

**For Immediate Publication / Broadcast / Telecast**

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

- Best Interest Rates
- Top builders to show case their property during the exhibition
- Best Home Deals from reputed builders
- Attractive hourly prizes and a grand prize on offer
- No processing charges

**Indore, October 02, 2009:** IDBI Bank launched a three-day exhibition on housing finance named “IDBI Bank HOMES 2009 Property Exhibition” at Abhay Prashala, Indore. This exhibition provides a home loan seeker a variety of options in terms of property across Indore. 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 will also waive off processing charges for all loans. This underscores the Bank’s endeavour to provide 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 also would be given to a lucky winner amongst loan customers.

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

**About IDBI Bank Ltd.**

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 620 branches and 1059 ATMs. The Bank had a balance sheet size of Rs.1,74,608 crore as on June 30, 2009. IDBI Bank’s operations during the quarter ended June 30, 2009 resulted in a net profit of Rs.172 crore.

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