

Development Credit Bank Ltd. & Yamini Art India presents – ‘*The Rising Tide*’ Art Exhibition

- **Mayor of Mumbai, Smt. Shraddha Jadhav inaugurates the art exhibition**
- **Promote the upcoming artists and prolific talent from Maharashtra**

Mumbai, December 18, 2009: Development Credit Bank Ltd. & Yamini Art India presents ‘*The Rising Tide*’ a collection of art by Maharashtra’s prominent artists. The exhibition was inaugurated by Smt. Shraddha Jadhav, Mayor of Mumbai along with Mr. Murali M Natrajan, Managing Director & CEO of Development Credit Bank Ltd.

The exhibition opened on 18 December 2009 and continues up to 15 January 2010 from 10 a.m. to 6 pm. on weekdays, and from 10 a.m. to 2 p.m. on Saturday at Development Credit Bank’s Nariman Point branch at Mittal Court premises, B Wing, ground floor. The exhibition has on display paintings of well-known and talented upcoming artists from Maharashtra.

Interestingly, new works of art will be introduced each week over the duration of the four-week exhibition. Paintings of four artists will be put on display each week, giving the art connoisseur new artwork to look forward to.

At the inauguration Mr. Praveen Kutty, Head Retail Banking, said, “This talent showcase is a unique initiative from DCB. Our objective is to promote artists from Maharashtra. DCB and Yamini Arts had a meeting of minds and have established a visible platform for artists and their prolific talent. Mumbai is the art hub, and South Mumbai is the pre-eminent art destination, however there is a paucity of appropriate art venues. DCB’s customers and Mumbai residents have the opportunity to appreciate the prodigious artwork from Sangli, Kolhapur and Satara, amongst others. We are happy to be associated with Yamini Art India and look forward to more exhibitions in the future.”

About DCB

A new generation private sector bank, Development Credit Bank (DCB) is the preferred banking services provider across 80 branches across 10 states and two union territories. The Bank has recently launched several value added initiatives and intends to become one of the country’s preferred and profitable private sector banks, providing a comprehensive suite of “best in class” products for customers in Retail, SME and Corporate Banking market segments in chosen geographies.

DCB has deep roots in India since its inception in 1930s. Its promoter the Aga Khan Fund for Economic Development (AKFED) holds over 26% stake. AKFED is an international development agency dedicated to promoting entrepreneurship and building economically sound enterprises in the developing world. It had co-promoted HDFC in India in the late seventies. AKFED operates as a network of affiliates comprising 90



separate project companies. Employing over 30,000 people, it reported annual revenues in excess of US\$1.5 billion. The Fund is active in 16 countries in the developing world.

For more details please visit www.dcbi.com & <http://www.akdn.org/akfed>

For further information kindly contact:

Gaurav Mehta, Marketing & PR Development Credit Bank Limited Cell phone: +91 9870432101 Landline: +91 22 66187000 Email: gauravm@dcbi.com	Ankul Bhavsar, Adfactors Public Relations Pvt. Ltd. Cell phone: +91 9820168842 Landline: +91 22 2281 3565 Email: ankul.bhavsar@adfactorspr.com
---	--