

MANY MINDS.

EXCEPTIONAL GROWTH. SPEARHEADED BY

SERVICE EXCELLENCE.



Emerging Corporates Banking

Business Banking SME

Direct Banking

Corporate & Institutional Banking

Retail Banking & Wealth Management

Corporate Finance

Investment Banking

Development & Knowledge Banking

Financial Markets

Transaction Banking

Responsible Banking

ANNUAL REPORT

107-08



EXPERIENCE OUR EXPERTISE



Many Minds At Work. Say YES To Service Excellence.

Excellence is about accurately gauging the depth of the waters to successfully tide over challenges. The deeper you explore, the firmer you stand against the tide. Merely understanding competition isn't enough. An accurate sense of direction is required to back you at every stage. Though the depths of reality might be challenging, the expertise of many minds helps sail smoothly. At all times.

By investing in more minds per customer, YES BANK offers Service Excellence. To create an unmatched banking experience. To improve the quality of existing offerings. To leverage the potential of India's sunrise sectors. While always steering in the direction of growth.

Unleashing the power of many minds enables your Bank to go beyond the traditional realm of banking while delivering unconventional solutions to customers. Right from ideation to fruition, your Bank partners them to excel at every stage of their business. Every solution, product or service derived is an outcome of multiple minds working towards a common goal of "**Service Excellence**".

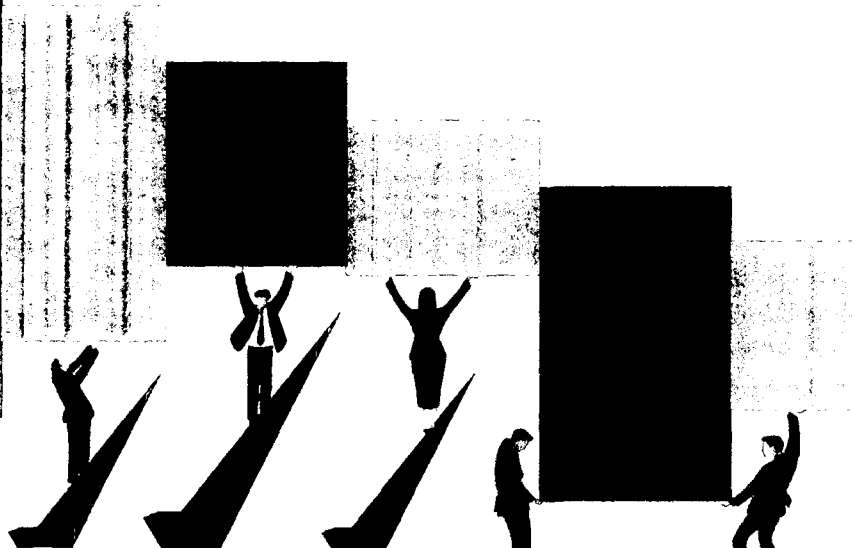
Your Bank's robust growth has been possible through several Service Excellence initiatives across multiple facets of banking. These include attracting the finest human capital and thought leaders in banking as well as other diverse industries while creating a world-class branch experience. By maintaining transparency across all banking verticals, your Bank has achieved the rare distinction of being one of the most

trusted banks in India. Additionally, your Bank's cutting-edge banking technology raises the bar when it comes to efficiency.

Through your Bank's "One Bank" model, all activities from Retail operations to Sales methodology to Corporate & Business Banking, operate out of a single localised branch. This ensures a direct customer connect with your Bank. In addition to this empowered branch structure, your Bank has built centralised control systems in real-time operations.

Your Bank's deep-rooted knowledge on banking and emerging sectors not only enables easy understanding of customer expectations, but also helps come up with superior solutions to suit changing needs and priorities.

After all, many minds do offer infinite possibilities while offering limitless growth.



Many Minds.
Boundless Efforts. Spearheaded by
Service Excellence.



Your Bank endeavours to understand customers not merely as individuals but as real people with dreams, hopes and aspirations. Constantly striving to leverage this understanding, the Bank offers unbiased financial advice delivered through exemplary service.

YES for YOU

Seeking to go beyond impersonal banking and nurture highly personalised relationships.

