



Leadership in a digital world



December 2016

Certain statements in these slides are forward-looking statements. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Actual results may differ materially from those included in these statements due to a variety of factors. More information about these factors is contained in ICICI Bank's filings with the US Securities and Exchange Commission.

All financial and other information in these slides, other than financial and other information for specific subsidiaries where specifically mentioned, is on an unconsolidated basis for ICICI Bank Limited only unless specifically stated to be on a consolidated basis for ICICI Bank Limited and its subsidiaries. Please also refer to the statement of unconsolidated, consolidated and segmental results required by Indian regulations that has, along with these slides, been filed with the stock exchanges in India where ICICI Bank's equity shares are listed and with the New York Stock Exchange and the US Securities and Exchange Commission, and is available on our website www.icicibank.com

- India ranks #2 in the world in terms of internet users, mobile phone and smartphone users¹
- Internet users and smartphone users expected to double by 2020¹
- Government's flagship Digital India programme aims to transform India into a digitally empowered society
- Government's policies giving an impetus to digital payments
- Several digital solutions introduced in financial services
- Growing customer adoption of digital channels

1. Source: eMarketer, Ericsson, UN Estimates, BCG Research

ICICI Bank has always been a pioneer in bringing technology-enabled products & services to customers

We are focusing on leveraging the three key transformational trends in technology – mobility, digitization and rapid growth of social media



Leverage technology & digitization to:



To be the best in class in retail banking



Build platforms & services for emerging India



Personalise experience & services for customers



Achieve profitable growth



**Digitizing
channels**



**Digitizing
experience**



**Digitizing
core**

Focus on analytics across areas to improve productivity & efficiency

Digitizing Channels



Internet



Apps



Social



Refreshed & intuitive website



- One of the largest bouquet of seamless services
 - Online dashboard - 'My View'
 - Investment management & tax services tools
- Transactions of over ₹ 1.2 trillion processed till H1-2017
- Unique features – quick checkout, live assistance, IRCTC ticketing

iMobile

- About 165 services
- Industry first features:
 - Favourites for faster transactions
 - Chat services & authenticated call
 - Rail ticket booking
 - Touch ID Login & Watch Banking
 - Instant Tax Payment
- iMobile SmartKeys: transfer of funds while chatting



Highest overall score in 2016 India Mobile Banking Functionality Benchmark study conducted by Forrester

Comprehensive digital wallet: Pockets

- India's First Digital Bank
- Innovation in payments, banking and shopping
 - Sending money through SMS, Email, WhatsApp, Google+
 - Non banking features such as movie tickets, split bills, gift vouchers
- Amongst the top 4 wallet apps in terms of time spent on the app¹
- Only bank app to figure in the top wallet apps



Over 5.3 million downloads; significant interest from non-ICICI Bank users

1. As per Nielsen Whitepaper on Wallets

Unique industry first features of Pockets

mVisa



- mVisa launched on debit cards for enabling in-store payments by just scanning a QR code using the customers mobile phone camera
- mVisa upgrade in Pockets app released for existing debit cardholders

Touch & Pay



- Contactless mobile payment solutions which dematerialises credit and debit cards using smartphones

Launched 'Unified Payments Interface' (UPI) for its mobile banking applications



- Offers UPI in 'Pockets' and 'iMobile'
- Enables both P2P (Person to Person) and P2M (Person to Merchant) transactions
- Transactions are done using a Virtual Payment Address (VPA) where bank account details not required

The Bank worked closely with National Payments Corporation of India (NPCI) for the launch of the UPI

Over 200,000 Virtual Payment Addresses (VPA) created

First bank in India to provide mobile remittance service; largest online presence



- Enabled instant transfers from US & Canada
- 24x7 toll free customer care accessible from all geographies
- First bank to launch remittances through Facebook
- Video banking, internet banking & iMobile available for all services
- Only bank to offer online paperless account opening for NRI customers in the US



