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Citibank N.A.
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Citibank India Online Banking Offers Greater Choice to Customers
Recognized as the 'Best Consumer Internet Bank in India' by Global Finance, three years in a row

Mumbai: Citibank India today announced that it has enhanced its award winning online banking platform, with several new features that will help personalize user experience and make online banking more secure and convenient for customers. In addition to basic banking features, the Citibank online banking website now offers an Online Payments Dashboard, a Citi Recommendation Engine and an Online Tax Corner.

The Online Recommendation Engine, a service enhancement feature, analyzes customer profile, transaction behavior and purchase preference and suggests products and offers that best suit their lifestyle needs. The Payments Dashboard on the other hand allows users to plan and stay on top of their day-to-day transactions. The Online Tax Corner is a comprehensive one-stop destination which enables customers to make tax payments, view tax certificates and previous years returns.

Citibank India has been named 'Best Consumer Internet Bank' and 'Best Corporate/Institutional Internet Bank' in India by Global Finance magazine. This is the third consecutive year that Citibank India has won the 'Best Internet Bank in India' award. The award assesses banks' for the strength of their strategy in attracting and servicing online customers, success in getting them to use web offerings, the growth of online customers, breadth of product offerings, and web site design and functionality.

Gowri Mukherjee, Head, Digital Business, Citi India, said, "Winning the Best Consumer Internet Bank award three years in a row, reinforces our commitment to being the best digital bank in India. Our focus is to give our customers greater choice and control while transacting in a highly secure platform."

Citibank India's internet and mobile banking is its largest channel for customer interaction with over 40% of customers regularly accessing it. Security being a key focus, Citibank India was one of the first banks in India to launch multi-factor authentication - using a combination of instruments such as hardware tokens, one-time passwords and email and sms alerts for its domestic and NRI customers. The well engineered online offering enables customers to manage their accounts through an easy to use and functionality loaded interface. It allows them to perform every possible banking transaction online at www.citibank.com/india and the linkages to credit cards, loans, mutual funds, brokerage and insurance products differentiate Citibank Online from the other entrants.

About Citi

Committed to India for over 109 years, Citi takes pride in being a premier locally-embedded financial institution backed by an unmatched international network. Citi's presence in India spans 42 Citibank branches across 30 cities and over 700 ATMs. With capital invested of over US\$4 billion, Citi is the single largest foreign direct investor in the financial services industry in India and offers consumers and institutions a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, and wealth management. Citi is an employer of choice to approximately 8000 employees in India. Citi's franchise in India includes businesses such as equity brokerage, equities distribution, private banking (Citi Private Bank) and alternate investments and private equity (CVCI). In line with our commitment to make a positive difference in the communities where we work, Citi India's citizenship programme targets its strategic efforts in the priority focus areas of Financial Capability & Asset Building, Microfinance, Enterprise Development, and Youth, Education & Livelihoods. Additional information may be found at <http://www.online.citibank.co.in/press-room/citi-in-india.htm>

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