



ICICI Bank Ltd.
ICICI Bank Towers
Bandra-Kurla Complex
Bandra (E) Mumbai-400051.

Dear Customer,

As per the Reserve Bank of India (RBI) guidelines dated July 6, 2017 on Customer Protection – Limiting Liability of Customers in unauthorised electronic banking transactions, banks must ask their customers to mandatorily register for SMS alerts and wherever available, register for e-mail alerts, for electronic banking transactions.

The following options are available to customers to update their mobile numbers in the account for receiving SMS/e-mail alerts:

1. ICICI Bank ATM: Visit the nearest ICICI Bank ATM > Select 'More options' > Register your Mobile > Enter the mobile number. Your mobile number will be updated in the bank record immediately.
2. ICICI Bank branch: Visit the nearest ICICI Bank branch along with your original photo ID proof to register for SMS/e-mail alerts. Once the request is made, your mobile number/e-mail ID will be updated in the bank record immediately.

In case the mobile numbers are not registered in the accounts for SMS alert, the Bank will not offer facility of any electronic banking transactions like Point of Sale Purchase, E-commerce and Internet Banking from January 8, 2019. Hence, we request you to update your mobile number in the account by January 7, 2019 to avoid inconvenience.

Sincerely,

<Branch Manager>