

ICICI Bank launches iMobile

ICICI Bank, India's second largest bank launched today iMobile, a unique mobile banking platform on mobile phones. iMobile is a breakthrough innovation in banking where practically all internet-banking transactions can now be simply done on mobiles phones. Customers can now transfer funds to ICICI and Non ICICI Bank accounts just with the click of their mobile. The application covers Savings bank, Demat, Credit Card and Loan accounts. Customers can also pay their utility bills and insurance premium through this facility. ICICI Bank offers this facility free of charge to customers.

Customers who are already registered for mobile alerts will be able to download this application by sending an SMS 'iMobile' to 56767661. Customers who have GPRS connection will receive a WAP link for activation. Customers who do not have GPRS can download iMobile from ICICI Bank.com on their desktops. It can then be transferred on to their handsets using either Bluetooth or data cable.

Mr. V. Vaidyanathan, Executive Director, ICICI Bank said, 'ICICI Bank has always focused on innovation to improve customer experience. India has only 20 million internet connections and has over 200 million mobile connections. With this application, most features of internet banking will now be available on mobile phones, providing a breakthrough improvement in banking services.' In addition to easy access and anytime anywhere banking, iMobile offers complete security to customers transacting on the mobile phones. Customers will be required to enter 4 digit PIN for entering into Mobile Banking Application, which will prevent unauthorized use of the service.

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