

Axis Bank celebrates Onam festivities, offers exciting deals and discounts to NRI customers in Kerala

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- *Launches curated offers, discounts, and cashbacks especially for NRI Customers and their families.*
- *Partnered with leading brands like Samsung, BigBasket and Myntra.*
- *Rolls-out the 'Open Day' campaign across select 61 Axis Bank branches in Kerala, to offer lucrative discounts from leading brands.*

Axis Bank, one of the largest private sector banks in India, today, announced the launch of **'NRI Homecoming'**, an initiative celebrating the auspicious occasion of Onam festivities. As a part of the initiative, the Bank will offer exclusive and wide range of exciting benefits and discounts to its NRI customers and their families. The customers can avail these benefits till September 30, 2024.

To enhance the festive experience, the Bank has rolled out exclusive discounts on select financial and health care services such as -

- Attractive interest rates and flexible tenures with NRE, NRO, FCNR and GIFT City Fixed Deposits.
- Reduction in brokerage fee from 0.75% to 0.55% and a waiver on fees for opening Trading and Demat accounts with Axis Direct.
- Seamless money transfers through Remit Money and Wire Transfer. With Remit Money, customers can avail a rate that is 60 paise better than the card rate, only applicable for USD. Additionally, with Wire Transfer, customers can get a rate that is 80 paise better than the card rate, which is only applicable for USD, GBP, and EUR.
- Discounts and cashback offers on leading brands like Samsung, BigBasket and Myntra.
- Collaborated with 'Samarth' - a eldercare service provider for curated offers to NRI customers and their families. The customers can avail flat 50% off on annual subscription on Samarth Privilege Plan.
- Partnered with 'DocOnline' - a wellness service provider, to offer flat 25% discounts on 5 customized healthcare services for NRI customers and their families.

Adding to the festivities, Axis Bank will also host 'Open Day', a festive campaign which will be live across 61 select branches in Kerala. As a part of this campaign, the Bank has partnered with Aster Medicity, Aster Medi Lab, Aster Pharma, Oppo, PVR, KFC, etc. to offer lucrative discounts and special benefits to the customers.

Speaking on the occasion, **Arnika Dixit, President & Head – Branch Banking** said, "Axis Bank remains committed to creating meaningful experiences for its customers. Through these curated offers and initiatives, the Bank will continue to strengthen its relationship with the NRI customers, ensuring that they celebrate the festival with joy and prosperity. It is our privilege to be part of their joyous moments as they celebrate this festival with their loved ones. We wish everyone a very happy Onam!"

Axis Bank is thrilled to bring forth the industry-best offerings to its customers in Kerala and make these festive celebrations more special for all, amalgamating superior customer experiences with unparalleled financial and lifestyle benefits.

Axis Bank has a total of 153 branches and 277 ATMs in the state of Kerala, along with three representative offices in the Middle East (Dubai, Abu Dhabi & Sharjah) to service the huge NRI population in the region.