

Press Release

AxisDirect launches 'Business Partnership Program'

To partner with IFAs for expanding its AxisDirect client base

Mumbai, July 12, 2012: AxisDirect, an online trading platform of Axis Securities and Sales Ltd (ASSL), a 100 % subsidiary of Axis Bank, today announced the launch of 'AxisDirect - Business Partner Program'. This is a PAN India initiative aimed at partnering with Independent Financial Advisors (IFA), Insurance agents and financial planners to expand its AxisDirect client base. The partner would refer clients to AxisDirect for opening a 3-in-1 investment account through which a client can invest in equities, derivatives, equity SIPs, IPOs, mutual funds, MF SIPs, Bonds, and Company FDs. The Business Partner would also tie-up with Axis Bank for offering a range of retail asset solutions to its clients including home loans, auto loans, loan against shares, and loan against properties.

Speaking on the occasion **Mr. Nilesh Shah, Director, AxisDirect** said, "Till now, the financial advisory business has focused on investment side of the clients' requirements, but not much in the liability side of clients' requirements viz. home loans, auto loans, loan against property, etc. The AxisDirect Business Partner Program, in association with Axis Bank, empowers a financial advisor to introduce its clients to a world class online retail broking platform and a wide range of retail asset solutions."

Mr. Modan Saha, Joint Managing Director, ASSL added, "We propose to work very closely with our Business Partners in offering a seamless experience to our clients."

IFAs interested in partnering with AxisDirect may write at businesspartner@axisdirect.in or call +91 9920799088

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 1622 branches (including extension counters) and 10,000 ATMs across the country, as on date, the network of Axis Bank spreads across 1050 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 Axis Securities and Sales Limited:



Axis Securities and Sales Limited, is a 100% subsidiary of Axis Bank Ltd. AxisDirect is a brand of Axis Securities and Sales Limited. It offers a wide range of investment products like Equity, derivatives, IPO, bonds to its diversified set of clients that include corporates, high net worth individuals and retail investors. Its customers benefit from well-researched information, stock research and analysis tools, access to in-house and independent third party research and a host of innovative features, functionalities which are available on AxisDirect portal www.axisdirect.in