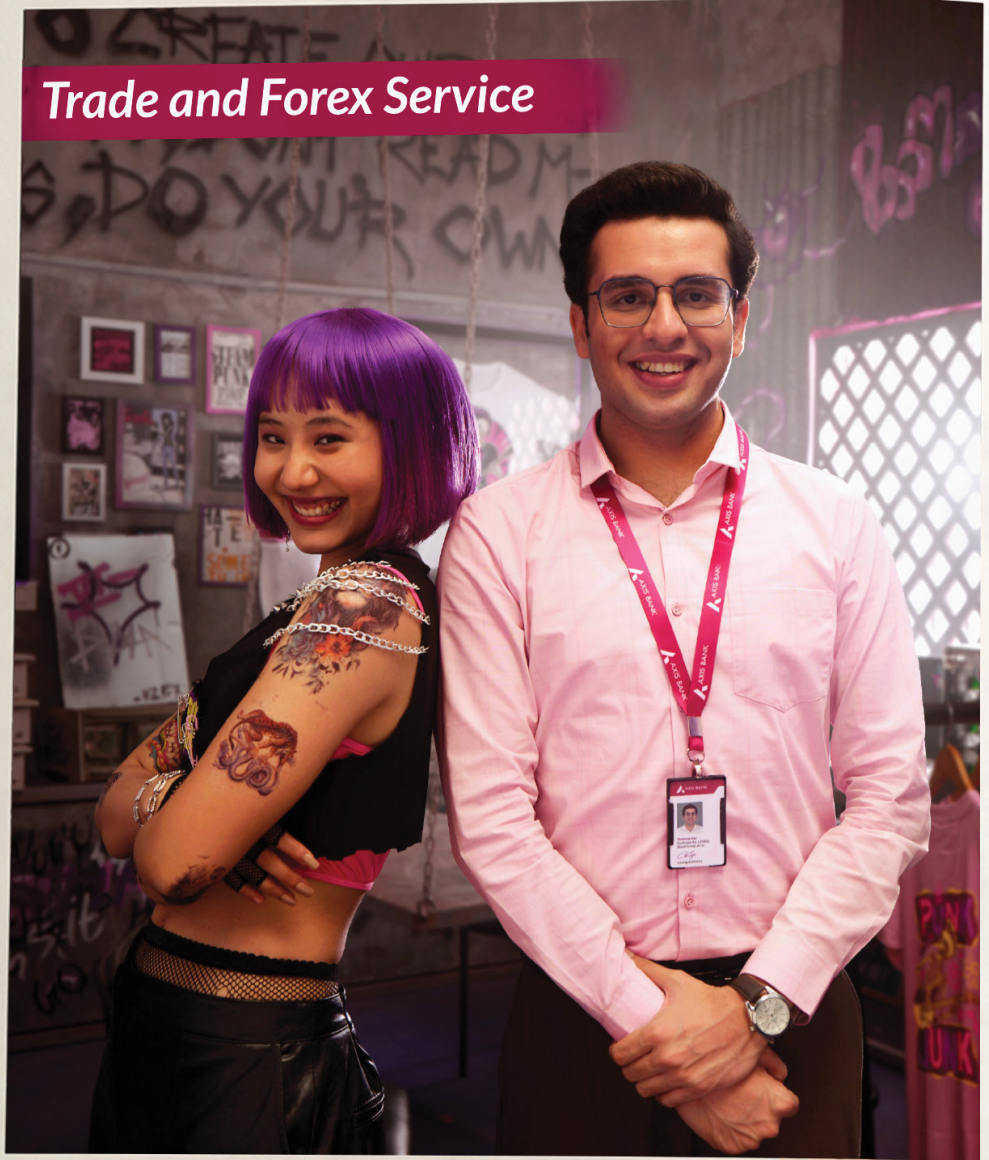


Building the most loved brand





Trade and Forex Service



**dil se
open**
**ASLI
KYC**

Silver Linings Program for Senior Citizens



Merchant Cash Advance



Medical Equipment Loan for Doctors



Axis Bank Salary Account for employees



Our Asli KYC campaign marked the next chapter of '**dil se open**', spotlighting relationship managers who go beyond data to understand customers' worlds, anticipate needs and offer timely solutions. Through five films across diverse contexts, the campaign showcased how deeper insight leads to meaningful service. Rolled out across digital, social, OOH and internal platforms, Asli KYC reinforced a culture of consistency, excellence and empathy.



#SafeInvesting IsSmartInvesting

Amid market uncertainty, we repositioned Fixed Deposits as a smart, safe and stable investment choice. Built on the insight that people seek trusted choices in everyday life but often chase riskier returns in finance, the campaign used relatable storytelling across two films to make a case for safer investing. The campaign repositioned Axis Bank Fixed Deposits not merely as a product, but as the choice considered for those who invest with the same care they bring to everything else that matters.

#DeshKaLocker - Republic Day

This Republic Day, we set out to reposition the locker beyond its conventional role as a vault for financial valuables. Positioning it as a custodian of our highest symbols, like our national flag. Built around the national flag and anchored in the journey of Nikhat Zareen, the campaign made a quiet but powerful case for the kind of pride that endures beyond the moment, and for Axis Bank as a brand that not only understands what Indians protect, but also what they truly hold dear.