First bank in Asia to launch Facebook Banking



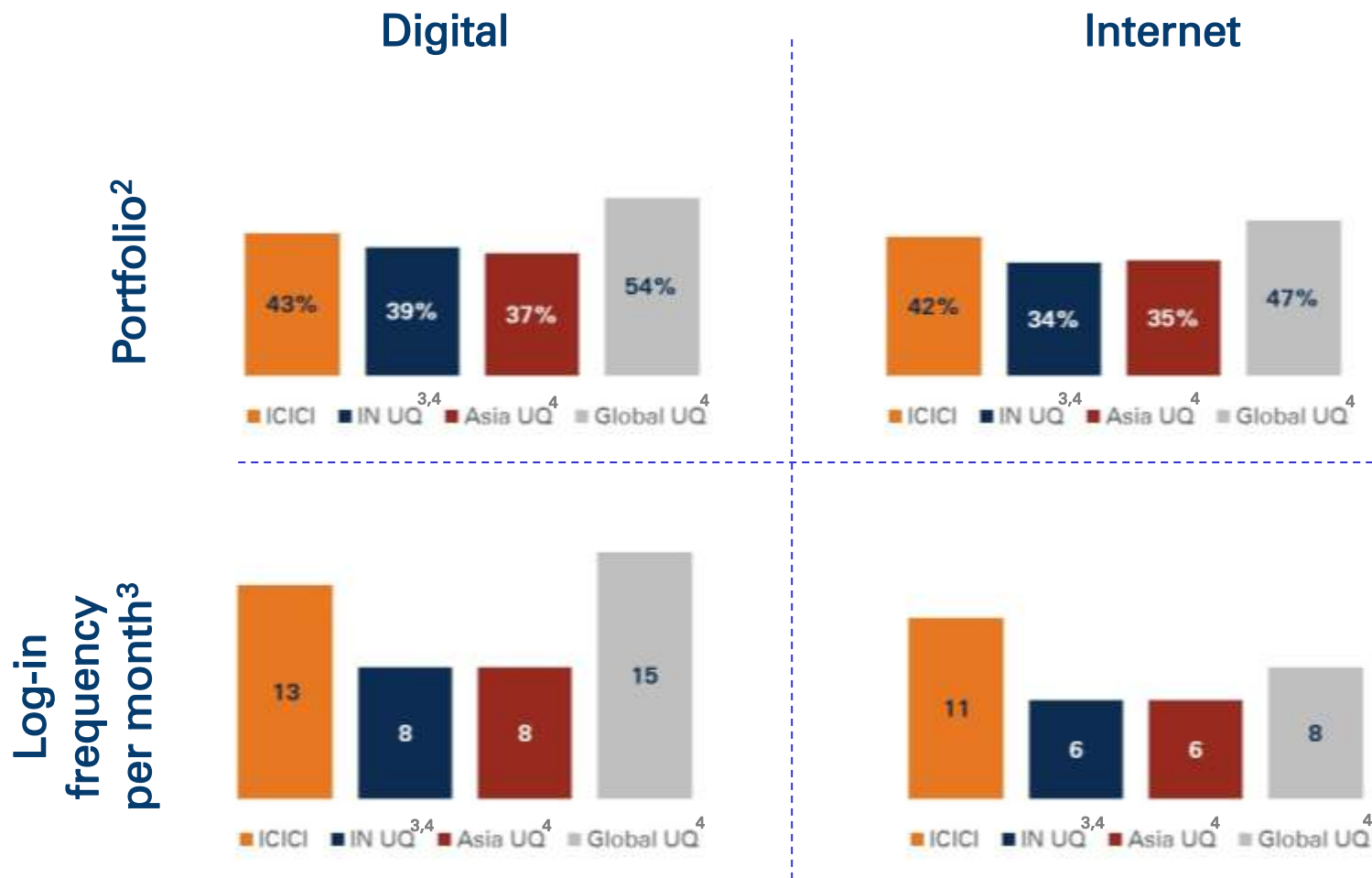
- Financial transactions on Facebook
- Only bank to offer NRI remittance through Facebook
- Fan base of ~4.8 million