It is the adherence to impeccable and consistent customer service that helps nurture enduring relationships.

Externally, your Bank manifests this to customers through "YES for YOU".

Your Bank's focus lies in engaging, informing and involving them in a personalised manner thereby significantly reducing customer wait-time as well as incremental value additions to the time spent inside the branch.

On the other hand, the internal brand manifestation of the "YES for YOU" service philosophy is one that ensures a CONSISTENT SUPERIOR SERVICE EXPERIENCE.

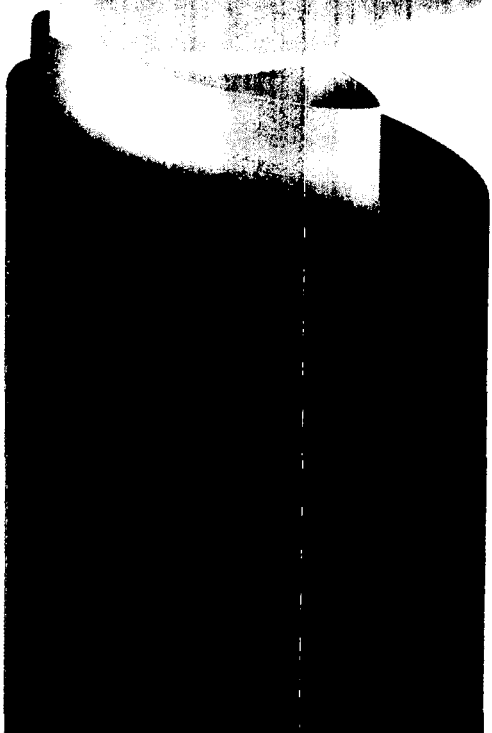
Through its bank-wide dissemination, the environment at all branches is one of positive customer service and attitude.

After all, at your Bank, when more minds come together, the resulting outcome is one that paves the path for a progressive future. One that is founded on Service Excellence. One that results in progress. It is this harmony of many minds that helps improve the quality of existing offerings.

Through YES for YOU, your Bank provides customers with a distinguished banking experience, unique only to YES BANK.



Report  Junction.com



Many Minds. Sustained Progress. Spearheaded by Service Excellence.

