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**IDBI Bank launches “Being Me” Savings Account
For the Youth on International Youth Day**

Mumbai, August 12, 2011: On the occasion of the International Youth Day, IDBI Bank salutes the spirit of the youth, with its latest retail offering, **IDBI Bank ‘Being Me’**. A Savings Account with an International Debit Card, designed to financially empower the youth. The rationale behind the concept of ‘Being Me’ is to emphasize the importance of financial independence, essence of individuality and responsibility, the values much cherished by today’s youth.

Announcing the launch, Shri. R.M. Malla, Chairman and Managing Director, IDBI Bank said, “The Young and working population of India is the biggest positive factor for the growth of our country in coming years. Today’s youth is energetic, knowledgeable, very enthusiastic & socially conscious and our latest product offering has thus been targeted to the youth to empower them.

‘Being Me’ Savings Account can be opened by Individuals between the age group 18 to 25 years. The account holders will be provided with an exclusively designed life time free ‘Being Me’ ATM cum Debit Card. Multiple banking services such as Mobile Banking, Internet Banking, Demand Draft, Any Branch Banking etc. will be provided free of cost. Additional unique benefits such as free unlimited usage of other banks ATM, no charge for non maintenance of Average Quarterly Balance, preferential rate on educational loans, special ‘Youth Zone’ at select branches, training on financial planning, preference for project work at IDBI bank and many more such facilities can be enjoyed by ‘Being Me’ customers.

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