



Citi India Bags Best Consumer and Corporate Internet Bank Award

Citi India has won another two coveted awards to add to the impressive list of kudos it has received this year. Based on the strength of our internet platform, Global Finance Magazine has bestowed on Citi the "**Best Consumer Internet Bank in India**" and the "**Best Corporate Internet Bank**" awards for 2009.

While the Corporate Bank is a regular winner of this prestigious honour, this year is the first time both Consumer and Corporate Banking have won the awards. The selection was based on the strength of our strategy in attracting and servicing online customers, the growth of our online customer base, wealth of product offerings, and website design and functionality. The Citibank India website (www.citibank.com/india) has been listed amongst the top 40 financial services websites in the world by Alexa.com. The site caters to over 1.5 million prospects and customers every month.

This is another feather in the cap for Citi India, which was earlier voted "**Best Foreign Bank**" in the annual "Most Trusted Brands Survey 2009" conducted by the Economic Times. This follows achievements by GTS, which won the "**Best International Trade Bank in India**" award given out by Trade Finance Magazine. GTS also scored in the 19th Annual Asiamoney Cash Management polls which declared Citi as the "**Best Global Cash Management Bank**" in the small and medium categories, and for the second time in a row was also voted "**Best Global Cash Management Services**" by financial Institutions in the small & medium categories.

Congratulating the e-biz team, Vijay Ramchandran, Chief Marketing Officer, Citi South Asia, said; "The Global Finance award is one of the most prestigious for Internet Banking in the industry and I congratulate the entire team for winning this year. We should be proud at the endorsement of our website as being one of the most customer-friendly sites. Over the year, we have seen a steady increase in the adoption of Citibank Online to carry out transactions and traffic on the site has grown by nearly 35%. We hope this momentum will continue."

Through www.citibank.com/india, customers can access a wide range of financial tools to help them transfer funds to other bank accounts, pay utility bills, recharge prepaid mobile phones, make credit card payments, subscribe to and redeem mutual funds, book demand drafts, request loans on credit cards, register for eStatements and CitiAlerts.

The secure nature of Citi's online banking platform exceeds customer expectations on convenience and remote banking. Citi was the first bank in India to launch the concept of an Online Authorisation Code and was also the first bank to launch a Virtual Keypad as protection against fraud.

Complimenting Citibank on the success of its consumer website, one of the many pleased customers said: "It looks like Internet access for CitiNRI has been changed. The updated version is absolutely amazing. It is extremely fast and seems as if I am working with a program stored in my PC. It was highly self-satisfying and a wonderful experience. It was like driving a Lexus on a super highway after struggling with a truck all these days. I wanted you to share this sincere feedback."