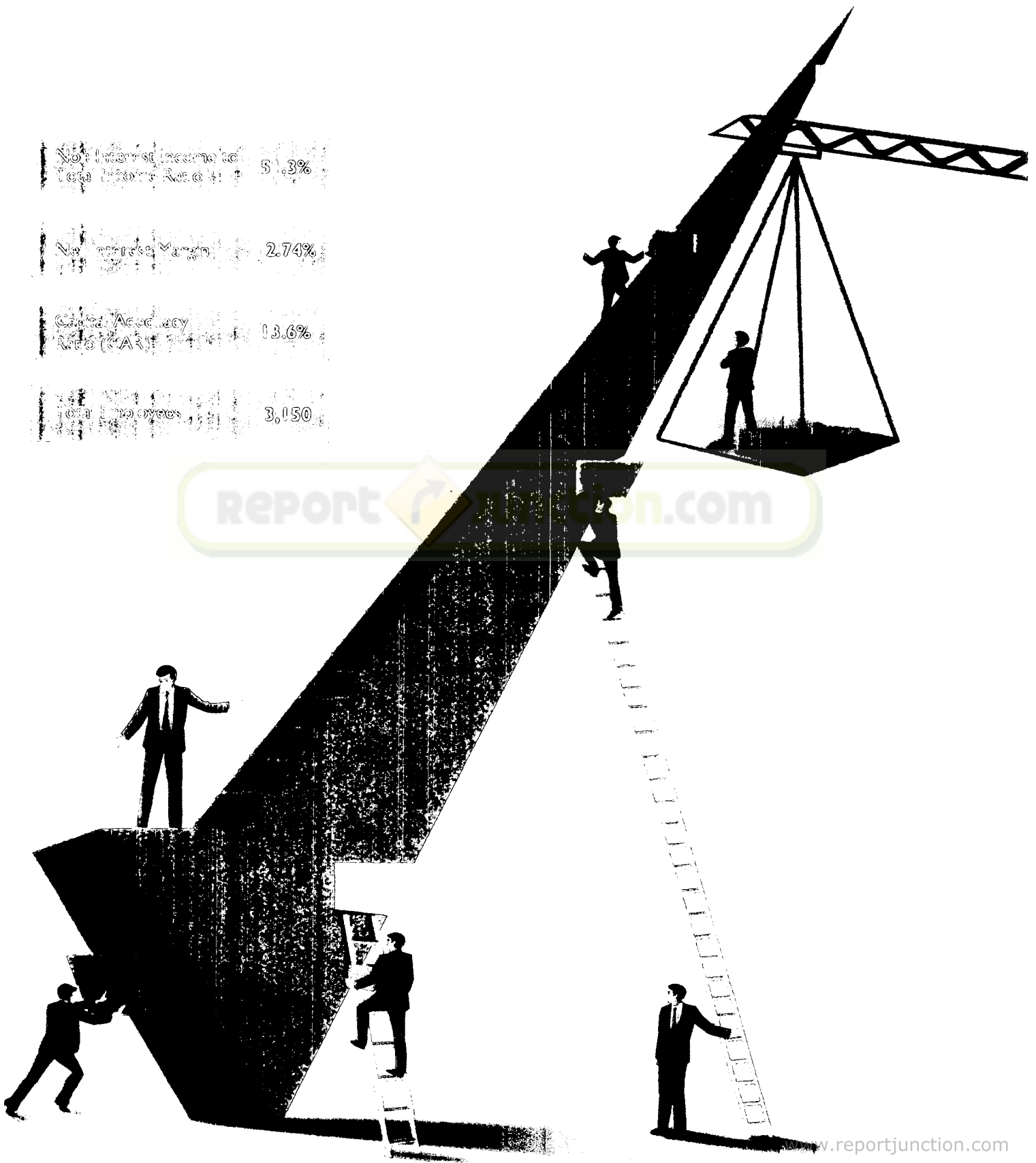


Each year, every time, your Bank says YES to Growth, it surges ahead of time and competition. During the Financial Year 2007-08, the foresight of many minds propelled by Service Excellence has empowered your Bank to pave the path for a promising future.



Net Interest Income to Total Income Ratio	5.3%
Net Interest Margin	2.74%
Capital Adequacy Ratio (CAR)	13.6%
Total Employees	3,150

Report  www.reportjunction.com



Many Minds. Thought Leadership Initiatives. Spearheaded by Service Excellence.



Belief in the philosophy of Service Excellence provides the impetus to harness the multi-disciplinary knowledge expertise of the many minds at your Bank. This ensures a successful collaborative effort across multiple knowledge initiatives.

☞ **First Indian Bank signatory to the Carbon Disclosure Project (CDP)** in addressing the highly pertinent issue of Climate Change in the CDP Global Annual Forum at the UN Secretariat, New York.

☞ **First Indian Bank signatory to the United Nations Environment Program – Finance Initiative (UNEP – FI) 2007** Global Round Table in Melbourne, Australia.

☞ The Hon'ble Vice President of India unveiled your Bank's Knowledge Report "**The North-East Region – An Unexplored Agribusiness Paradise**" at the 3rd North-East Business Summit 2007, organised by the Indian Chamber of Commerce (ICC) and the Department of Development of the North-Eastern Region (DoNER).

☞ The Hon'ble Chief Minister of Maharashtra, Shri Vilasrao Deshmukh, and Hon'ble Union Minister for Overseas Indian Affairs Shri Vayalar Ravi released your Bank's Knowledge Report "**India Your Partner**" at the centenary celebrations of the Indian Merchants' Chamber Global Trade and Investment Conference.

☞ The Hon'ble Chief Minister of Rajasthan, Smt. V. Raje Scindia, unveiled your Bank's **Comprehensive Market Assessment Report, in association with the National Institute of Agricultural Marketing (NIAM)** on the developmental plan of agriculture markets in the State of Rajasthan, at the CII Agri Conclave 2007 in Jhalawar, Rajasthan.

