

Axis Bank launches 'ARISE Women's Savings Account', a comprehensive offering with Financial Solutions and Healthcare Benefits

December 05, 2024

Axis Bank, one of the largest private sector banks in India, unveils '**ARISE Women's Savings Account**', a comprehensive solution designed exclusive to cater to the financial needs of women, while providing them with essential healthcare benefits. The ARISE Women Savings Account was unveiled by Ms. Arundhati Bhattacharya, Chairperson and Chief Executive Officer, Salesforce India in the presence of Mr. Amitabh Chaudhry, MD&CEO, Axis Bank and Mr. Munish Sharda, Executive Director, Axis Bank.

This newly launched savings account will offer a bouquet of services tailored to meet the unique needs of women which includes - dedicated women financial experts, customized basket of stocks and suite of benefits designed to support their health, lifestyle and family.

In addition to these features, the Bank will also offer host of benefits such as –

- **Family Banking Program:** Extended benefits to three family members, with an option to link children's accounts without initial funding requirements
- **Locker Benefits:** Zero rental fees on small and medium lockers for the first year, followed by a 50% discount from the second year
- **ARISE Debit Card:** Higher transaction limits with Rs. 5 Lakhs on POS and Rs. 1 Lakh at ATMs; includes quarterly airport lounge access and 1 EDGE REWARD Point on every Rs. 200 spent
- **Complimentary NEO Credit Card:** Includes an instant 10% discount on BookMyShow (up to Rs. 100/month), up to 40% off on Zomato orders, and 1 EDGE REWARD Point on every Rs. 200 spent

According to the recent data from the *National Statistical Office (NSO), women hold only 20.8% of India's total bank deposits, despite constituting 36.4% of all bank account holders. In metropolitan areas, women's deposits are only 16.5%, compared to 30% in rural areas. This study underscores the urgent need for banking solutions that address financial inequality and encourages greater participation from women. Through the launch of ARISE Women's Savings Account, the Bank aims to bridge this gap by promoting active financial management and enhancing women's engagement in banking through specialized services.

Speaking at the launch, **Amitabh Chaudhry, MD&CEO, Axis Bank**, said, “In the current financial landscape we know that there is no longer one-size-fits-all, and it’s time to address the specific challenges and opportunities that women face. ARISE has been designed to fill these gaps and help women rise to their power and potential. It’s not just a savings account—it’s a response to the real, everyday needs of women. We believe that empowering women financially creates a ripple effect - strengthening families, communities, and the nation as a whole. This initiative underscores our vision of creating an equitable banking ecosystem and society, where every woman has the resources and confidence to achieve her aspirations.”

Arundhati Bhattacharya, Chairperson and CEO, Salesforce India said, “I am glad to be part of the launch of the ARISE Women’s Savings Account. This remarkable initiative by Axis Bank will inspire and motivate more women to take command of their financial futures, thereby fostering progress and economic independence. By thoughtfully integrating essential healthcare benefits with tailored financial services, Axis Bank is truly paving the way for a more inclusive and equitable banking environment. This launch marks a significant milestone in our journey towards empowering women and creating a supportive ecosystem for their growth and success.”

The account holders can avail exclusive benefits such as:

Financial Solutions

- Financial guidance by women experts
- Annual Maintenance Charge (AMC) waiver on the first year for Demat Account
- Options to invest in a customized basket of stocks, specifically designed for women
- Stocks recommendation with 50% discount on SmartEdge

Healthcare Benefits

- Discounts up to 70% on women-specific diagnostic tests, including Pap Smear, Mammogram, and Cancer Screening
- Unlimited consultations with top hospital experts, including general physicians, nutritionists, psychologists, and pediatricians
- Up to 10% discount on pharmacy prescriptions
- Access to wellness sessions, including unlimited on-call consultations with dermatologists

Lifestyle Offers & Discounts:

- Exclusive childcare benefits with FirstCry Club Membership
- Complimentary Swiggy One membership
- 10% discount on beauty and fashion products at Nykaa

To know more about the offers and eligibility criteria, please refer to the Bank's website (T&Cs applies)

<https://www.axisbank.com/>