

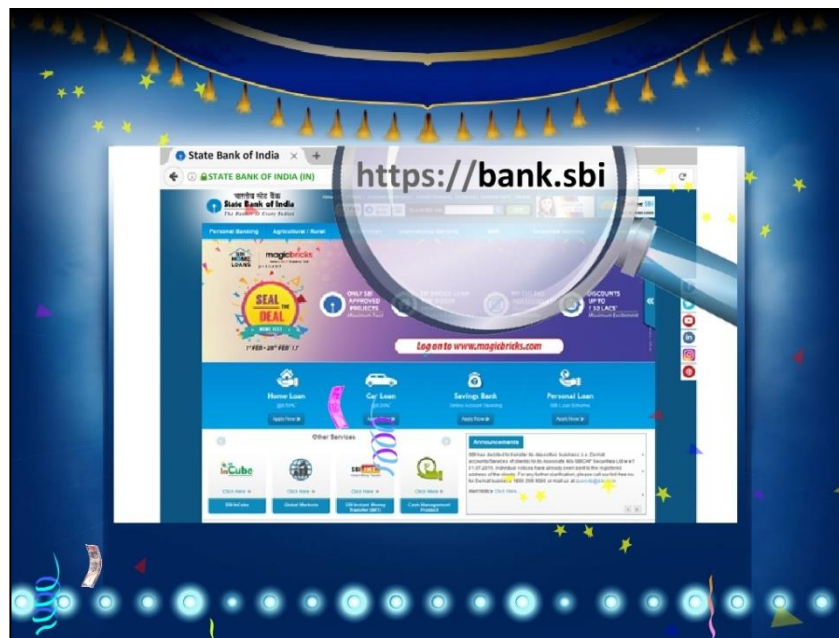


Press Release

SBI launches its own generic Top Level Domain with its website “bank.sbi”

Mumbai – 20th February, 2017: State Bank of India today announced rebranding of its Corporate Website as “bank.sbi” from earlier sbi.co.in. Bank.sbi is the highest domain protocol, known as generic Top Level Domain (gTLD). gTLD adoption enables an organisation to use its corporate name (.sbi) as their website’s top-level identifier, instead of using a more traditional “.com” or “.co.in” domains.

With this, SBI has become the first banking organisation in India to use a gTLD for its internet presence and providing an exclusive experience of assurance and security to its customers.



Bank’s own gTLD aims at simplifying the digital experience of customers and brings in enhanced security against phishing and lookalike websites. Due to its non-replicability, a gTLD site like “.sbi” conveys an assurance to the customer that the site is authorised, genuine and is not an inappropriate or phishing site.

The Bank also informed that all of the bank's internet presence (like INB etc) shall soon be migrated to the ".sbi" gTLD.

While launching the gTLD, **SBI's Chairman, Smt. Arundhati Bhattacharya** said that SBI being the largest bank has always been the pioneer in adapting new technology. SBI has always believed in providing high-tech yet secure internet experience to its customers. Bank's own gTLD is another step in this direction.

The existing site of 'sbi.co.in' will continue till customers get used to the new avatar of SBI's secure website.