☞ The Hon'ble Union Minister of Commerce and Industry, Shri Kamal Nath, released your Bank's Knowledge Report on "**Technological Innovations for Sustainable Development**" at the 8th India-EU Business Summit jointly organised by CII and FICCI.

☞ Knowledge Partner to FICCI on the **Consultative Conferences on APMC Regulations** held at Delhi, Kolkata and Chennai. Hon'ble Shri. Sharad Pawar, Union Minister of Agriculture, Consumer Affairs, Food and Public Distribution was the Chief Guest.

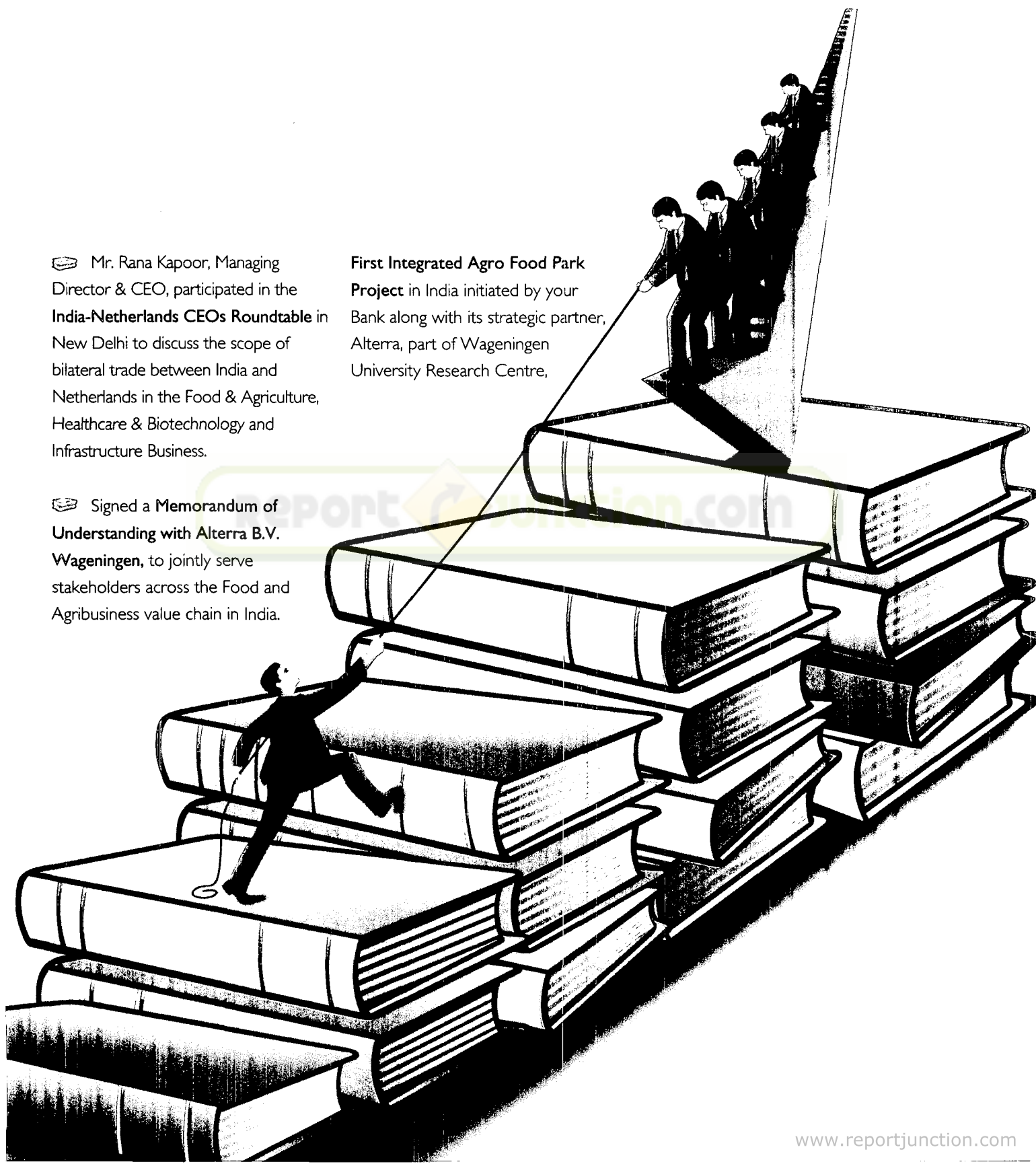
☞ The Hon'ble Chief Minister of West Bengal, Shri Buddhadeb Bhattacharya released your Bank's Knowledge Report at the **India International Potato Expo** in Kolkata in partnership with the Government of West Bengal, Ministry of Agriculture and Ministry of Food Processing, Government of India, and the State Governments of Punjab and Madhya Pradesh.

