

## Press Release

### For Immediate Release in United Kingdom only

#### **ICICI Bank UK wins the Your Money Awards for 'Best Online Savings provider 2010'**

ICICI Bank UK Plc has won the Your Money Direct Awards 2010 for 'Best Online Savings provider 2010' for its HiSave product range.

The Your Money Direct Awards were set up in 1998 as a forum for consumers to recognise and reward excellence in the financial services industry, particularly in the delivery of value-for-money products and high service standards via the direct channels of phone, online and branch.

The awards are the result of a survey of more than 10,000 readers, making it the most comprehensive study of its kind. It asked consumers what they think of the customer service of financial services providers they deal with, from the banks and credit card companies to insurance firms and mortgage companies.

ICICI Bank UK Plc also recently received a Moneyfacts commendation for its HiSave product range, in the monthly interest and fixed rate account categories.

The tough economic climate has meant that consumers are increasingly keen to get the best deal from their financial provider whatever kind of product they are after.

**Anubrata Biswas, Head of Retail Banking at ICICI Bank UK commented:** "This award is a good achievement for ICICI Bank UK - it is very pleasing to be recognised as a quality online savings provider. It is also important that people continue to invest their money wisely into a value savings account in these hard times. Your money can be earning interest for the times when you need it the most. ICICI offers transparent and consistent asterisk free saving through its HiSAVE product range, which provides value in both short and long term options".

#### **About ICICI Bank UK.**

ICICI Bank UK PLC offers retail, corporate and investment banking services in the UK and Europe. We have been operating in the UK since 2003 and for the financial year ending 31 March 2010 we had assets in excess of \$7.4 billion. [www.icicibank.co.uk](http://www.icicibank.co.uk)

HiSave is ICICI Bank UK PLC's range of interest online savings accounts and has been a product in the UK for more than five years. About 175,000 UK savers trust HiSave to look after their hard-earned savings. [www.hisave.co.uk](http://www.hisave.co.uk)