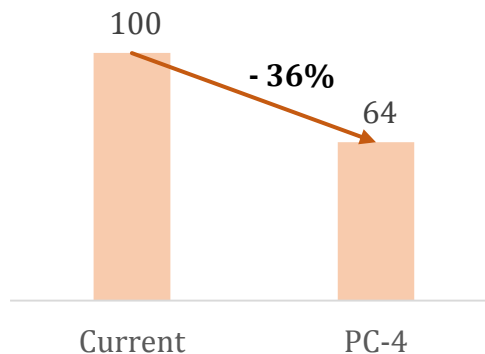
- Rapidly changing retail banking industry with evolving customer preferences
- Declining physical transaction volume and prodigious growth in mobile usage
- Future branch expansion will reflect this with leaner structures supported by digital delivery
- 12 productivity initiatives selected for implementation during PC4. Initiatives largely focus on branch banking, channel optimisation & organizational design

Example of current and proposed branch layout on Productivity (excluding rural) as below:

**Average Branch Size**



**Average Branch Costs**



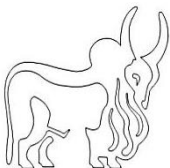
**To contribute 5% incremental PBT and lower Cost-to-Income ratio by 2% by 2020**

## Theme 6: Customer Experience A Key Differentiator

### Key Customer Experience Drivers

- **Customer deepening** due to better needs assessment and servicing
- **Wider client coverage** from client engagement managers (under CEM model)
- **More financially active clients** because of wider client coverage
- **Lower customer attrition** because of higher customer satisfaction levels
- **Better customer engagement** due to operational efficiencies
- **Increased cross-sell & up-sell** due to higher customer engagement & satisfaction
- **Higher ease of doing business** from client-centric process
- **Improved sales productivity** due to digitally enabled frontline services

**Generates  
incremental CASA of  
Rs. 10,000cr by 2020**



# Theme 7: Sustainable Banking

## Regulatory Compliance

- ✓ Operational Compliance
- ✓ Market Risk Management
- ✓ Liquidity Management
- ✓ AT-1 Capital Issuance
- ✓ IT & Information Security
- ✓ Reputation Risk Management
- ✓ Strategic Risk Management

## Environmental

Projects	Initiatives
Environment	Afforestation Projects with Satpuda Foundation and CERE. Financing Renewable Energy Products.
Rural Development	Water Rejuvenation Project at Satara. Micro credit for weaker sections & priority sectors.
Healthcare & Development	Skill Development of Drug Rehabilitated youth, Support to Cancer Affected Children
Internal Dimension	Energy Conservation, Green IT, Solar ATMs, Green Champions Programme, LEEDS Certified buildings
Education & Sports.	Legal Literacy Programme for Women, Education through Arts with Nalandaway Foundation, Young India Fellowship. Cricket for the Blind, Para Champions.
Community Welfare	Support towards Education, Healthcare facilities for marginalized, Flood relief, educating children on Indian Arts & Culture, Provision of critical care Ambulance

