



ICONIC

AUTOMOTIVE | EDUCATION | ENERGY & POWER | **FINANCE** | FOOD & BEVERAGES | HEALTHCARE | HOUSEHOLD PRODUCTS

YES BANK

Recording a major boost in its performance every passing day, the fifth-largest private bank of India-YES BANK follows a unique, high-quality, customer-centric, and service-driven approach towards bank catering to the "Sunrise Sectors of India". The highly competent top management team under the stewardship of the bank's founder Rana Kapoor is ceaselessly aiming to gain that top spot with firm determination and persistent hard work

In a growing marketplace with a major cash economy like India, commercial banking plays a pivotal role in easing the process of business expansions and fund management. Private sector banks have been an able support to the rising entrepreneur's community in the country and YES BANK is one of the top-notch players who have redefined the way commercial banking is done. This "Full Service Commercial Bank" has steadily built a Corporate, Retail & SME Banking franchise, with a comprehensive product suite of Financial Markets, Corporate Finance, Branch Banking, Business and Transaction Banking, and Wealth Management business lines across the country.

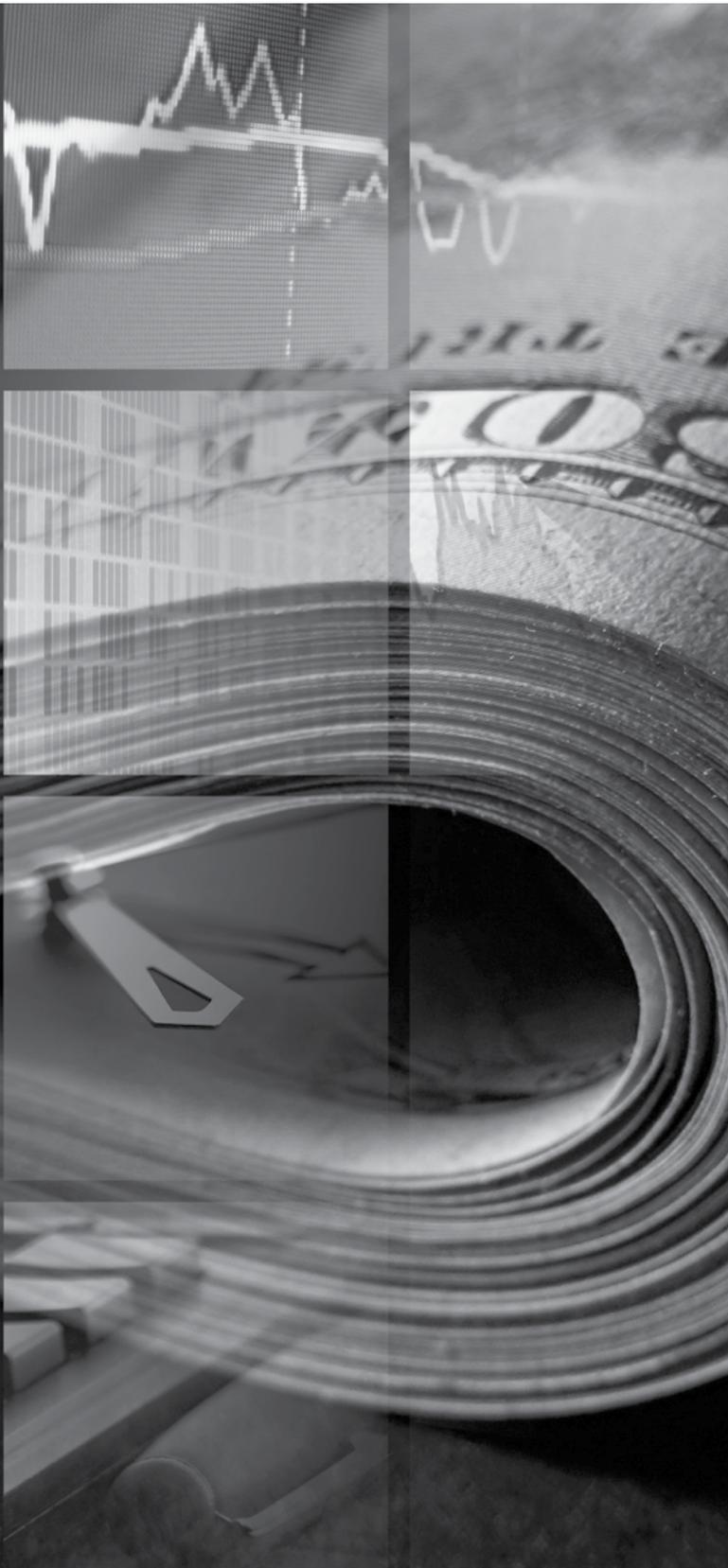
Incorporated in November 2003, YES BANK has projected itself as the "Professionals' Bank of India" by constantly incorporating ethical and technology-driven means of functioning. The directorial board of the bank persistently mentors and grooms the leadership to make them capable of dwelling themselves in the ever-changing technological and financial trends and take on additional responsibilities. The bank is emerging as the most preferred choice of the new budding entrepreneurs to entrust their finances because of its commitment towards providing innovative financial solutions by leveraging on superior product delivery.

THE DISTINCT BANKING CULTURE

Adopting a knowledge-driven approach to offer financial solutions which go beyond the traditional realm of banking, people at YES BANK are committed to support the sustainable growth and development of sectors like Food & Agribusiness, Telecommunications, Information Technology, Life Sciences, Renewable Energy, Media & Entertainment, Manufacturing, and Textiles, among others.

YES BANK has invested in several state-of-the-art technology initiatives and successfully implemented them. Since inception, YES BANK has pursued outsourcing, as part of its strategy. The philosophy of the Bank has been to engage with select partner companies who are acknowledged leaders in their products or businesses in developing specific solutions for YES BANK, which are differentiators in the marketplace. The bank offers a Branch Banking facility comprising Business Banking, Retail Banking, and a dedicated Rural & Inclusive Banking channel. The dedicated business unit provides fund-based lending to SMEs with an annual turnover up to INR 100 crore fostering their growth.





RESPONSIBLE BANKING

The bank not only fosters a holistic economic growth of its clients and the nation at large, but devotedly works towards augmenting the professional rise of its employees as well. Aiming to build a culture and environment that supports Professional Entrepreneurship, and is built on the core principle of Creating and Sharing Value, YES BANK retains the best talent from India and abroad in its team. Every individual is presented with an opportunity to contribute towards the bank's growth and self-grooming. The bank also works towards the betterment of society and follows a Triple Bottom Line focus for its Responsible Banking approach. With its unique community engagement initiative, YES COMMUNITY, the Bank has been building strong relations and triggering local action on pertinent socioeconomic and environmental issues.

Through pioneering initiatives and business solutions that weave sustainable development into its core business strategy, YES BANK has striven to take a leadership role in delivering positive socio-economic impact on the ground and creating a paradigm shift in the industry's approach to inclusive growth and national parity. With a holistic approach towards sustainable development and corporate social responsibility, YES BANK has created qualitative and quantitative impact through its sustained focus on financial inclusion, environmental stewardship, thought leadership, and sustainable investing.

TOUR DE FORCE

- YES BANK has won multiple national and international recognitions including "Bank of the Year - India" by The Banker magazine in London.
- YES BANK has also been adjudged The Strongest Bank in India by The Asian Banker, Singapore. YES BANK has won this award for the 3rd time in the last 4 years.

QUANTUM LEAPS

- YES BANK has become the first Indian bank selected in the Dow Jones Sustainability Indices.
- YES BANK is committed to provide innovative financial solutions by leveraging on superior product delivery.