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IDBI Bank wins Reader's Digest Trusted Brand Award 2020

Mumbai September 07, 2020: IDBI Bank Ltd has won the **Trusted Brand Award** in the **Banks - Private** category as adjudged in a consumer survey entitled **Reader's Digest Trusted Brand, 2020**. The Award was formally received by Shri Rakesh Sharma, MD & CEO from Shri Anil Fernandes, Associate Publisher, India Today Group.

Reader's Digest conducts a survey every year among consumers in India across categories to determine the most trusted brands in the country. Since 1998, the Reader's Digest Trusted Brand Award has set a benchmark in honouring excellence and quality.

Speaking on the occasion, Shri Sharma said *"I am grateful to Reader's Digest for releasing the survey findings which has adjudged the Bank as the most Trusted Brand in the Private Bank category. IDBI Bank has consistently strived to live up to its brand promise of being a friend in need for its stakeholders. We shall continue to work tirelessly by leveraging our strengths of a skilled and committed workforce, well-defined strategies, cutting edge technology, and readiness to adapt to the rapidly changing customer preferences so as to consistently position ourselves as one of the most trusted banks in the country."*



(From Left to Right) Shri. Anil Fernandes, Associate Publisher, India Today Group handing over the Reader's Digest Trusted Brand Award 2020 to Shri. Rakesh Sharma, MD & CEO, IDBI Bank Limited.

All representatives of Print, Wire and Electronic Media.

आईडीबीआई बैंक लिमिटेड, पंजीकृत कार्यालय: आईडीबीआई टॉवर, डब्ल्यूटीसी कॉम्प्लेक्स, कफ परेड, मुंबई - 400005.

IDBI Bank Limited, Regd. Office: IDBI Tower, WTC Complex, Cuffe Parade, Mumbai – 400 005.

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