

## NEWS RELEASE

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### **ING opens 6 new branches and launches new Formula Savings Account.**

ING Vysya Bank one of India's leading private sector Bank, announced opening of 6 new branches in New Delhi, taking the network to 20 branches, in the national capital. ING also launched India's first Formula One sport based financial product 'The ING Formula Savings Account' – A new variant of the Savings Bank Account that offers a host of features and benefits.

Speaking on the occasion, Uday Sareen – Country Head, Retail Banking of ING Vysya Bank commented, "We are delighted to grow our franchise in New Delhi. It is also my pleasure to announce the latest offering of Formula Savings Account to the needs of the New Age consumer. The Formula Savings Account brings together Speed, thrill of F1 and convenience of banking – all packed into one. The richness of the product experience stems from using the power of technology".

Unveiling the 'ING Formula Debit Card' Arman Ebrahim said "F1 racing is one the fastest growing sport in India today, It is indeed gratifying to note that the imagination and speed of Formula I racing has caught the attention of ING Vysya Bank and the bank has been very successful in translating the same into a financial product for the young mass affluent Formula One, sport enthusiast. I wish 'ING Formula Savings Account' launched just now, all success, as its parent ING's, successes, in terms of its brand association with Formula One.

The special features and offerings based on the F 1 sport makes the product unique and exclusive. The key features of the Formula Savings Account are:

- Internet access showcasing F1 team standings, trivia, quizzes and games.
- Free ING Formula merchandise.
- Chance to win gift vouchers on every F1 race day.
- Pre-generated kits made available to the customers immediately on opening of the account, symbolizing the speed of F1.

And that is not all; it also provides ease of banking across bank's 416 branches. Further, withdrawing cash from any bank ATM, free of charge, daily cash withdrawal upto Rs. 50,000/-, E statements, 24X7 phone banking and instant SMS alerts on any debit transactions contribute to making it ultimate banking convenience.

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*ING Vysya Bank Ltd is a premier private sector bank with retail, private and wholesale banking platforms that serve over 1.5 million customers. With over 75 years of history in India and leveraging ING's global financial expertise, a workforce of 5,852 employees staff, 699 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, insurance and asset management to over 75 million private, corporate and institutional clients in more than 50 countries. With a diverse workforce in excess of 120,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.*