

UNIT 4- ICICI Bank- Learn Key Points Using Mind Map



ICICI: Industrial Credit and Investment Corporation of India

Introduction:

- ICICI Bank is an Indian multinational banking and financial services company headquartered in Mumbai, and registered office in Vadodara.
- In 2014, it was the second largest bank in India in terms of assets and third in term of market capitalization.

History:

- The parent company of ICICI bank was formed in 1955 as a joint-venture of the World Bank, India's public-sector banks and public-sector insurance companies to provide project financing to Indian industry.
- The bank was founded as the Industrial Credit and Investment Corporation of India Bank in 1994
- The parent company was later merged with the bank.
- In 1998, ICICI Bank launched internet banking

- In 2000, ICICI Bank became the first Indian bank to list on the New York Stock Exchange

Logo of ICICI Bank:



Tagline: Hum Hain Na!

Headquarter : Mumbai, Maharashtra.

Chairman : Mr.M.K.Sharma

MD & CEO : Mrs. Chanda Kochhar

Founded in : 1994

Acquisition:

- SCICI Ltd (1996)
- ITC Classic Finance (1997)
- Anagram(ENAGRAM) Finance (1998)
- Bank of Madurai (2001)
- The Darjeeling and Shimla branches of Grindlays Bank (2002)
- Investitsionno-Kreditny Bank (IKB), a Russian bank (2005)
- Sangli Bank(2007)
- The Bank of Rajasthan (2010)

Domestic Subsidiaries:

- ICICI Prudential Life Insurance Company Limited

- ICICI Lombard General Insurance Company Limited
- ICICI Prudential Asset Management Company Limited
- ICICI Prudential Trust Limited
- ICICI Securities Limited
- ICICI Securities Primary Dealership Limited
- ICICI Venture Funds Management Company Limited
- ICICI Home Finance Company Limited
- ICICI Investment Management Company Limited
- ICICI Trusteeship Services Limited
- ICICI Prudential Pension Funds Management Company Limited

International Subsidiaries:

- ICICI Bank USA
- ICICI Bank UK PLC
- ICICI Bank Canada
- ICICI Bank Germany
- ICICI Bank Eurasia Limited Liability Company
- ICICI Securities Holdings Inc.
- ICICI Securities Inc.
- ICICI International Limited.

Techno Products provided by ICICI Bank:

- ICICI Merchant Services
- Money2India
- Money2India Europe
- Extra home loans
- Smart Vault
- ICICI Bank Unifare Bangalore Metro Card
- Video Banking for NRI
- ICICIBankPay on Twitter
- Contactless Credit and Debit Cards
- MySavings Rewards
- iWish- the flexible recurring deposit
- Software robotics
- Blockchain technology
- Branch on Wheel in Odisha
- Digital Banking “POCKET”
- Digital Village Project in Akodara Village of Gujarat
- EMI on Debit Card
- I-Mobile app for windows phone

- ICICI Apathon App
- India's first" transparent credit card "in association with American Express
- M-Pesa
- Student Travel Card
- Tap and pay
- 'Saral Rural Housing Loan' Scheme

Initiatives

- 100 Digital Villages
- Go Green

Jiyo Khulke contest:

- Launched on: March 16, 2015
- ICICI customers were invited to write their Jiyo Khulke moment (their most cherished moment of life)
- In 2016 this contest got entered in the Limca Book of Records.

Awards Received Recently:

- Best Retail Bank in India in Retail Financial Services Awards 2016.
- Gold awards in the 'Bank' and 'Credit card issuing Bank' segments in the Reader's Digest Trusted Brand 2016 Survey.
- First in The Brand Trust Report (2016) by Trust Research Advisory
- Global Safety Awards 2016 organised by the Energy and Environment Foundation.