



IndusInd Bank

Press Release

Malaysia Airlines & IndusInd Bank Present New Year Bonanza for Indian Travelers

IndusInd Bank Credit Card partners with Malaysian Airlines to offer companion free travel for Platinum & Signature cardholders

Mumbai: January 5, 2012: IndusInd Bank and Malaysian Airlines started the New Year by inking an exclusive partnership that will offer business class companion free travel for IndusInd Bank Platinum & Signature Credit Cards. With this partnership in place, IndusInd Bank Platinum & Signature card holders can now travel to any destination in the world using Malaysian Airlines super exclusive business class, and their companion will travel for free.

Speaking at the occasion, Anil Ramachandran Business Head, IndusInd Bank Credit Cards said, "We at IndusInd Bank Credit Cards believe in giving our customers services and products that are at par with the highest quality standards in the industry. It has been our ethos to add value to our relationship by consistently creating features that would enhance our customers' lifestyle. The partnership with Malaysian Airlines is a critical step in our constant endeavor to provide the best of services and benefits to our customers".

Malaysia Airlines, Regional Senior Vice President, Middle East & South Asia, Mr. Azahar Hamid said, This offer further reduces the air transportation costs for the premium traveller and enhances the opportunities of mixing business with pleasure using the Companion Travels Free convenience. IndusInd Bank being one of the largest financial institutions in the financial sector and having deep inroads into premium customer space gives us added advantage to reach out to the elite Indian traveller".

The special offer is extended to Platinum and Signature card holders of IndusInd Bank where the members can buy one J Class fare ticket and get companion to travel free by paying for taxes only. Apart from the ticket and the business class lounge facilities in India as well as at KLIA – Golden Lounge, the traveler also gets complimentary Enrich Frequent Flyer card along with 1000 award miles and also earns 50% extra Enrich Flyer award Miles on payments made through IndusInd Bank Platinum & Signature cards.

The deal will be valid for purchase as well as travel starting from 1st January 2012 to 31st December 2012. The promotional deal is designed specially for the Indian business class travelers and IndusInd Bank cardholders. The promotional offer will remain valid to travel from any Indian location served by Malaysian Airlines and traveling to the destinations served by Malaysia Airlines across the globe. All Business class passengers can travel with a companion for the cost of a single return ticket.



Promotional Offers Highlights:

- The offer is valid for sale from 1st January 2012 to 31st December 2012, PAN India only – Malaysia Airlines connects to global destinations from Mumbai, Delhi, Bangalore, Hyderabad and Chennai.
- Companion Free offer is valid only for the business class passengers (IATA Fares). Companion has to pay the taxes only.
- The offer is valid for the IndusInd Bank Platinum & Signature Cards members only.
- Complimentary Enrich Frequent Flyer Card along with 1,000 Award Miles, To Avail of this offer customer can log on to <https://www.enrich.malaysiaairlines.com/EnrichWebsite/NewMember.jsp>
- Travellers can earn 150% Enrich Frequent Flyer Award Miles
- Terms and Conditions apply to the offer

About Malaysia Airlines

Malaysia Airlines (www.malaysiaairlines.com) is the national carrier of Malaysia and one of Asia's largest, flying nearly 45,000 passengers daily to some 100 destinations worldwide across 6 continents. The distinctive Malaysia Airlines brand is an extension of the special culture of warmth and friendliness unique to Malaysians. This inimitable Malaysian sense of graciousness is branded as "Malaysian Hospitality" and symbolized by the acronym MH which is also the airline's flight code.

Malaysia Airlines holds a lengthy record of service and best practices excellence and is also one of only 6 airlines worldwide to be accredited a "5-Star Airline" by Skytrax, an accomplishment it has achieved for 5 consecutive years, 2005-2009. It has also received the accolade of "World's Best Cabin Staff" by Skytrax over six years, 2001-2004, 2007 and 2009 – the most for any airline.

In the recent World Travel Awards 2011, Malaysia Airlines won 2 awards, the "Asia's Leading Airline" and "Asia's Leading Airline Lounge".

Malaysia Airlines currently operates 40 weekly flights from India to Malaysia and comprises of New Delhi (12 flights), Chennai (07 flights), Hyderabad (07 flights), Bangalore (07 flights), and Mumbai (07 flights). The carrier also operates daily flights from Colombo, Maldives, Dhaka and two times weekly from Karachi to Kuala Lumpur.

About IndusInd Bank

IndusInd Bank, which commenced its operations in 1994, caters to the needs of both consumer and corporate customers. It has a robust technology platform supporting multi-channel delivery capabilities.



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IndusInd Bank has 350 branches, and 666 ATMs spread across 247 geographic locations of the country as on September 30, 2011. The Bank also has 2 Representative offices, one each in London and Dubai.

The Bank believes in driving its business through technology. It has multi-lateral tie-ups with other banks providing access to their ATMs for its customers. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and three major commodity exchanges in the country - MCX, NCDEX, and NMCE. It also offers DP facilities for stock and commodity segments. The Bank has been bestowed with the mandate of being a Settlement Banker for six tea auction centres.

Recently, CRISIL has reaffirmed its P1+ rating of IndusInd Bank's fixed deposits and certificates of deposit program. The credit rating agency ICRA Ltd. has upgraded Lower Tier II Bonds rating of the Bank to [ICRA]AA (pronounced ICRA double A) with stable outlook from [ICRA]AA- (pronounced as ICRA double A minus). ICRA has also upgraded the rating assigned to Bank's Upper Tier II Bonds to [ICRA] AA- (pronounced ICRA double A minus) with stable outlook from [ICRA]A+ (pronounced as ICRA A plus). CARE has upgraded the Bank's Lower Tier II Bonds rating to CARE AA from CARE AA-.

Visit us at www.indusind.com

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