

**For Immediate Publication / Broadcast / Telecast**

PR/ 1033

**IDBI Bank Unveils HOMES 2009**  
**– An Exhibition on Housing Finance Options**

- Special Interest Rates
- Top builders to showcase their properties during the exhibition
- Best Home Deals from reputed builders
- Attractive hourly prizes and a grand prize on offer
- Spot Sanctions; No processing charges

**Ahmedabad, November 13, 2009:** IDBI Bank launched a three-day exhibition on housing finance named “IDBI Bank HOMES 2009 Property Exhibition” at Golden Hall, Rajpath Club, Ahmedabad. The Exhibition provides the home loan seeker a variety of options in terms of property across Ahmedabad. All big names in the real estate business are showcasing their upcoming projects in this exhibition.

All applicants who evince interest in availing a home loan during this Exhibition have the option of “book now pay later”. In addition, the Bank is offering special interest rates, spot sanctions and waiver of processing charges for all loans during the 3-day Exhibition. This underscores the Bank’s endeavour to provide the best-in-class products and services to all its clients.

Customers can avail loans at a fixed interest rate of 8.5 per cent per annum for ticket sizes up to Rs. 5 lakh and 9.25 per cent per annum for ticket sizes from Rs. 5 – 20 lakh. There are prizes galore at the Exhibition on an hourly basis based on a lucky draw. In addition, a grand prize would also be given to a lucky winner amongst loan customers.

Participating builders also are offering freebies/discounts to attract buyers.

**About IDBI Bank**

IDBI Bank Ltd. is a universal bank that rides on a cutting edge core banking Information Technology platform. This enables the Bank to offer personalized banking and financial solutions to its clients through its 682 branches and 1125 ATMs. The Bank had a balance sheet size of Rs. 1,88,183 crore as on September 30, 2009. IDBI Bank's operations during the half-year ended September 30, 2009 resulted in a net profit of Rs.426 crore.

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**(Shri A G Das, Head - Retail Assets: IDBI Bank Ltd, lighting the traditional lamp at the inauguration of IDBI Bank Homes 2009 Property Exhibition)**