

Press Release

Axis Bank rolls out 'SPLASH' – an All India painting competition for children

Mumbai, November 15, 2012: Axis Bank India's third largest private sector bank, is organizing 'Splash' a pan-India painting competition on Saturday, November 17 at all its 1741 branches.

The aim of this competition is to spread awareness about environmental issues hence the themes of the painting competition are Go Green, Save Water, Save Life and One Earth-One Family.

'SPLASH' is open to children between the age group of 7-12 through a simple registration process at the nearest Axis bank Branch. The winners at each branch will be declared and awarded on 17th November and the state level winners and the national winners will be declared by end of December

On the occasion Manisha Lath Gupta, Chief Marketing Officer at Axis Bank said, "Banks are an integral part of neighbourhoods. Through SPLASH, we strive to raise awareness about the environment and engage with customers and their children in our neighbourhood all over India."



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.