☞ Mr. Rana Kapoor, Managing Director & CEO, spoke at the **Indo-German CEOs Roundtable** along with Dr. Angela Merkel, Chancellor, Federal Republic of Germany on October 31, 2007 in Mumbai to discuss opportunities to further strengthen economic and trade relations between India and Germany, through developmental initiatives in the areas of infrastructure, manufacturing and technology.

Mr. Rana Kapoor, Managing Director & CEO, participated in the **India-Netherlands CEOs Roundtable** in New Delhi to discuss the scope of bilateral trade between India and Netherlands in the Food & Agriculture, Healthcare & Biotechnology and Infrastructure Business.

Signed a **Memorandum of Understanding with Alterra B.V. Wageningen**, to jointly serve stakeholders across the Food and Agribusiness value chain in India.


First Integrated Agro Food Park Project in India initiated by your Bank along with its strategic partner, Alterra, part of Wageningen University Research Centre,




Many Minds. Thought Leadership Initiatives. Spearheaded by Service Excellence.



Netherlands, by entering into a MOU with Indu Projects Ltd, for the implementation of "Integrated Agro Food Parks" in Andhra Pradesh and other locations in South India.


 Knowledge Partner to the CII Rural Development Summit on "**Unlocking the Growth Potential of Rural India**" between March 4-5, 2008 in New Delhi, in partnership with IFC and the Ministry of Panchayati Raj, Government of India. Your Bank made a presentation on Rural Industry Partnership – 'Evolving New Business Models' and also participated in a panel discussion on Rural Financing – 'Micro Credit to Micro Enterprising'.


 Knowledge Partner to the **Draft Industrial Policy for the Government of Rajasthan**. The policy aimed to put Rajasthan on the path of rapid industrial growth and economic development and to shift the State away from being primarily an agricultural economy.

 Knowledge Partner to the FICCI-IIFA Global Business Forum held in Leeds, UK, in 2007, and co-authored the thought-leadership report, "**Strategic Knowledge and Economic Partnerships: India and UK**".

Released the Knowledge Report on "**The Indian Film Industry - Emerging Business Trends and Growth Drivers**", which provides a critical analysis of the Indian Film Industry with a special emphasis on the evolving models of film financing.


 Knowledge Partner to the first India Cleantech Forum, organised by CII-ITC Centre of Excellence for Sustainable Development and Clean Technology Australasia where your Bank released the report on "**Clean Technology Market in India**".

 Knowledge Partner for the third consecutive year at the **Bangalore Bio 2007**, a major biotech show in the Asia-Pacific region, hosted by the Department of IT and Biotechnology, Government of Karnataka.

 Knowledge Partner at the **International Tea Convention** organised by the Indian Tea Board. Participation in this initiative is part of a series of sectoral studies undertaken by the Bank on various domains of the Food and Agriculture business value chain.

 Knowledge Partner at the **SRIJAN Microfinance Business Plan Competition 2007**, the first of its kind competition that provides an opportunity for young entrepreneurs to transform business ideas into actions.

 Jointly released a Knowledge Report with CII on "**The Indian Rural Retail**" at the **CII Rural Retail Summit in 2007**. The report focused on the key trends, government initiatives and key challenges in the Indian Rural Retail market.

 Knowledge Report on the **Indian Advertising Industry – Opportunities and Growth Drivers** was released by your Bank at the annual function of the Advertising Club of Bombay. The report provides an overview of advertising trends and spends on traditional and new media and also includes a future outlook for the Indian advertising industry.