

Press Release

Axis Bank opens its First Premium Banking Branch in Indore

- The 1st Premium Banking Branch in Madhya Pradesh & 13th in India
- Will showcase the Bank's premium offerings under one roof
- Premium Banking Branches offer a differentiated experience to customers

Indore, May 10, 2012: Axis Bank, India's third largest private sector Bank, today opened its first Premium Banking Branch in Madhya Pradesh at Indore. Shri Lal Singh, Circle Head – Indore Circle, Axis Bank inaugurated the Premium Banking Branch located at 139, Phadnis Colony, Indore. Shri Kailash Shahra, Chairman, Ruchi Group of Industries was the guest of honour. This is Axis Bank's 1st Premium Banking branch in Madhya Pradesh.

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' Cafe 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.

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.

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.