

Press Release

Axis Bank opens its First Premium Banking Branch in Nagpur

- The 1st Premium Banking Branch in Vidarbha region, 3rd in Maharashtra & 14th in India
- Will showcase the Bank's premium offerings under one roof
- Premium Banking Branches offer a differentiated experience to customers

Nagpur, June 1, 2012: Axis Bank, India's third largest private sector Bank, today opened its first Premium Banking Branch in Vidharbha region at Nagpur. Shri Sunil Gurbaxani, Senior Vice President and Circle Head – Nagpur Circle, Axis Bank inaugurated the Premium Banking Branch located at Ground Floor, Chandak Bhawan, North Ambazari Road, Shankar Nagar, Nagpur.

The **Premium Banking Branch** is designed to cater to specific needs of the Bank's Premium customers and offers the entire spectrum of banking and financial services. The branch has a Lounge area and a fully equipped Business Center for the exclusive use of its premium clients.

The Business Center includes a meeting room and an Experts' Café which offers all the communication facilities for clients to conduct business meetings. Clients can hold meetings in the privacy of the meeting rooms while the Experts' Cafe can be used to conduct workshops, investment conferences, etc. The premium customers are also assigned a dedicated Relationship Manager to cater to their banking requirement including Home Banking and Investment advisory services.

All these unique features and facilities are offered without any additional cost to the premium customers. The branch also has an Anywhere Banking desk and a cash counter to facilitate the basic banking transactions of Non base Branches and other customers.

The distinguished guests present at the occasion included Senior Govt. officials, Industry chieftains and existing premium clients, including Hon'ble Rajya Sabha MP, Mr. Ajay Sancheti, Mr. B. Venugopal Reddy, IAS, Divisional Commissioner, Mr. Saurabh Rao, IAS, District Collector, Mrs. Swatee Jayaswal Tayal, Director, Abhijit Group of companies, Mr. DC Garg, Chairman and Managing Director, Western Coalfield Ltd and Mr. Padmesh Gupta, Chairman and Managing Director, Gupta Corporation Ltd. among others.



Axis Bank has increased its presence to 56 branches in its Nagpur Circle covering Vidharbha and Marathwada regions and 11 branches in the city, the highest among private sector banks. Axis Bank's ATM network of 280 in the region and 67 spread across the city of Nagpur is the highest, offering convenience of banking to its valued customers. The branches under Nagpur region have rapidly acquired new customer relationships which have reached more than 3.35 lakhs as on 31st March 2012 with a total business levels of more than Rs.4,800 crores. Axis Bank has also installed more than 6800 POS machines, highest amongst all banks in the region. With the launch of its premium branch in Nagpur, Axis Bank now has 223 branches and 1422 ATMs in Maharashtra.

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 more than 1650 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.