

प्रेस विज्ञप्ति/ PRESS RELEASE

28.09.2023

## **Indian Bank unveils digital initiatives with focus on customer convenience**

**Chennai, September 28, 2023:** Indian Bank today rolled out a bouquet of initiatives aiming to enhance customer experience. These initiatives were launched by Shri S.L Jain, MD & CEO, in the presence of Executive Directors Shri Imran Amin Siddiqui, Shri Mahesh Kumar Bajaj, and Shri Ashutosh Choudhury, along with other Senior Officials of the Bank.

In its digital transformation journey named Project WAVE, Indian Bank has redesigned critical banking processes and digital journeys. Taking its digital-first agenda forward, the Bank has launched digital products such as Home loan takeover (to offer customers the benefit of best pricing), Vehicle loan, MSME Loan up to 25 Cr, straight through processing of Pre- Approved Personal loan (Top-up) and Credit card (Existing to Bank) journeys. These journeys would significantly improve the customer experience with faster turnaround time.

Furthermore, Indian bank has partnered with India Post to offer National Savings Certificate (NSC) through its branches. NSC is an Indian Government savings bond used for small savings with income tax benefits.

Bank has introduced a facility through its mobile app: IndOASIS to book / cancel Flights, Hotels and Buses, enabling its customers to meet their travel needs. National Common Mobility Card (NCMC) management feature is enabled in Internet Banking to seamlessly allow Debit Cards to be used as a travel card in Metro Rail or Buses wherever NCMC facility is available. Bank has introduced voice notification feature in its Corporate Merchant App to enable multi-lingual support for the merchants providing operational convenience and saving the need for sound box.

---

Corporate Office: 254-260, Avvai Shanmugam Salai, Royapettah, Chennai – 600 014

Phone: 044-2813 4457, Email: [ccd@indianbank.co.in](mailto:ccd@indianbank.co.in)

Follow us on