



Press Release

YES BANK conducts Science & Environment Olympiad to commemorate National Science Day

Unique YES-COMMUNITY initiative targeting over 100000 school children across India to celebrate National Science Day

Mumbai; 4th March, 2014: YES BANK, India's fourth largest private sector bank, celebrated National Science Day, across its branches by conducting **National Science & Environment Olympiad** in association with **Saevus** a well known wildlife magazine for citizens of India. YES BANK under its community engagement platform YES COMMUNITY is conducting this initiative with an objective to increase the awareness and importance of Environment Conservation in our society, especially the kids & youth and thereby develop a sense of responsibility towards the country.

YES BANK's branches across the country conducted this Science & Environment Olympiad at schools. Over 100000 students participated in this Olympiad, which were conducted with an aim to sensitized them towards importance of Environment conservation and enable them to evolve into responsible and compassionate citizens.

Speaking about the event, **Mr. Rana Kapoor, MD and CEO, YES BANK** said "The YES-COMMUNITY program is our pivotal social engagement program through which YES BANK endeavours to make a meaningful contribution to the needs of the local community that we are a part of. These span diverse areas such as Education, Women Empowerment, Health & Wellness and Senior Citizen welfare as well as social financial stability & literacy programmes. The YES-COMMUNITY program also promotes a sense of responsibility and awareness amongst over 7500 YES BANK employees. These engagements under YES-COMMUNITY have helped YES BANK build relationships with its immediate communities that go beyond transactional banker-customer relations to engender trust."

YES BANK advocates inclusive public, social and sustainable environmental development, through YES-COMMUNITY, a unique community engagement initiative conducted across 500 YES BANK branches across all 28 states and 7 Union Territories of India. YES-COMMUNITY connects with all stakeholders in the Branch Serving Area and builds a strong connect with the immediate community. Every month all YES BANK branches conduct activities in association with Residential societies, NGOs, Educational institutions, administrative bodies, Industry Associations and promote Financial Literacy & Inclusion, Child Education, Social and Environmental welfare, Women Empowerment, Health & Wellness.



ABOUT YES BANK

YES BANK, India's fourth largest private sector Bank, is the outcome of the professional & entrepreneurial commitment of its Founder Rana Kapoor and his top management team, to establish a high quality, customer centric, service driven, private Indian Bank catering to the Future Businesses of India.

YES BANK has adopted international best practices, the highest standards of service quality and operational excellence, and offers comprehensive banking and financial solutions to all its valued customers. YES BANK has a knowledge driven approach to banking, and a superior customer experience for its retail, corporate and emerging corporate banking clients. YES BANK is steadily evolving as the Professionals' Bank of India with the vision of "Building the Best Quality Bank of the World in India".

For further information, please contact:

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