First bank in Asia & second globally to launch Twitter Banking

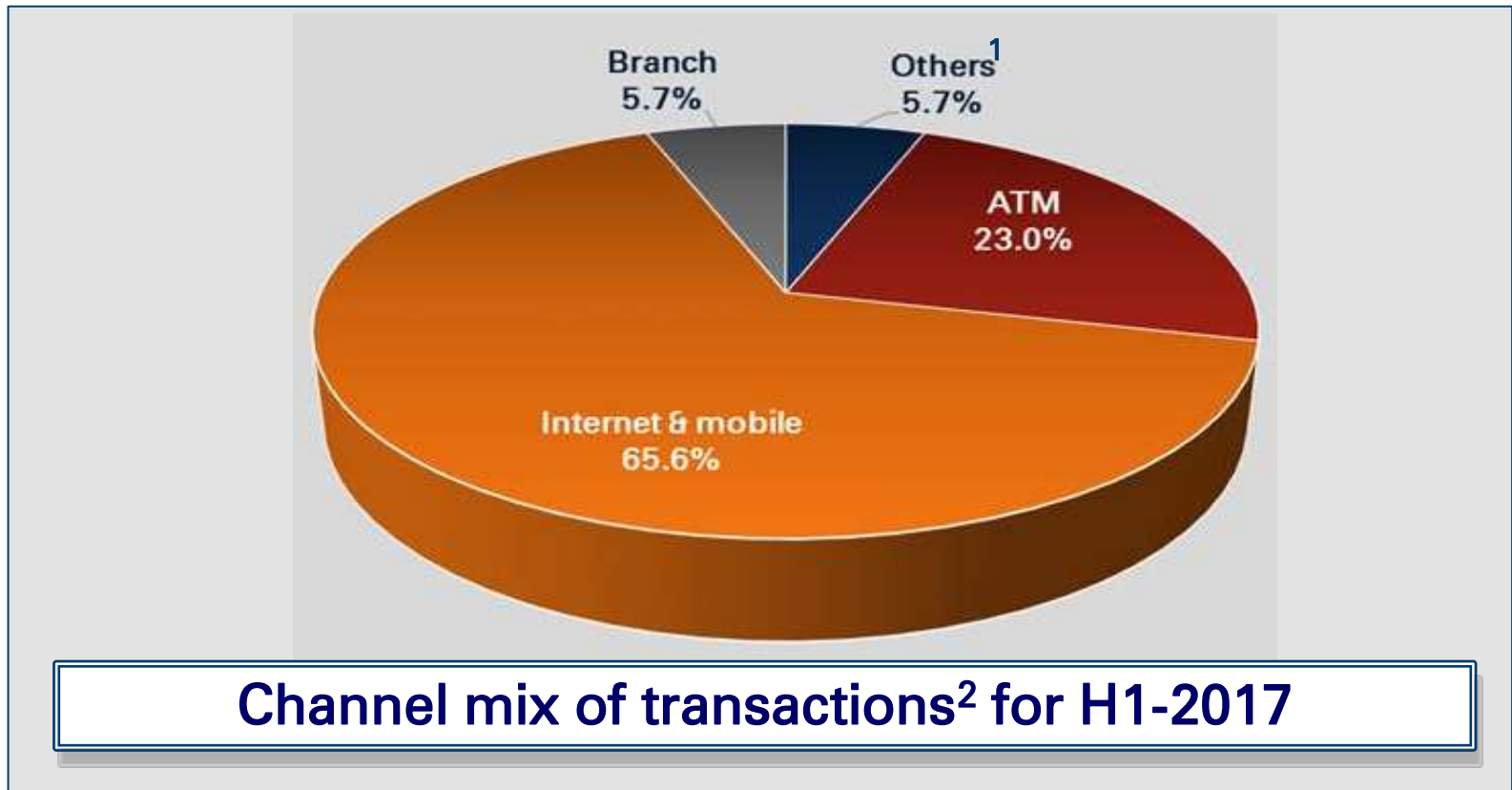


- Introduced transfer of funds on Twitter
- Secure service on ICICI servers
- Other facilities: telecom bill payments & recharges, fixed deposits and e-statements
- Hash-tags used for transactions: #pay, #reg, #topup, #ibal

High digital penetration¹



1. As per a Global Benchmark Study conducted featuring over 100 top banks around the world
2. Percentage of customers active on digital channels
3. IN: India
4. UQ: upper quartile



1. Includes touch banking, phone banking & debit cards POS transactions
2. Financial and non-financial transactions of savings account customers

Digitizing the experience



Payments



Inclusion



Automation

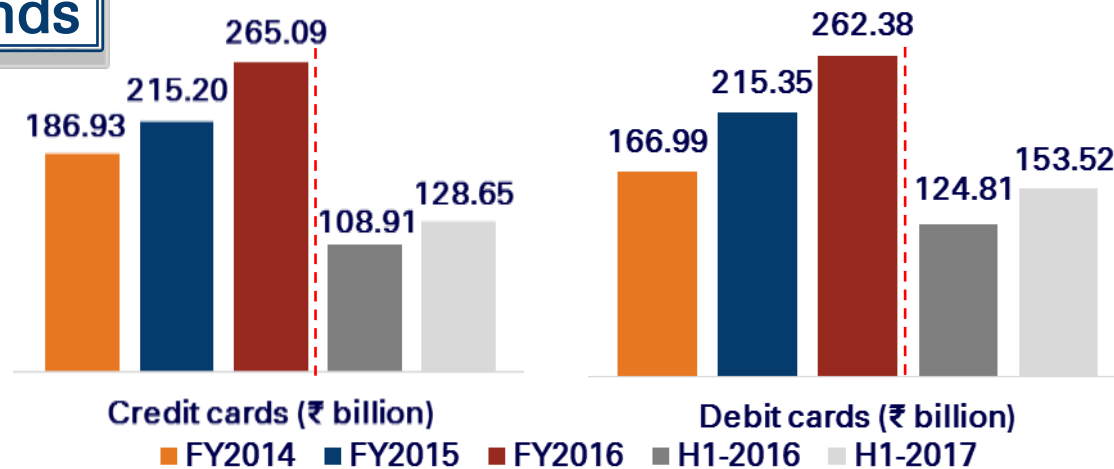


Growing payments franchise

Number of cards



Card spends



First bank in India to launch contactless debit/credit cards



- Comprehensive roll-out plan being implemented for developing terminal eco-system & issuing cards across India

First bank in India to launch transit card solutions for metro & bus transport

- Transit Metro solutions
 - Debit & credit cards with NFC¹ metro smart card chip & auto-top up facility
 - Easy recharge using SMS/internet
- Solutions for road transport
 - Prepaid cards with dual wallet (RFID² chip & magnetic chip)



India's first bank to implement interoperable electronic toll collection



- Prepaid RFID¹ tags for vehicles for electronic toll collection
 - Developed central clearing house to process the toll payments
 - Implemented on over 345 toll plazas including Mumbai-Delhi & Mumbai-Chennai corridors
 - Over 95% national highways plazas are acquired by the Bank

Sharp increase in transaction volumes in April-September 2016

Towards paperless loans

- **Express home loans**
 - India's first fully online process for sanctioning home loans with approval within eight working hours; online processing of subsequent disbursement for under construction projects
 - Also integrated in imobile
- **Insta personal loans**
 - Pre-approved loan to select customers with application, approval and disbursement within seconds
- **Tracking of loan relationships & real-time deliverables integrated in iMobile**



Akodara village in Gujarat adopted by the Bank as part of Digital India initiative in January 2015

DIGITALLY SAFE

Cashless Gujarat village unaffected by cash crunch

HT SPECIAL

Hiral Dave

■ letters@hindustanlines.com

AKODARA(GUJARAT): His countrymen may be fretting and fuming chasing scarce 100-rupee banknotes but Manilal Prajapati, 45, is without a care in the world.

