IndusInd Bank

September 29, 2025

National Stock Exchange of India Limited (Symbol: INDUSINDBK)
BSE Limited (Scrip Code: 532187)

Madam / Dear Sir,

Sub.: **Press Release**

Ref.: **Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Please find enclosed copy of press release titled as "IndusInd Bank's New Festive Film 'Account Bada Toh Dil Bada' Brings #GiveMoreGetMore Campaign to Life".

In this connection, the Bank will issue a press release today.

This is also being uploaded on the Bank's website at www.indusind.com.

We request you to take the above information on record.

Thanking you,

Yours faithfully,

For IndusInd Bank Limited

ANAND KUMAR DAS

Digitally signed by ANAND KUMAR DAS
Date: 2025.09.29 11:15:03 +05'30'

Anand Kumar Das
Company Secretary

Encl.: As above

Press Release

IndusInd Bank's New Festive Film *'Account Bada Toh Dil Bada'* Brings #GiveMoreGetMore Campaign to Life

Mumbai, September 29, 2025: IndusInd Bank has unveiled its festive campaign, **#GiveMoreGetMore**, a celebration of generosity, financial empowerment, and the joy of giving. Anchored by a heartfelt theme "**Account Bada Toh Dil Bada**" (*When your account is big, you can fulfil the dreams of your loved ones by giving more*), the campaign inspires customers to make their loved ones' dreams come true and spread happiness this festive season.

At the core of the campaign is a touching film that brings the #GiveMoreGetMore philosophy to life. The story follows a humble baker and his son, whose quiet act of love transforms a lifelong dream into reality. The son, empowered by IndusInd Bank, surprises his father by purchasing a shop for his bakery, highlighting how financial growth fuels heartfelt giving. This emotionally resonant narrative underscores the campaign's message when savings grow; your ability to spread happiness grows too.

The #GiveMoreGetMore campaign aligns seamlessly with IndusInd Bank's ongoing festive deals/offerings, designed to empower customers with financial solutions that amplify their aspirations:

- Up to 50% off on processing fee across loan products – home loan, vehicle loan, personal loan, loan against property
- Exclusive Credit card & Debit card offers across 15+ top brands like Vijay Sales, Goibibo, Zomato, BigBasket and many more

Complementing the main film, a series of short digital films have also been released on the Bank's social media platforms, i.e., on Instagram, Facebook, X, LinkedIn and YouTube. These bite-size videos spotlight IndusInd Bank's distinctive products, such as Instant Loans, Savings Account, INDIE for Business and simplified Bill Payments, highlighting how the bank enriches everyday banking experiences.

IndusInd Bank's festive campaign **'#GiveMoreGetMore'** gently reminds us, when you give more happiness, you get more in return.

For more details on IndusInd Bank's festive deals/offerings, visit the website or download the INDIE app.

ABOUT INDUSIND BANK

IndusInd Bank Limited has been redefining banking for the past 31 years and has been a force for progression and innovation, offering an elevated banking experience for its diverse range of stakeholders, including government entities, PSUs, retail customers, and large corporations. The Bank's product offerings include microfinance, personal loans, debit/credit cards, SME loans, advanced digital banking facilities, affluent and NRI banking services, vehicle financing, and innovative ESG-linked financial products. The Bank also caters to the growing Indian diaspora with representative offices in London, Dubai, and Abu Dhabi. As of June 30, 2025, IndusInd Bank serves approximately 42 million customers through 3,110 branches/banking outlets and 3,052 ATMs, reaching 1,64,000 lacs villages across India. IndusInd Bank leverages technology through its 'Digital 2.0' strategy, ensuring multi-channel delivery and a robust digital infrastructure. In each of its unique offerings that include 'INDIE' – the one-stop-shop for all things digital banking; innovation and customer centricity remain at the core. IndusInd Bank holds clearing bank status for major stock exchanges BSE and NSE, settlement bank status for NCDEX, and is an empanelled banker for MCX.

RATINGS

Domestic Ratings:

- CARE A1+ for Certificate of Deposits
- CRISIL A1+ for certificate of deposit program / short term FD programme
- CRISIL AA+ for Infrastructure Bonds program/Tier 2 Bonds
- IND AA+ for Issuer Rating by India Ratings and Research
- IND AA+ for Senior bonds program/Tier 2 Bonds by India Ratings and Research

International Rating:

- Ba1 for Senior Unsecured MTN programme by Moody's Investors Service

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Twitter: @MyIndusIndBank
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