

Disclosure under clause 53 & 54 of Listing Agreement pertaining to agreements with media companies and/ or their associates as on March 30, 2011

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

(i) OGILVY & MATHER PRIVATE LIMITED, (O&M) , Commerz, 14th Floor, International Business Park, Oberoi Garden City, Off. Western Express Highway, Goregaon (E), Mumbai - 400 063; and

(ii) Adfactors Advertising Pvt. Limited (Adfactors), 2nd Floor, Manek Mahal, 90, V.N.Road, Churchgate, Mumbai – 400020.

The aforesaid two agencies are engaged in the business of advertising 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 and Public Relations.

- (2) As on March 30, 2011, the aforesaid two Advertising Agencies do not hold any shareholding in IDBI Bank Limited.
- (3) As on March 30, 2011, there is no nominee of either of the aforesaid two Advertising Agencies on the Board of IDBI bank Limited.
- (4) There is no management control or potential conflict of interest arising out of Service Agreements entered into by IDBI Bank Limited with the aforesaid two Advertising Agencies.
- (5) There are no other back to back treaties/ contracts/ agreements/ MoUs or similar instruments entered into by IDBI Bank Limited with the aforesaid two Advertising Agencies and/ or their associates for the purpose of advertising, publicity, etc.