A cable operator in Akodara village, around 90km from Ahmedabad, Prajapati on Friday bought wheat flour and a packet of potato chips for ₹200 from the grocer with just a few clicks on his mobile. His phone is linked to his bank account and money was instantly transferred to the account of the grocer, Pankil Patel.

While tremors of the Centre's demonetisation move resulting in acute scarcity of cash are felt across the country, Akodara is an oasis of calm. It is India's first 'digital village' where all families fall back on



■ Akodara is India's first digital village where all families fall back on e-banking for everything.

SIDDHARAJ SOLANKI/HT

e-banking for everything — from buying milk to biscuits — through their mobile phones.

Prajapati, for that matter, collects his monthly cable connection rents in a similar fashion. All that his subscribers have to do is to send an SMS to the bank after typing 3 followed by Prajapati's mobile number; the amount to be

transferred and the last six digits of their own account numbers and the amount is credited in no time.

"We have got used to e-banking and hardly deal in cash and therefore the cash scarcity has not hit us," says Patel, the grocer. For anything above ₹10, his collections are through e-banking.

"Like the rest of India, we are not worried about depositing or exchanging cash. All adults here have bank accounts linked to their Aadhaar numbers. As all the transactions at markets and even vegetable vendors here are cashless, we withdraw cash only when we have to go outside the village," says JS Patel, a farmer.

Even the dairy cooperative has stopped making cash payments since the past year. It transfers money to the farmers' accounts, saving the administration the trouble of handling cash.

The village with a population of 1,200 was adopted by the ICICI Bank as part of Prime Minister Narendra Modi's Digital India campaign. It has transformed the village into one with few parallels.

"Unlike other bank branches in the rest of the country, there is no rush here. Its business as usual for us," says bank manager Pratik Panchal.

The Bank announced a plan to transform 100 villages into 'ICICI Digital Villages' in 100 days on Nov 28, 2016

ICICI Digital Villages will have three dimensions

- 1) Enhance access to seamless and digital banking**
 - Tablet-based banking and Aadhar based e-KYC
 - SMS & USSD based mobile service
 - Digital payment ecosystem for predominant commercial activities
- 2) Impart livelihood training to the villagers through ICICI Academy of Skills and ICICI Foundation**
- 3) Provide credit linkages to enhance livelihood opportunities with formation of Self Help Groups; loan origination using tablets**

First bank in India to launch 24x7 fully automated branches and pre-staging of transactions by customers



- 110 Touch Banking branches, across 33 cities in India

- Services include ATM in the branch, insta-banking kiosk, cash acceptor machines, video call facility

- 1,410 Cash Acceptor/Recycler devices

- 655 Insta Banking Kiosks

- Offers 25 financial & non-financial services

- Pre-staging of transactions by customers through Insta-banking mobile app



Annually over 30 million transactions expected using self-service devices

Automation across areas to improve customer experience



- Forms with pre-populated customer details
- Digitization of service requests
- Updation of e-mail ID through SMS
- Deliverable management portal
- 24x7 Automated Locker
 - State of the art robotic technology
 - Hi-tech security system & multi-level checks
 - Example of 'Make in India': ~80% Indian components



Digitizing the Core

**Front
Office**



**Mid
Office**



**Back
Office**



About 80% of new savings accounts sourced through tab banking



- KYC through scanned documents
- Demo videos for products and services
- Upsell of mutual funds & insurance
- Being introduced for loan products

