Press Release

Axis Bank launches e-Gift Card

- **India's first and only online gift card**

Mumbai, December 17, 2012: Axis Bank, India's third largest private sector Bank, today announced the launch of '**Axis Bank e- Gift Card'**, thereby becoming India's first bank to offer to all bank's domestic customers an option to buy an e- Gift Card.

The **Axis Bank e- Gift Card** offers customers an alternate channel through which they can buy a gift card for their dear ones. The facility of e- Gift Card can be availed at www.gogiftacard.com where a customer can buy and send a card of his choice by either e-mailing it or sending it via SMS to their loved ones.

Domestic customers can purchase these online e- Gift Cards using their credit / debit card issued by their respective bank. All purchase transactions shall be limited to sites that support verified by Visa and MasterCard Secure Code for two factor authentication.

'Axis Bank e- Gift Card' which is an online version of the physical plastic gift card can be sent via email /SMS to recipient, who can then use it to purchase anything online across categories like apparels, airline tickets, books etc. The validity of the card is 1 year from the date of issuance.

Speaking on the launch **Mr. Jairam Sridharan, Head, Consumer Lending & Payments, Axis Bank said**, "Each one of us has faced a time when we wanted to send someone a gift, and do it right away. Axis Bank e-Gift Cards are now the answer. With these cards, you can now turn your loved one's inbox into a Gift Box - instantly!"

Speaking on the launch, **Mr. Uttam Nayak, Group Country Manager – India and South Asia, VISA** said, "India has a strong culture of gifting and Visa e- Gift Cards are perfect to give and to receive on any occasion and works at the hundreds of online Visa merchant sites with the same convenience and security of all Visa cards. With this launch Axis Bank takes the guessing out of gifting and provides the freedom to the recipient to buy what they want and reflects the changing preferences of Indian consumers".

About Axis Bank: Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses.

With its 1741 domestic branches (including extension counters) and 10297 ATMs across the country, as on 30th September, 2012, the network of Axis Bank spreads across 1113 cities and towns, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Bank also has overseas offices in Singapore, Hong Kong, Shanghai, Colombo, Dubai and Abu Dhabi.

The Bank's website www.axisbank.com offers comprehensive details about its products and services.

About Visa Inc: Visa Inc. (NYSE:V) is a global payments technology company that connects consumers, businesses, financial institutions, and governments in more than 200 countries and territories to fast, secure and reliable digital currency. Underpinning digital currency is one of the world's most advanced processing networks—VisaNet—that is capable of handling more than 20,000 transaction messages a second, with fraud protection for consumers and guaranteed payment for merchants. Visa is not a bank, and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: Pay now with debit, ahead of time with prepaid or later with credit products.

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