



Press Release

Axis Bank launches new and improved 'Senior Privilege Savings Account'

Mumbai, June 6, 2013: Axis Bank, India's third largest private sector Bank, today announced the launch of a new and improved 'Senior Privilege Savings Account'. This new account is specially designed for 'Seniors' who are aged 57 years or above with a package of benefits that help them through retired life.

The account aims to provide more attention, more convenience and greater care to those above the age of 57. Affectionately called Seniors, these Senior Privilege Account holders would be attended to on priority at Axis Bank branches. The account also gives them 20-60% discount on health check-ups at over 600 diagnostic centres. Axis Bank has tied up with United Healthcare India to bring this benefit to its customers.

Speaking on the occasion of the launch, **Manisha Lath Gupta, Head Marketing, Retail Liabilities & Electronic Banking, Axis Bank** says "At Axis Bank we believe in developing products that meet the stated and un-stated needs of our customers. Respect, recognition and convenience are the key insights around which all the product features of the new improved Senior Privilege Account have been built. Through strategic partnerships we have delivered benefits beyond banking transactions to meet the needs of our customers. We are confident that through this product, Axis Bank will become the preferred banking partner for Senior Citizens across the country."

One of the additional features of the account is that it provides customers the facility of registering for utility bill payments at Axis Bank branches. Since Seniors tend not to be comfortable making online payments for their bills, this feature is likely to be a big benefit to them. It would save them the trouble of waiting in queues at multiple utility centres to make bill payments.

The account also comes with a special Senior Citizen ID Card for emergency use. The card carries personal information like name and address along with safety information like emergency contact person and number, and medical information like your blood group, information on any illnesses and / or allergies.

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 1,947 domestic branches (including extension counters) and 11,245 ATMs across the country, as on 31st March 2013, the network of Axis Bank spreads across 1,263 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.