## Social

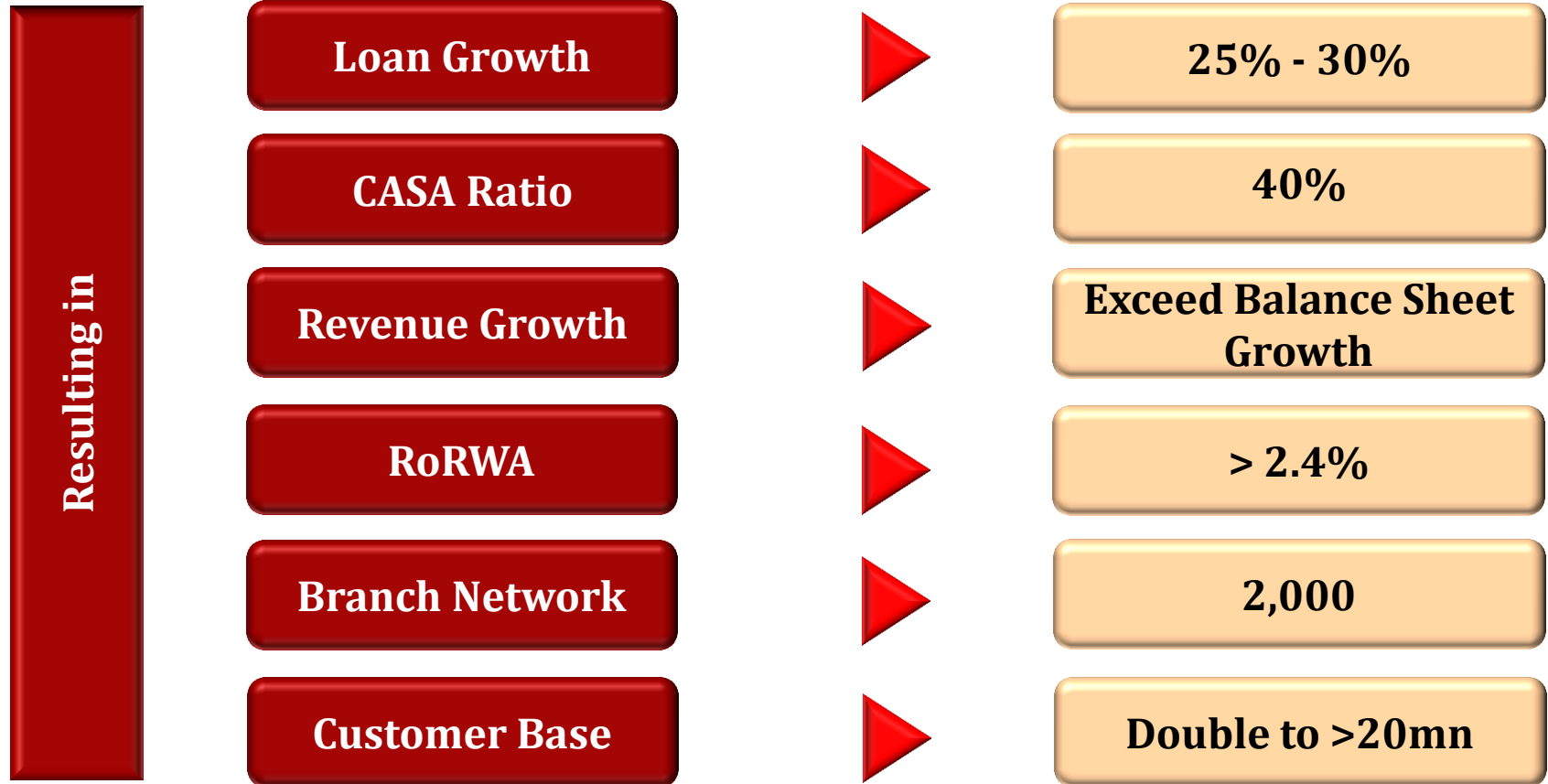
## Governance

- ✓ Board Level CSR Committee
- ✓ 6 Years of Sustainability Reporting
- ✓ Participation in CDP, DJSI Surveys
- ✓ Environmental Lending Policy
- ✓ Integrated Financial Reporting

