

March 8, 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 roots for women with the #DropTheLabel campaign in partnership with Visa**”.

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](http://www.indusind.com).

We request you to take the above information on record.

Thanking you,

Yours faithfully,

**For IndusInd Bank Limited**

**Anand Kumar Das  
Company Secretary**

**Encl.: As above.**



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**CIN: L65191PN1994PLC076333**

## PRESS RELEASE

### **IndusInd Bank roots for women with the #DropTheLabel campaign in partnership with Visa**

**Mumbai, March 08, 2025:** IndusInd Bank, in collaboration with VISA, today launched its Women's Day campaign, **#DropTheLabel**, encouraging women to break free from societal labels that often limit their potential. The campaign talks about the various challenges that women professionals face being tagged with stereotypes which can create barriers to their growth and success.

At the heart of the campaign is an inspiring film featuring Tania Sachdev, a renowned chess player who holds the title of International Master and Woman Grandmaster. In this video, she talks about the various labels that she has been given over a period of time and how she has transformed those stereotypes into stellar achievements. The film highlights the power of perseverance and determination in overcoming stereotypes, serving as a powerful testament to resilience. It encourages women to challenge limiting labels and embrace a limitless mind set.

**Here is what Tania had to say about the campaign-** "Partnering with IndusInd Bank for this women's day campaign has been an incredible opportunity to amplify the message that women should never be confined by labels. I believe that every woman has the power to define her own path, break barriers, and create her own narrative. Together, let's drop the labels and embrace who we truly are- limitless, strong, and capable of anything we set our minds to."

Through these narratives, the campaign highlights the journey of breaking free from limiting labels, celebrating personal growth and the power of self-definition. Additionally, the campaign has a special segment featuring women leaders within the bank talking about the labels that they have overcome, dropped and embraced.

IndusInd Bank has also come up with exclusive offers during this period for its customers such as high returns on savings and FD, cashback and rewards on brands across travel, shopping, dining and lifestyle. The campaign will be amplified across social media channels, Website, App and other digital hotspots.

**Charu Mathur, Head – Digital Banking & Strategy (Existing Business), IndusInd Bank,** said, "At IndusInd Bank, we believe that true progress begins when women define their own paths, unburdened by societal labels. **#DropTheLabel** is more than just a campaign, it is a movement to challenge preconceived notions and create a culture where women feel empowered to embrace their ambitions without hesitation. This Women's Day, we celebrate the strength, resilience and limitless potential of women, encouraging them to break barriers and shape their own success stories."

**Sujatha V Kumar, Head of Marketing, India & South Asia, Visa,** commented, "We are delighted to collaborate with IndusInd Bank on an extraordinary initiative this International Women's Day. This inspiring campaign honors the unwavering spirit of women and motivates them to **#DropTheLabels** and embrace their authentic selves. Together, we are committed to fostering a more inclusive and empowering future for all women."

#### **Video link:**

<https://www.youtube.com/watch?v=DiFoYiomJpE>



## About IndusInd Bank:

IndusInd Bank Limited has been redefining banking for the past 30 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 December 31, 2024, IndusInd Bank serves approximately 42 million customers through 3063 branches/banking outlets and 2993 ATMs, reaching 1,60,000 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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