With digitization, an account can be opened within a day as against about four days earlier

First bank in the country and among few, globally, to roll-out 'Software robotic systems'



- Over 200 software robotic systems perform over 1.0 million banking transactions every working day
- Reduced response time for customers by up to 60%; improved productivity
- Leveraging advancements in artificial intelligence such as facial and voice recognition, natural language processing, machine learning and bots

Plan to more than double the software robotic systems to over 500 business processes by end of this fiscal

The Bank became the first bank in India and among few globally to successfully exchange and authenticate remittance transaction messages and original international trade documents using blockchain technology

Blockchain Technology

- Improved convenience of accurate and quick transactions
- Eliminates the need for financial messaging between banks
- Decentralized ledger gives all participating entities ability to access a single source of information



Transactions are done through a series of encrypted and secure digital contracts

Focus on analytics

CRM



- Multi-channel lead capture, assignment and fulfillment
- 360 degree view of customer profile, sales trending and forecasting
- Online business analytics and reports

Geo-spatial analytics for catchment characteristics based planning and resourcing

- Understanding micro markets and tailoring strategies
- Designing branch/ATM expansions across geographies
- Synchronizing central and local decision making

Multi Channel Campaign Management

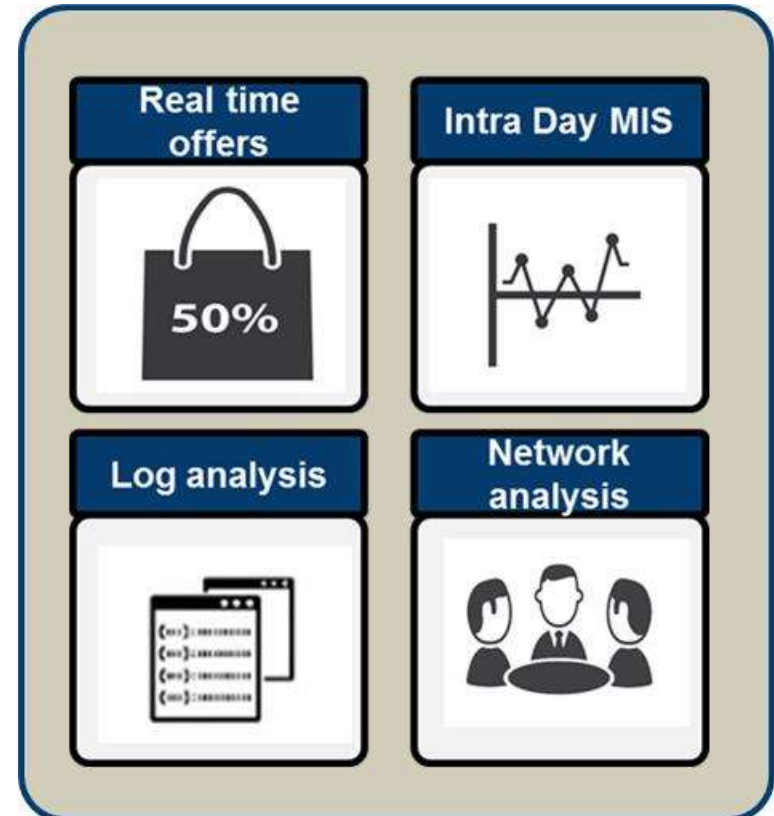
- Real time data feeds from multiple systems
- Rules run on real time events and historical behaviour based data
- Offers based on customer response and interest



Consistent & personalised customer communication across channels

Big Data analytics

- Real time data integration
- Real time rule processing
- Processing of data feeds in to channels
- Cost effective data storage



Leveraging digital technology for profitable growth:

- **New age digital channels for customer convenience**
- **Automation of routine transactions**
- **Innovative products to improve experience**
- **Digitizing core areas to improve efficiency & performance**
- **Analytics used to support all areas**

Thank you