

Press Release**Axis Bank, Lufthansa Miles & More launch co-branded credit card**

Mumbai, June 11, 2013: Axis Bank, India's third largest private bank, and Miles & More, Europe's largest international frequent flyer program, today launched a new Credit Card in India in association with MasterCard. The Axis Bank' Miles & More card is available in two variants – World and World Select.

Axis Bank's Miles & More credit card combines superior financial and travel benefits for international frequent flyers. With this card, the cardholder gets access to frequent flyer program of Lufthansa and other member airlines. The cardholders earn miles on the spends using this card and these miles can be redeemed with over 300 global partners of Miles & More across various sectors such as flights, hotels, car rentals, retail stores etc.

The Axis Bank's Miles & More credit card brings a number of new and innovative benefits for its customers. These includes miles based benefits such as up to 6 award miles for every Rs. 200 spent, a welcome bonus of 15,000 award miles and double miles with various partners under regular promotional offers. With this card, one also gets complimentary access to select airport lounge in India and Complimentary Priority Pass membership. The cardholders also enjoy an extra benefit of unlimited validity of all accrued award miles, which otherwise have a validity of 36 months only.

Speaking on the occasion of the launch Mr. Jairam Sridharan, Head Consumer Lending and Payments, Axis Bank, said, "Through the strategic alliance with Miles & More we at Axis Bank are looking at the various travel needs of our customers whose interest is paramount to us. Miles & More is an international brand and an industry leader in miles based cards hence we believe that this alliance will help us deliver top of the class services to our customers. What is unique about this product is that not only the customers get miles, but they will also avail significant insurance benefits on this product. Apart from this Axis Bank is also offering preferential rates on loans to all Miles & More Credit Card customers."

Speaking on the occasion of the launch Mr. Joachim Steinbach, MD, Miles & More International, said, "The strong customer base and wide reach of Axis Bank and our expertise in the Miles based loyalty program will be a win-win situation for both of us. As one of the largest companies in this sector, we bring the strength and expertise required to deliver world standard loyalty programs along with customer oriented rewards to our customers. We look forward to enhance the growth and profitability of both companies."

Mr. Axel Hilgers, South Asia Director of Lufthansa, added, "This new product is an excellent add-on to the comprehensive investment programme we started last year in India. It offers outstanding benefits for frequent travelers and will help strengthen Lufthansa's relationship with Indian customers."



Mr. Ari Sarker, Division President South Asia, MasterCard said, "We at MasterCard are extremely excited about our relationship with Lufthansa MMI and Axis Bank. This partnership will result in the development of a card program that will provide world-class offers and services to the Indian affluent traveler across categories such as dining, hotels and retail. This partnership marks another significant step towards MasterCard's objective of being the card of choice for travelers around the world."

The combination of these two entities, therefore, will offer customers great travel related deals and services on an opportunity to enjoy great returns on miles spent and earned in the able hands of this partnership.

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.

About Miles & More - Lufthansa's frequent flyer programme: Miles & More is the international frequent flyer programme operated by Lufthansa, Austrian Airlines, Swiss International Airlines, Brussels Airlines, LOT Polish Airlines, Adria Airways, Croatia Airlines, Air Dolomiti and Luxair. Launched in 1993 by Lufthansa, it has around 23 million members worldwide, making it Europe's largest airline loyalty programme.

Miles & More members earn award miles when flying with any of the many Star Alliance airline partners as well as with more than 300 of partners on the ground. The award miles earned can be redeemed for flight or non-flight awards.

The complete list of partners and ongoing offers is available at <http://www.miles-and-more.com>