#HumNahiDarte *dil se open*



#HumNahiDarte - Independence Day

Our #HumNahiDarte Kashmir campaign was a purpose-led effort to revive travel sentiment post disruption. Shot with real locals, it captured the region's resilience and invited travellers back with empathy, not offers. Anchored in '*dil se open*', it positioned the brand as a facilitator of confidence and human connection. The line "Hum nahi darte. Hum dobara aayenge." became a powerful voice of solidarity—helping restore trust, support livelihoods and reopen tourism narratives, while demonstrating the brand's ability to drive impact beyond banking.

#MotherTonguelish

On International Mother Language Day, we celebrated something deeply Indian and quietly overlooked, the accent that lingers when our mother tongue meets another language. For too long, this beautiful imprint of our roots has been a source of hesitation rather than pride. With #MotherTonguelish, we gave it a name, and invited Indians to speak in their own voice, exactly as they are. Through real people, real conversations, and a warm spirit of inclusion, the campaign reframed accent as identity and reaffirmed our belief that every Indian deserves to be heard with the dignity and openness of *dil se open*.



proudly celebrates

International Mother Language Day



6,000th Branch Launch Milestone

To commemorate the launch of the Bank's 6,000th branch in Nagpur, we partnered with India Post to create a commemorative stamp that transformed a business milestone into a lasting national symbol. Anchored in **'dil se open'**, **'dil se open x 6000'** celebrated both scale and spirit—honouring the trust of millions of customers and reaffirming the Bank's commitment to remain open, responsive and customer-first.

dil se open Celebrations 2026

We reimagined the festive season as an ongoing emotion, enabling customers to celebrate meaningfully with up to 20%* off through Credit Cards and EMI. The integrated campaign ran across print, outdoor, digital and social media, supported by a festive track sung and composed by Amit Trivedi. Collaborations with celebrity and dance influencers further amplified reach, visibility and engagement through the season.

*T&C apply

Up to **20% OFF***
with credit cards
& EMIs

*Offers for the entire
festive season,
not just one festival.*



Axis Bank Credit Cards



*T&C apply. Images are for representational purposes only.

Get up to
8 free flight tickets*

INTRODUCING
IndiGo Axis Bank Credit Cards



Indigo Flight Axis Bank Credit Card

The launch of the IndiGo Axis Bank Credit Card brought together two leading consumer brands to offer a distinctive travel-led proposition. Through a digital-first, gamified narrative, the campaign showed how everyday spends can unlock travel aspirations. Executed across digital media, owned assets and high-visibility locations such as Delhi T3 Airport and Cyberhub, Gurugram, it drove awareness, engagement, customer acquisition and long-term brand affinity.

Suvidha

Our 'The First That Stays' campaign targeted freshers and new joiners by celebrating the idea that while all firsts are special, only a few truly last. Using creator-led Vox Pop storytelling and a stop-motion film, the campaign ran across Meta, 200+ digital touchpoints and 100+ ATMs in corporate hubs. It delivered strong engagement and business impact, strengthening our brand recall as a trusted salary banking partner.

The First That Stays

AXIS BANK SALARY PROGRAM

Built for your world

- Complimentary Credit Card*
- Special Loan Rates
- Overdraft up to ₹5 lakh*
- Affordable Health Cover



Little dreams, giant leaps.

Axis Bank presents

SPLASH

Art for an open world

An annual art competition for kids.

Scholarships & hampers worth ₹10 Lacs & an art workshop at Tashkeel, Dubai*



Splash

SPLASH, our flagship children's engagement platform, grew significantly in fiscal 2026 as a celebration of creativity and imagination. Anchored in the theme 'Dreams', it encouraged children to express their aspirations with confidence. With on-ground activations, digital outreach and AI-led experiences, SPLASH engaged schools, branches and communities across markets, deepening emotional connections with families while reinforcing our innovation-led and inclusive brand philosophy.

Flashback: Celebrating Senior Customer Relationships

Flashback is our engagement platform for senior citizens, curated to acknowledge and nurture long-standing customer relationships. Rooted in the *dil se open* philosophy, the initiative brought senior customers together through screenings of iconic cinema. Conducted across 22 cities, it engaged over 7,000 senior customers, using nostalgia and familiar cultural narratives to strengthen trust and emotional connection with senior customers.





Burgundy Private Experiences

Burgundy Private Experiences bring together access, insight, and exclusivity through thoughtfully curated engagements for Axis Bank Burgundy Private clients.

In fiscal 2026, 51 exclusive experiences were hosted across 21 cities, covering art & culture, insights, and lifestyle. In partnership with NMACC, Indian Express, ASIC, ITC Hotels, Burgundy Private unlocked access to immersive showcases, renowned voices, and refined dining experiences. These bespoke engagements further strengthened client relationships while reaffirming Axis Bank's position as a leading bank known for delivering exceptional and differentiated experiences.