

NEWS RELEASE

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ING Vysya Bank launches kids portal “www.kidzzbank.com”

ING Vysya Bank announced the launch of a Kids Portal coinciding with the celebration of 'ING Chances For Children' (CFC) day across the country by the ING Vysya Foundation, the CSR arm of ING business entities in the country.

www.kidzzbank.com; conceived and hosted by ING Vysya Bank, to introduce kids to the concept of money and savings in a fun way.

On entering the portal, kids are taken on a voyage of discovery handheld by the Portal Pal "NEO". As you navigate through the portal you discover lot of interesting aspects of this world, like Nature, Environment, the problems being faced by Planet Earth and also money.

The Fun Zone in the Portal provides games and quizzes which allow kids to win and earn points. There is also has a Hall of Fame, to display the top scorer of the games, for the day. These points can be saved and used to send E-Greetings for their parents.

There is a Go Green section which talks about mother Earth, the problem she is facing and how we can save planet Earth. The Save Money section starts with introduction to Savings, the need for Savings. The section “About Money” takes kids through the history of Money.

Speaking at the launch of the portal Kidzzbank.com, Vaughn Richtor, MD & CEO, ING Vysya Bank said, “This kids portal, aims to familiarize kids with the basics of Financial Planning. I believe, to secure one's future, a sound financial planning is not only essential, but is also about starting early in life. We have included subjects that arouse a child's interest and make efforts to tell the story in such a manner to create and sustain the interest of the child to surf the portal, frequently”.

Further, true to the objectives of creating the portal and its use, the bank has chosen to launch the portal at "Christel House", an NGO that runs a school for under privileged children. This NGO houses 823 Children on their campus at Kothnur, in the suburbs of Bangalore.

Further, as a part of celebrations of 'ING Chances for Children Day' for the current year ING Vysya Foundation Excellence Award was awarded to, Kiran Kumar Maridas, a -X class, student of Christel House, for his academic excellence. Presenting the Award, Vaughn Richtor, who is also the ING CFC Ambassador in India, stated, “ING Vysya Foundation has under taken CFC programme to recognize children who have potential to change their destiny and the world around them. ING Vysya Foundation recognizes children from its NGO Partners who have excelled in their academics and honor them by sponsoring their future education. ING Vysya Foundation Excellence Award thus works towards betterment of underprivileged children in Society. I Congratulate Kiran Kumar Maridas, on his achievement and for the honors won”.

The event concluded with a Football match with the children of Christel House and the bank led by the bank's MD Mr. Vaughn Richtor.

Press enquiries:

ING Vysya Bank

G K Sateesh Kumar, +91 (0)80 25005 832, sateeshkumargk@ingvysyabank.com

Hanmer & Partners

Ashok N / Cauvery Nanaiah + 91 9449834080, ashok@hanmermsl.com

ING Vysya Bank Ltd is a premier private sector bank with retail, private and wholesale banking platforms that serve over 1.8 million customers. With over 75 years of history in India and leveraging ING's global financial expertise, a workforce of 5,852 employees' staff, 698 outlets to offer their clients an increasingly broad range of innovative and established products and services.

ING is a global financial institution of Dutch origin offering banking, investments, and life insurance and retirement services to over 85 million private, corporate and institutional clients in more than 50 countries. With a diverse workforce of about 130,000 people, ING is dedicated to setting standard in helping our clients manage their financial future.