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**INDIAN BANK INTRODUCES CUSTOMER-FRIENDLY TECH PRODUCTS TO
OVERCOME THE DIFFICULTIES OF DEMONETIZATION**

Indian Bank (IB) has launched Three unique, easy-to-use, environment friendly, Tech products to overcome the effects of Demonetization for its customers without coming to the Branches. Employees of the Indian Bank unveiled the new Tech products in the Presence of Shri. Mahesh Kumar Jain, MD&CEO and Shri.A.S.Rajeev, Executive Director in a grand function organized at its Corporate Office on 2nd January 2017.

List of Three New Technology Products :

1. **Indian Bank - UPI App**
2. **USSD Banking – Your phone is your bank**
3. **Home Loan Application status tracking by customer**

Indian bank has joined elite club of Banks having the UPI App facility by introducing its own “**Indian bank UPI App**”. This App enables customers to send and receive money from their smart phones without having to know their bank account number or IFSC code and all transaction are carried out based on virtual identity / Aadhaar Number / Mobile Number & MMID (Mobile Money Identifier) created by the customers. UPI is a system that powers multiple bank accounts into a single mobile application, merging several banking features, Seamless fund routing & merchant payments. This App allows transaction as low as Rs. 1 to as high as Rs. 1 lakh.

To include the un-banked society, the weaker and poor section under the banking fold, Indian Bank has launched “**USSD Banking – Your phone is your bank**”. Customers and Merchants can register their details by using their simple or basic Mobile phone calling *99*58#. This unique platform empowers the customers to make payment directly to Mobile Number / Virtual Public address / Aadhaar or Account / IFSC without internet connection.

As Bank’s policy “**Customer First**”, the Bank has launched “**Home Loan Application status tracking by customer**”. After receiving the Home Loan application, our Bank will start to send the SMS with URL to the customers for knowing the status of Home loan request in regular intervals. This facility can save the valuable time of the customers by not visiting the branches to know the status.

Indian Bank also donated the books and computers to set up the Library in Government Juvenile Home for girls, Kellys, Chennai as part of Bank’s corporate Social responsibility. Shri. Mahesh Kumar Jain, MD & CEO, Indian Bank handed over the basic amenities to set up the library to Smt. Uma Maheshwari of Govt. Juvenile Home for girls, Kellys, Chennai.

For favor of Publication

ASSISTANT GENERAL MANAGER (PRO/CCD)