



# GETTING PREPARED FOR THE NEW NORMS

Date: April 27, 2020



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# BACKGROUND

6,000 Offices



1 Lakh Employees



15 Countries



1,500+ Cities



50,000 Partners



7 Lakh customer  
visits at ATMs per day





# CARE



**Essential  
service**



**Procurement  
of essential  
supplies**



**Money in  
motion**



**Cash  
requirements**



**Families in  
other cities**





# LOCKDOWN 1.0

## Business Continuity Plan

 **ICICI Bank**

**Formation of  
senior BCP  
crack team**

**Protocol for  
all departments**

**Top management/  
director**





# LOCKDOWN 1.0

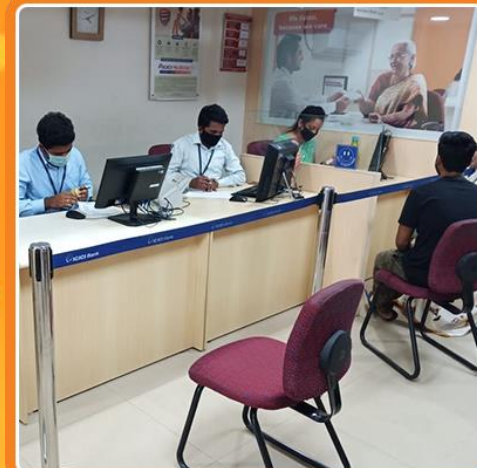
## Customer First @ Branches



**SOCIAL  
DISTANCING**



**SANITISED  
BRANCHES**



**QUEUE MANAGER  
BASED CONTROL**

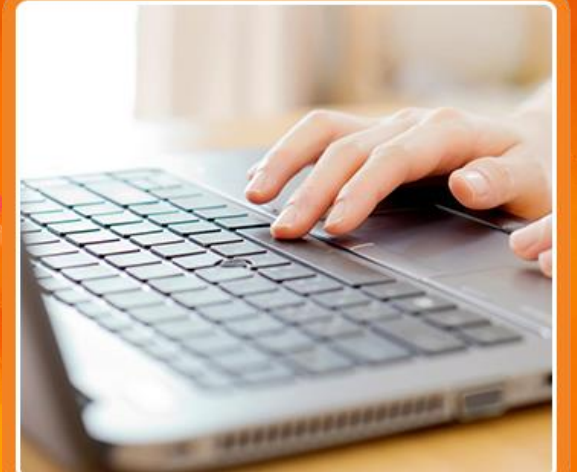


**ESSENTIAL  
SERVICES**



# LOCKDOWN 1.0

## Customer First @ ATMs & DIGITAL



**ATMs – CASH LIFELINE OF COUNTRY**

**15000+ ATMS SANITISED**

**IMIGRATE CUSTOMERS TO DIGITAL**

**250+ DIGITAL SERVICES**





# LOCKDOWN 1.0

## Customer First @ Digital



**IMOBILE**



**INTERNET BANKING**





# LOCKDOWN 1.0


## Staff Precautions





# LOCKDOWN 2.0

## Customer Connect & Communication



Access 250+  
banking services  
through  
iMobile app

**#StaySafeBankFromHome**

To download iMobile app  
give a missed call  
on 922 22 99 998

T&C apply

NOTIFICATION ON  
iMOBILE & DIGITAL  
COMMUNICATION



LIVE Your Passion

**ICICI Bank**

YOU MUST STAY AT HOME.  
BUT YOUR TALENT MUST NOT.  
BE INDIA'S INDOOR ICON AND WIN EXCITING PRIZES!



**INDOOR ICON**

ENGAGEMENT  
PROGRAMME –  
INDOOR ICON

A booklet of at - home offers!

**STAY HOME  
STAY HAPPY  
OFFERS**

**ICICI Bank**



RELEVANT ALLIANCE  
OFFERS



# LOCKDOWN 2.0

## 360° Customer Focus through Digital



Offer digital solutions  
through ICICI STACK



Understand customer  
personas and needs



CRM – Customer  
Connect through App





# LOCKDOWN 2.0

## Corporate Social Responsibility

Connecting with  
**District administration  
& Police officials**

Contribution  
**towards PM CARES  
FUND**

Masks made and provided  
**by ICICI Skills  
Academy**





# FUTURE READY



**VIRTUAL SERVICES**  
(Work From Home)



**INCREASE RANGE  
OF SERVICES**



**MORE DIGITAL SERVICES**  
(iMobile, Tab Banking,  
Digibranch kiosk)







**Thank you**