

IDBI BANK LIMITED

CIN:L65190MH2004GOI148838

[Regd. Office- IDBI Tower, WTC Complex, Cuffe Parade, Mumbai-400005,

Tel:(022)66552779/ 66553336 Fax:(022)22182352,

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Disclosure under Regulation 46(2)(n) of SEBI Listing Regulation pertaining to agreements with media companies and/or their associated.

(1) IDBI Bank Limited has entered into Service Agreements with following Advertising, Digital and PR Agencies, viz.

- (i) Inter Publicity Pvt. Ltd., 1st Floor, Ballard House, Adi Marzban Path, Ballard Estate, Mumbai-400001.
- (ii) DDB Mudra Max Pvt. Ltd., registered office at Mudra House, Opp. Grand Hyatt, Vakola, Santacruz-East, Mumbai-400055.
- (iii) Adfactors PR Private Limited, registered office at City Hall, Oasis Complex, Kamala Mills Compound, Pandurang Budhkar Marg, Lower Parel (West), Mumbai 400013.
- (iv) Beehive Communications Pvt. Ltd, Viva Centre, 126 Mathurdas Mills Compound, N.M.Joshi Marg, Off Senapati Bapat Marg, Lower Parel, Mumbai-400013
- (v) Interactive Avenues Pvt. Ltd, First Floor, Kagalwala House, C Block, Metro Estate, 175 CST Road, Kalina, Santacruz (East), Mumbai: 400098

The aforesaid agencies are engaged in the business of advertising, media planning and marketing communications and, as per the Service Agreements, the scope of work covers development of advertising and marketing strategies for the Bank including brand advertising, product advertising, other communications along with the media planning, buying and releasing services and Public Relations.

(2) There is no nominee of either of the aforesaid Agencies on the Board of IDBI Bank Limited

(3) There is no management control or potential conflict of interest arising out of Service Agreements entered into by IDBI Bank Limited with the aforesaid agencies.

(4) There are no other back to back treaties/ contracts/ agreements/ MoUs or similar instruments entered into by IDBI Bank Limited with the aforesaid Agencies and/or their associates for the purpose of advertising, publicity, etc.