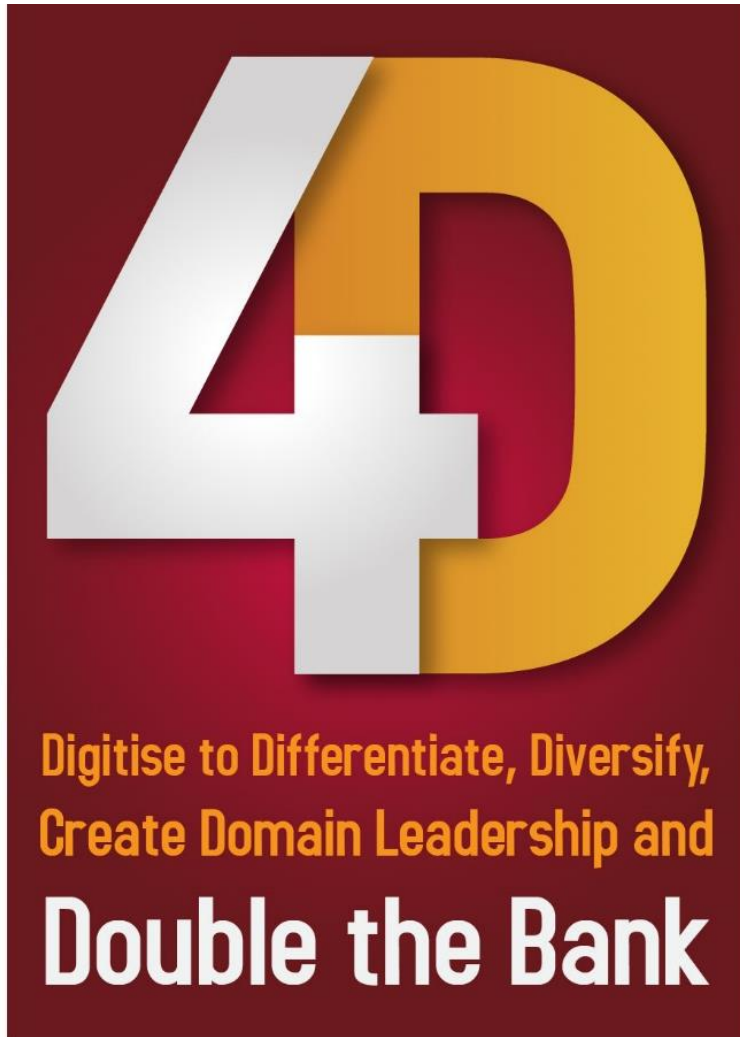
**Good Ecology is  
Good  
Economics**



# Pillars of Growth



# Ambition



## 4D To Double the Bank *in terms of*

- **Clients**
- **Loans**
- **Profits**

# Accolades and New Initiatives





IndusInd Bank's **#Jeetkahalla** campaign **won 3 PR** awards at Annual Advertising Awards (The Abbys) at the Goa Fest 2017.

Silver in 'Sponsorship' Category

Awarded for efficiently creating awareness, which helped enhance the Bank's image in the Corporate sector

Bronze in 'Integrated Campaign Led by PR' Category

Awarded for seamlessly integrating different elements of advertising to communicate the brand message

Bronze in 'Corporate' Category

Awarded for enhancing corporate image without advertising any product attributes



# Accolades



IndusInd Bank won three awards at **IBA Banking Technology Conference, Expo & Awards 2017.**

Winner

- Best Technology Bank
- Runner Up
- Best IT Risk and Cyber Security Initiative
- Best Payment Initiatives

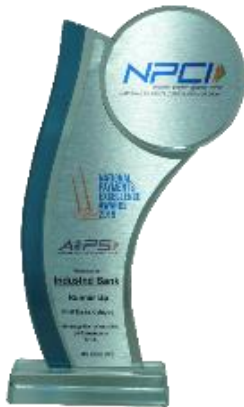


IndusInd Bank awarded as the '1<sup>st</sup> Winner of Overall Excellence in Category of Best Bank Financing the Industry (Highest Limits Sanctioned)' at **India Gem and Jewellery Awards 2015-16**





# Accolades



IndusInd Bank awarded as 'Runner Up' in 4 Categories at **National Payments Excellence Awards 2016** in Small Banks Category

- Excellent Performance in AEPS
- Excellent Performance in CTS
- Excellent Performance in NACH
- Excellent Performance in NFS ATM Network



# Accolades



IndusInd Bank awarded with 'Outstanding Achievement in Practicing Excellent Workplace Culture in Health & Safety, Evolving Safe Work Practices in Operations' at **Energy and Environment Foundation Global Safety Awards 2017**



IndusInd Bank bags two awards at **ABP News BFSI Awards 2017**

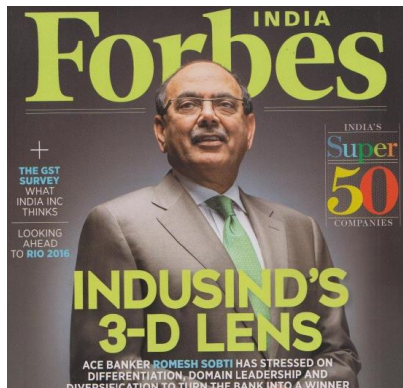
- Best Bank in Private Sector
- Best CSR Practices under Banking Category



# Accolades



Mr. Romesh Sobti awarded as 'The Best CEO (BFSI)' at the **Business Today Best CEO Awards 2016**.



IndusInd Bank features among Forbes' Super 50 Companies in India.



## Accolades



IndusInd Bank has been ranked No. 12 in the prestigious '**Brandz Top 50 Most Valuable Indian Brands 2016**' as adjudged by Kantar Millward Brown and WPP with a brand value of \$1.80bn - a growth of 18% from last year.



IndusInd Bank was recognized as a 'Symbol of Excellence' in the Banking category, at **Economic Times Best BFSI Brands 2016**.





IndusInd Bank: winner of Celent Model Bank 2017 Award for **Fraud Management and Cybersecurity**



# The World Champions Programme – Cricket for the Blind

**#TheOtherMenInBlue**

## CAMPAIGN PERFORMANCE Jan 31 to Feb 13, 2017



Overall  
**53M** Impressions  
**3M** Video Views  
**7L** Clicks

Website  
**1.3L** visits  
**1.02L** unique users

### HIGH IMPACT

- **SportsKeeda** Over delivered by 56%. **5.3M** Impressions
- **TOI Native road block** over delivered by 54%. **3M** Impressions



Event Ad to encourage people to attend the match.  
**Reached 1L+. 500+ showed interest to attend**



Trended **THRICE**. **19K mentions** | **6.5K participants** |  
**20k+ Tweets** PMO India, Ravindra Jadeja, Abhishek Singhvi,  
Naveen Patnaik tweeted about the campaign



**Thank you**





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