



IDBI BANK LIMITED

CIN: L65190MH2004GOI148838

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

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

Website: www.idbibank.in , **email id:** idbiequity@idbi.co.in]

**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 Social Media Agencies, viz.

A. Advertising Agencies

1) Prachar Communications Private Ltd.

Registered Office Address: 105, Samkeet Apartments, B Wing,
Sant Janabai Marg, Vile Parle (East), Mumbai-400057

2) Group M Media India Private Ltd.

Registered Office Address: 7th & 8th Floor, Wing A, the ORB,
JW Marriott, Andheri (East), Mumbai 400099

B. Public Relations Agency

1) Genesis BCW Private Ltd.

Registered Office Address: 807, New Delhi House, Barakhamba Road,
Connaught Place, New Delhi - 110001

C. Social Media Agency

1) Group M Media India Private Ltd.,

Registered Office Address: 7th & 8th Floor, Wing A, the ORB,
JW Marriott, Andheri (East), Mumbai 400099



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 and Social media activities.

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.

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